

Chapter Nineteen

Communicating The Research Results



LEARNING OBJECTIVES

1. Become aware of the primary purposes of a research report.
2. Learn how to organize and prepare a research report.
3. Gain insight into how to interpret and present marketing research results.
4. Learn how to make a personal presentation.

The Research Report

Organizing the Report:

1. Title Page
2. Table of Contents
3. Executive Summary
4. Background
5. Methodology
6. Findings (*primary and secondary*)
7. Appendices



Interpreting the Findings

Executive Summary:

Portion of a research report that explains why the research was done, what was found, what those findings mean, and what action, if any, management should undertake.

Conclusions and Recommendations

Conclusions:

Generalizations that answer the questions raised by the research objectives or otherwise satisfy the objectives.

Recommendations:

Conclusions applied to marketing strategies or tactics that focus on a client's achievement of differential advantage.

The Presentation

Exhibit 19.1

Sample Title Slide

2011 Customer Satisfaction Research Results

Project name.

Client name.

Prepared for:
ACME Financial, Inc.
May 2014

Date

Prepared by:
DSS Research
AE Name
name@dssresearch.com



Research supplier should have a standard template for reports.
Important for branding.
Beyond basic design, key elements shown above.

Supplier logo.



Looking Beyond the Expected

The Presentation

Sample Table of Contents

| Table of Contents | |
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Not more than a page. Helps user refer to specific areas of interest. List major sections.

2011 Customer Satisfaction Research | ACME Financial | May 2011 1 DSS Research

The Presentation

Sample Background and Objectives

Keep it concise. Put key objectives in bulleted list.

Background and Objectives

Background. ACME, like other progressive organizations, wants to develop a program to assess customer satisfaction with the services they receive from the organization. This information will be used in ACME's quality improvement efforts. The goal is to provide rational direction for those efforts.

Objectives. This type of research is designed to achieve the following objectives:

- Measure overall satisfaction with ACME compared to the competition.
- Measure customer satisfaction with ACME's new Web site where all transactions with ACME can be handled.
- Measure satisfaction with specific elements of all other programs and services provided to customers by ACME.
- Identify major reasons for satisfaction/dissatisfaction.
- Evaluate and classify program and service elements on the basis of their importance to customers and ACME's perceived performance of ACME (i.e., identify areas of strength and opportunities for improvement).

The Presentation

Sample Executive Summary

Focus on key findings, not just reiteration of detailed results.

Executive Summary

The majority are loyal, but satisfaction declined.

- Four out of five customers see their relationship with ACME continuing on a long-term basis. Over half are categorized as secure or favorable and can be considered loyal to ACME.
- Two-thirds report they are satisfied with ACME in 2008. However, this is a significant decline from 80.1% in 2010.
- ACME overall satisfaction and loyalty measures are significantly lower than the National Average.

Heavy Users are highly satisfied; Light Users less so.

- Heavy users report significantly higher satisfaction than light users and are more likely to see their relationship with ACME continuing on a long-term basis.
- Although only a small percentage of customers is categorized as alienated, Light Users make up a higher proportion of this group.

ACME processes are primary areas of strength.

- Both the customer service and application processes are identified through key driver analysis as areas of strength for ACME.
- Satisfaction with the billing process continues an upward trend. Ratings are on par with the National Average and significantly higher than 2010.

Staff ratings remain strong, with knowledge a key asset.

- The majority of customers are satisfied with all aspects related to ACME staff. About four out of five are satisfied with staff knowledge, the area of highest satisfaction across all staff levels.
- Although still high, relatively lower staff ratings are associated with accessibility related measures. Key driver analysis identifies ease of reaching staff as an opportunity for improvement.

2011 Customer Satisfaction Research | ACME Financial | May 2011

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DSS Research

The Presentation

Sample Methodology

Explain what was done in a simple, straightforward manner.

Methodology

Questionnaire. DSS was responsible for developing the survey instrument. ACME approved the final draft of the questionnaire. A copy of the mail survey instrument used is provided in Appendix B.

Methodology employed. Eligible respondents included a list of customers provided by ACME. The sample design is as follows:

| | 2011 | | | 2010 | | | 2009 | | |
|--------------------------------|-------------------|-------------|---------|----------------|-------------|---------|-------------------|-------------|---------|
| | Heavy Users | Light Users | Overall | Heavy Users | Light Users | Overall | Heavy Users | Light Users | Overall |
| Completed surveys | 52 | 60 | 112 | 101 | 71 | 172 | 87 | 71 | 158 |
| Mailed Surveys | 200 | 200 | 400 | 200 | 200 | 400 | 200 | 200 | 400 |
| Returned undeliverable surveys | NA | NA | 4 | NA | NA | 8 | NA | NA | 14 |
| Response rate | 26.0% | 30.0% | 28.0% | 50.5% | 35.5% | 43.0% | 43.5% | 35.5% | 39.5% |
| Adjusted response rate** | NA | NA | 28.3% | NA | NA | 43.9% | NA | NA | 40.9% |
| Sample error* | NA | NA | ±7.9% | NA | NA | ±5.6% | NA | NA | ±6.1% |
| Initial survey mailed | February 28, 2011 | | | March 7, 2010 | | | February 28, 2009 | | |
| Second survey mailed | March 21, 2011 | | | March 28, 2010 | | | March 21, 2009 | | |
| Last day to accept surveys | April 27, 2011 | | | May 2, 2010 | | | April 25, 2009 | | |

Data collection. All data were collected by DSS Research.

