

## BUSINESS INFORMATION SERVICES RESEARCH

### Telephone Interview Programme

Country & Sector: ONE ENTRY ONLY per column

| Country    |                          | Sector                     |                          |
|------------|--------------------------|----------------------------|--------------------------|
| USA        | <input type="checkbox"/> | Production & Manufacturing | <input type="checkbox"/> |
| Brazil     | <input type="checkbox"/> | Construction               | <input type="checkbox"/> |
| Germany    | <input type="checkbox"/> | Wholesale & Retail         | <input type="checkbox"/> |
| UK         | <input type="checkbox"/> | Hotels & catering          | <input type="checkbox"/> |
| <i>UAE</i> | <input type="checkbox"/> | <i>Finance</i>             | <input type="checkbox"/> |

#### INTRODUCTION:

Many thanks for agreeing to help. Our client is a supplier of business information and credit rating reports.

The main purpose of the interview is to determine what factors you consider important when deciding from which supplier you buy these types of reports and to get your opinions about the reports themselves.

Can I reassure you that your comments will be used to build up an overall picture of the situation and they will not be linked in any way to you or your company.

The types of reports we are researching are those supplied by companies such as X that are referred to as “Business Information Reports”. These reports provide financial information on a particular company and typically cost about [USA = US\$, Brazil = DRL xx, Germany = €, UK = £xx, UAE = AED xx]

1 Which of the following two statements applies to you? **READ OUT**

|  | Tick one box only        |
|--|--------------------------|
| I take the final decision as to which companies we use                       | <input type="checkbox"/> |
| I recommend which companies to use, but a colleague takes the final decision | <input type="checkbox"/> |

2 About how many of these “business information reports” would your company typically order in a year from each of the companies that supply you with these reports?

|  | Enter number |
|--|--------------|
| Coface                                   |              |
| Kiss (Orell Füssli Business Information) |              |
| Graydon                                  |              |
| Rime                                     |              |
| X  |              |
| Other 1 (write in company name)          |              |
| Other 2 (write in company name)          |              |
| Other 3 (write in company name)          |              |

3 About how many people in your company would use each report that is bought?

\_\_\_\_\_

4 In which departments including your own, do the most frequent users of these reports work?

|                                    | Tick any that apply      |
|------------------------------------|--------------------------|
| Accounts / finance                 | <input type="checkbox"/> |
| Corporate Communications           | <input type="checkbox"/> |
| Customer Service                   | <input type="checkbox"/> |
| Distribution                       | <input type="checkbox"/> |
| External Sales                     | <input type="checkbox"/> |
| General Administration             | <input type="checkbox"/> |
| Human Resources                    | <input type="checkbox"/> |
| Information Technology             | <input type="checkbox"/> |
| Internal Sales                     | <input type="checkbox"/> |
| Legal & Compliance                 | <input type="checkbox"/> |
| Marketing                          | <input type="checkbox"/> |
| Purchasing / Procurement           | <input type="checkbox"/> |
| Other 1 (write in department name) | <input type="checkbox"/> |
| Other 2 (write in department name) | <input type="checkbox"/> |
| Other 3 (write in department name) | <input type="checkbox"/> |

- 5 Typically how many times would you refer to one of these reports once it has been purchased?

\_\_\_\_\_

- 6 Using a scale of 1 to 5 where;

5 = essential  
 4 = very important  
 3 = quite important  
 2 = relatively unimportant  
 1 = not at all important

how important are the following factors in the decision as to which company to buy business information reports from?

| Importance   | Enter score<br>1 to 5 |
|--|-----------------------|
| 1. Ease of placing orders over the internet or telephone   |                       |
| 2. Being given a precise delivery date when you place the order                                  |                       |
| 3. Time taken for the report to be delivered to you  |                       |
| 4. Reliable delivery service   |                       |
| 5. Ability to deliver orders at very short notice  |                       |
| 6. Company information linked to a recognised unique reference like a DUNS number                |                       |
| 7. Range of topics in the report such as credit ratings, financial statements, legal information |                       |
| 8. Depth of information provided on these topics   |                       |
| 9. Success rate of investigations carried out by the supplier                                    |                       |
| 10. How up-to-date the investigation carried out by the supplier is                              |                       |
| 11. Overall clarity of the format and layout of the report                                       |                       |
| 12. Use of colours to improve the clarity of the report  |                       |
| 13. Use of graphs, charts and pictures to improve the clarity of the report                      |                       |
| 14. Availability of the report in your language  |                       |
| 15. Value for money  |                       |
| 16. Cheapest price available   |                       |
| 17. Quality of service from all members of staff you deal with                                   |                       |

- 7 What other factors do you consider to be very important or essential when considering from which company to buy?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

8 Using a scale of 1 to 5, where:

- 5 = totally satisfied (there is nothing they can improve on)  
 4 = very satisfied  
 3 = neither satisfied nor dissatisfied  
 2 = somewhat dissatisfied  
 1 = very dissatisfied (in that I would consider not using them again)

how satisfied are you with [X] and [USA, Brazil = Coface, Germany = Kiss, UK = Graydon, UAE = Rime] from whom you buy business information reports, for each of the following attributes?

