**Najmi’s Market survey**

1. **Marketing Survey.**

Market survey is the survey research and analysis of the market for a particular product/service which includes the investigation into customer inclination. Market surveys are tools to directly collect feedback from the target audience to understand their characteristics, expectation and requirements, which helps you plan your strategies, perfect your marketing campaigns, keep track of your competitors’ performances, minimize losses and spot business opportunities. With accurate survey analysis, you can follow current industry trends, forecast pit falls and reach out to the target markets with better offerings. Using market research strategy you can gain insights into your target consumers age, gender, location, occupation, etc. This crucial consumer information can be used to tailor your marketing campaigns for quality leads and maximum conversion a market survey can be conducted through multiple channels such as online surveys, in-depth interviews, focus groups and more. A market survey company is the best resource for determining what market research methodology to use in order to meet your business objectives. A market survey company can analyse drivers of customer satisfaction and dissatisfaction with your current customer base to determine what is working and what can be improve. Depending on the level of reporting requested by the client, a market study research report may include an executive summary, recommendation, an info graphic, customer personas and appendix of question-by-question result. Our team has the knowledge and tools to design a robust market research study, as a right fit for your business.

1. **Customer Satisfaction Survey.**

Consumers expect an exceptional experience with your company and unfortunately people talk about bad customer experiences more than they will brag about good ones. Customer satisfaction surveys are used to understand your customer’s satisfaction level with your organization’s product, services or experiences. This type of customer experience survey can be used to gauge customer needs, understand problems with your product or services or segment customers by their score. Customer satisfaction is at the core of human experience, reflecting our liking of a company’s business activities. High level of customer satisfaction are strong predictors of customer and client retention, loyalty and product repurchase. Effective business focus on creating a reinforming pleasurable experience so that they might retain existing customers and add new customers. The most commonly used matrices while doing a customer experience survey are

1. Net promoter score (NPS)

Probably the most popular measure of customer affinity towards your company NPS is a quick effective survey that typically ask “How likely are you to recommend us to a friend?”

1. Customer Effect score (CES)

This metric measures how hard it was for a customer to be able to complete the task that prompted their interaction. This survey questions could look like, “How easy it was to deal with our company today?”

1. Customer satisfaction survey (CSS)

This is a commonly used measure for product and services to rate how happy consumers are with what they purchased. The typical survey question to collect this feedback looks like, “How would you rate your overall satisfaction with the goods/service you received?”

1. **Social Research**

Different socio-economic groups belonging to different parts think differently. Various aspects of human behaviour need to be addressed to learn about people and societies, so that products and services that cater to various needs can be designed.

We conduct research in two formats:

1. QUALITATIVE METHOD

This method relies on direct communication with members of market, observation, and analysis.

1. QUANTITATIVE METHOD

This method uses statistical analysis techniques to evaluate data collected via surveys, polls, or questionnaires.

Social research helps industries in gaining customer satisfaction by giving them useful insights into customer behaviours, this leads to business growth and higher profitability of the firms.

recognised in its role in evaluating policy and offering practice-based interventions about “what works”. Knowing your customers would ease in designing the products and services accordingly, it decreases marketing efforts as the target-audience and their preferences are already known.

1. **Brand Assessment and recall.**

A brand recall survey is performed to major consumers’ ideas and believes about the brand to assess brand awareness and image. With increasing competition it is important to conduct brand tracking surveys that ensure business sustainability. Brand recall plays a crucial role in getting more customers to stick with your brand and buy your brand repeatedly; it is a quality major of how well a brand name relates to a product type or class of products by consumers. A brand’s value is directly connected with its presence in the memory of the consumers, simply if a customer remembers your brand, it is likely to buy that brand among others. Brand recall, you become the first company to pop in mind when a customer thinks about your sector. That’s a powerful position for any venture to be in. For example, when we think about an idea of browsing online, immediately Google comes into our minds, same happens with Apple when we think about cell phones or modern gadgets. Combined with brand recognition strategy to help customers perceive your brand in a certain way, we help you to get an impactful brand recall by implementing following strategies by using or making an evocative logo, great graphics, a memorable brand name, a slogan, a unique selling point and creative marketing strategies.

1. **Retail/ Instore survey**

Post purchase surveys are key to managing and improving your in-store customer experience. By positioning a survey terminal by the checkout or store-exit one can tell what your shopper base is thinking, delivering timely insights that companies can use to fix issues and improve service levels. We carry out intense qualitative and quantitative market research to understand customer preferences and collect product performance feedback to improve the offer instore. The feedback can be taken both online and offline depending on consumer’s convenience.

***The market research objectives include collecting data and feedback on:***

1. Inventory needs and options
2. Customer expectations
3. Awareness of services
4. In-store experiences
5. Changing business models