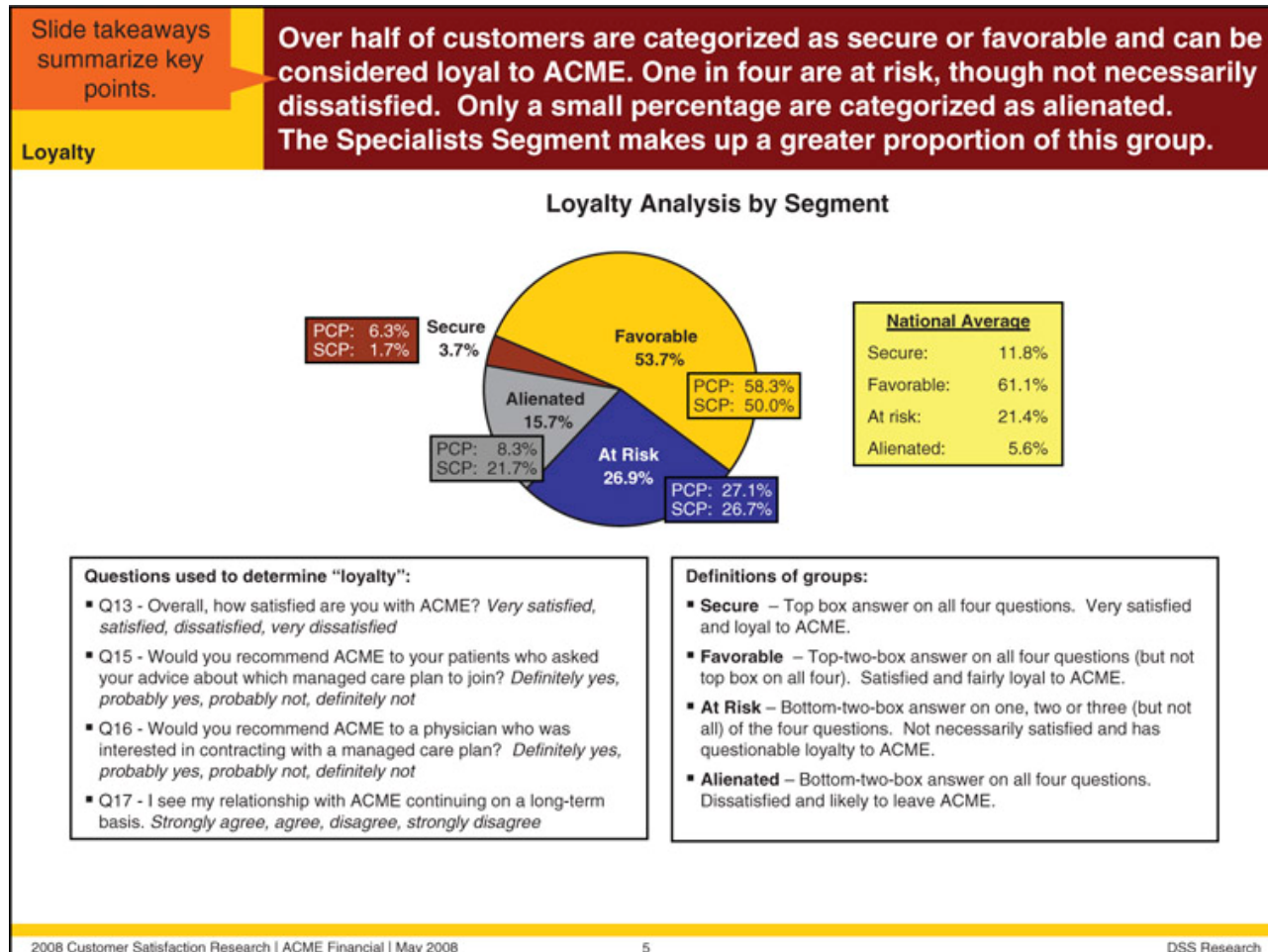
Data processing and analysis. DSS processed all completed surveys and analyzed the results. A complete set of survey tabulations is provided in Appendix C of this report.