| Satisfaction   | Enter score 1 to 5 |        |                 |         |      |                  |
|--|--------------------|--------|-----------------|---------|------|------------------|
|  | D&B                | Coface | Kiss<br>(Orell) | Graydon | Rime | Other<br>(spare) |
| 1. Ease of placing orders over the internet or telephone   |                    |        |                 |         |      |                  |
| 2. Being given a precise delivery date when you place the order                                  |                    |        |                 |         |      |                  |
| 3. Time taken for the report to be delivered to you  |                    |        |                 |         |      |                  |
| 4. Reliable delivery service   |                    |        |                 |         |      |                  |
| 5. Ability to deliver orders at very short notice  |                    |        |                 |         |      |                  |
| 6. Company information linked to a recognised unique reference like a DUNS number                |                    |        |                 |         |      |                  |
| 7. Range of topics in the report such as credit ratings, financial statements, legal information |                    |        |                 |         |      |                  |
| 8. Depth of information provided on these topics   |                    |        |                 |         |      |                  |
| 9. Success rate of investigations carried out by the supplier                                    |                    |        |                 |         |      |                  |
| 10. How up-to-date the investigation carried out by the supplier is                              |                    |        |                 |         |      |                  |
| 11. Overall clarity of the format and layout of the report                                       |                    |        |                 |         |      |                  |
| 12. Use of colours to improve the clarity of the report  |                    |        |                 |         |      |                  |
| 13. Use of graphs, charts and pictures to improve the clarity of the report                      |                    |        |                 |         |      |                  |
| 14. Availability of the report in your language  |                    |        |                 |         |      |                  |
| 15. Value for money  |                    |        |                 |         |      |                  |
| 16. Cheapest price available   |                    |        |                 |         |      |                  |
| 17. Quality of service from all members of staff you deal with                                   |                    |        |                 |         |      |                  |

- 9 Can you tell me how strongly you agree or disagree with the following statements for business information reports provided by Dunn & Bradstreet [IF THEY USE THEM] and [other supplier rated at Q8] using the following 1 to 5 scale where

5 = agree very strongly  
 4 = agree somewhat  
 3 = neither agree nor disagree  
 2 = disagree somewhat  
 1 = disagree very strongly?

|  | Enter score 1 to 5 |        |                 |         |      |                  |
|--|--------------------|--------|-----------------|---------|------|------------------|
|  | D&B                | Coface | Kiss<br>(Orell) | Graydon | Rime | Other<br>(spare) |
| 1. The report is clear and easy to read  |                    |        |                 |         |      |                  |
| 2. The report provides me with a good overview of the type of company in terms of its size, ownership and what it does                   |                    |        |                 |         |      |                  |
| 3. The report provides me with a clear summary of how healthy the company is in terms of its financial performance and its credit rating |                    |        |                 |         |      |                  |
| 4. The detail and content of the financial data in the report matches exactly what I need  |                    |        |                 |         |      |                  |
| 5. The report provides me with sufficient historic data on the company's performance for my needs  |                    |        |                 |         |      |                  |
| 6. The report uses charts and graphs which make the information in the report easier to understand                                       |                    |        |                 |         |      |                  |

- 10 Thinking about the **content and layout** of the reports you buy from Dunn & Bradstreet, what would you most like to see improved?

**OBTAIN AS MUCH DETAIL AS YOU CAN WITHIN THE TIME AVAILABLE**

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- 11 Thinking about the **content and layout** of the reports you buy from [other supplier rated at Q8], what would you most like to see improved?

**OBTAIN AS MUCH DETAIL AS YOU CAN WITHIN THE TIME AVAILABLE**

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- 12 How likely would you be to recommend [X] and [other supplier rated at Q8] to other people in your business, who are not in direct competition with you? Please use a scale of 1 to 5 where '5' is "definitely would recommend" and '1' is "definitely would not recommend".

|                         | Enter score 1 to 5 |        |      |         |      |               |
|-------------------------|--------------------|--------|------|---------|------|---------------|
|                         | D&B                | Coface | Kiss | Graydon | Rime | Other (spare) |
| Likelihood to recommend |                    |        |      |         |      |               |

- 13 If you had complete freedom of choice, that is, no contractual requirements, company policy or influence, how likely would you be to purchase from [X] and [other supplier rated at Q8] the next time you ordered these types of reports? Please use a scale of 1 to 5 where '5' is "definitely would repurchase" and '1' is "definitely would not repurchase".

|                           | Enter score 1 to 5 |        |      |         |      |               |
|---------------------------|--------------------|--------|------|---------|------|---------------|
|                           | D&B                | Coface | Kiss | Graydon | Rime | Other (spare) |
| Willingness to repurchase |                    |        |      |         |      |               |

- 14 Finally, can you please confirm your job title and the department in which you work?

- Job title \_\_\_\_\_

|                                    | Tick one box only        |
|------------------------------------|--------------------------|
| Accounts / finance                 | <input type="checkbox"/> |
| Corporate Communications           | <input type="checkbox"/> |
| Customer Service                   | <input type="checkbox"/> |
| Distribution                       | <input type="checkbox"/> |
| External Sales                     | <input type="checkbox"/> |
| General Administration             | <input type="checkbox"/> |
| Human Resources                    | <input type="checkbox"/> |
| Information Technology             | <input type="checkbox"/> |
| Internal Sales                     | <input type="checkbox"/> |
| Legal & Compliance                 | <input type="checkbox"/> |
| Marketing                          | <input type="checkbox"/> |
| Purchasing / Procurement           | <input type="checkbox"/> |
| Other 1 (write in department name) | <input type="checkbox"/> |
| Other 2 (write in department name) | <input type="checkbox"/> |
| Other 3 (write in department name) | <input type="checkbox"/> |

**THANK AND CLOSE INTERVIEW**