

## Customer Forum By Konzept & Markt

You wish to incorporate your customers' views and install them as a guideline for your company?

With the Customer Forum, Konzept & Markt has developed the classic focus-group approach further, making it an essential forum in which customers and companies can communicate.

The Customer Forum answers the following questions:

- Who are my customers?
- How do they perceive the company? How do they assess the company's services?
- What are the strengths and weaknesses of the individual elements of the spectrum of goods and services?
- What (secret) needs and expectations do the customers have in mind regarding the company?
- What creative inspirations and suggestions do customers give the company to take along?

The Customer Forum can be implemented in combination with quantitative marketing-research studies, as well as separately.

It represents a new dimension in corporate communications and builds new bridges between your customers and your company. It brings the 'anonymous' customer to life as a person who can be experienced and understood.

- The customer moves into the centre of decision-making processes.
- Product and marketing managers experience their customers 'live' through a one-way mirror or video recording.
- The moderator leads customers' discussion of questions relating to the company.
- Following the Forum, managers and the moderator can assess the information received and let the customer opinion influence future decisions.
- The moderator compiles the minutes or a complex report on the Forum.

### Main Benefits:

- Make customers an element of company decision-making processes and strategies
- Examine current marketing measures through the customers' eyes
- Develop hypotheses prior to quantitative studies
- Bring transparency to the purchase-decision-making process
- Identify the bases of customer relationships, customer satisfaction and company image
- Identify risk potentials
- Sensor for developing new paths to customer loyalty and attracting new customers

### Particularly Helpful for:

- Management
- Product and sales managers
- New employees

# Qualitative Methods

## A Customer Forum proceeds as follows:

- Detailed co-ordination with project management in regard to the company's information needs (briefing).
- Determination of the Forum location.
- Drafting of discussion guidelines in consultation with project management.
- Customer recruitment and invitation through a specialised market research studio.
- At least two focus groups should be held.
- Minutes of findings or in-depth report.

## The Customer Forum Methodology:

- Carried out in a neutral setting; e.g. discussion room of a market research facility
- 2 focus groups per Customer Forum, each with 8-10 customers in a day
- Each discussion lasts 2 hours
- Moderation and project management combined under one roof

## Positioning the Customer Forum in the Marketing Decision-Making Process:

### Combined Approach: (in connection with quantitative market research)

- Prior to customer- or employee-satisfaction analyses, market research requires hypotheses and fundamental statements against which the company can be measured. With the aid of a Customer Forum, you receive the information required.
- Following quantitative studies, determinations are made regarding the marketing measures to put in place. You can use the Customer Forum to verify these measures' prospects for success.

### Singular Approach: (as an individual instrument independent of quantitative market research)

- Independently of quantitative studies, carry out Customer Forums on a regular basis to enable marketing staff to establish a relationship with 'their' customers.
- Refer to customers' arguments and desires when making decisions about advertising and product development.
- Discuss the soundness of your company's strategy with your customers.

## Applications:

The Customer Forum by Konzept & Markt is suitable for all companies wishing to learn more about their customers.

- Retail and mail-order
- Brand-name manufacturers
- Non-profit organisations

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