* At 95% confidence, using the most pessimistic assumption regarding variance ($p=0.5$).

** Excludes undeliverables.

The Presentation

Communicate with Graphs/Charts/Pictures

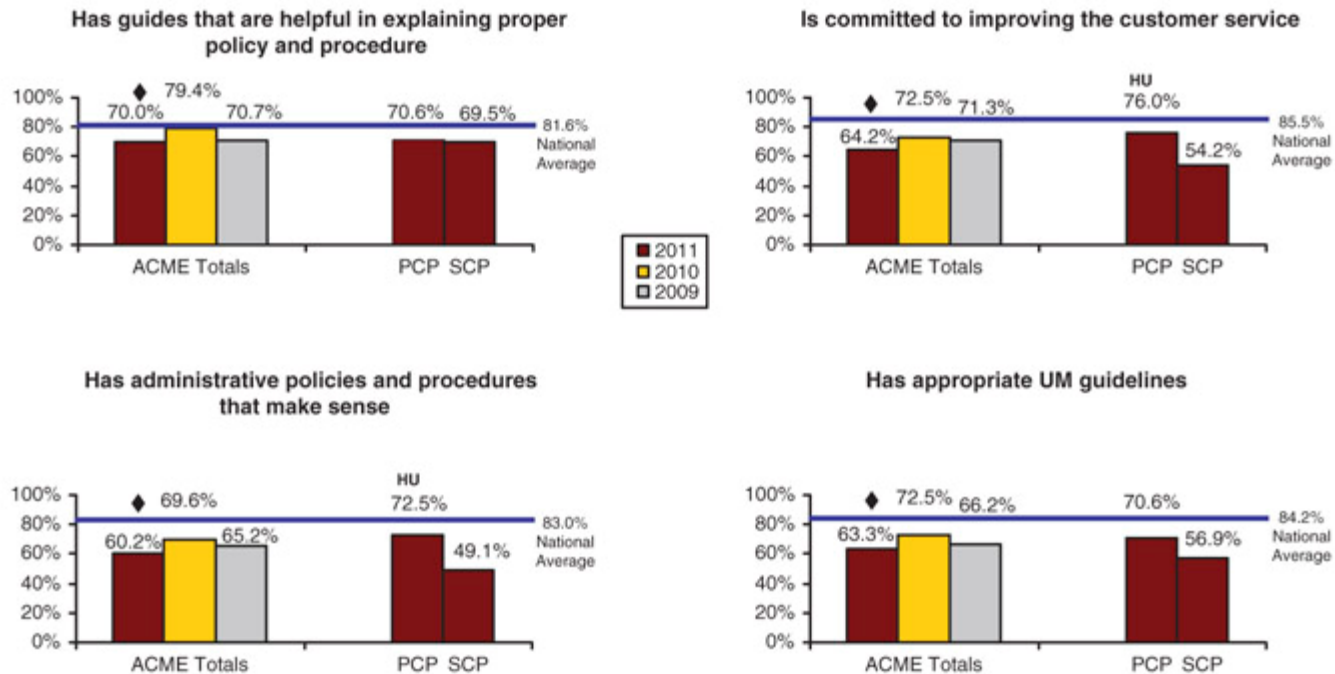


The Presentation

Quality and compensation issues -ACME

The majority of customers are positive toward ACME's policies and procedures, although at significantly lower levels than the National Average.

Q2. How much do you agree or disagree that ACME...?
Percent responding *strongly agree or agree*...



♦ Indicates 2011 ACME Total results are significantly higher or lower than the National Average at the 0.05 level.
HU Indicates PCP results are significantly higher than the specialist results at the 0.05 level.

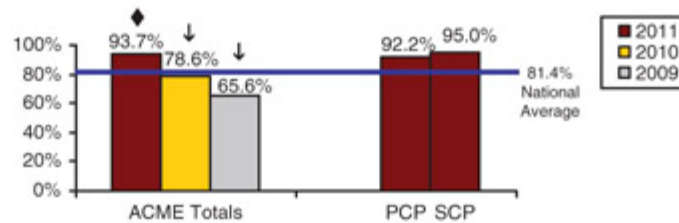
The Presentation

Provide direction.

Physician
communications
Internet access and
usage

Internet access continues to increase among customers. Broadband is the most common connection type, used by more than half.

Q10. Do you and your staff currently have access to the Internet?
Percent responding yes...



Q11. If yes, which of the following do you use?^**

| | ACME Total 2011 | Usage Level | |
|-------------|-----------------------|-------------|-------|
| | | Heavy | Light |
| <i>Base</i> | 101 | 46 | 55 |
| Broadband | 55.4% | 52.2% | 58.2% |
| Dial-up | 23.8% | 19.6% | 27.3% |
| Other | 20.8% | 28.3% | 14.5% |

^ New question in 2011.

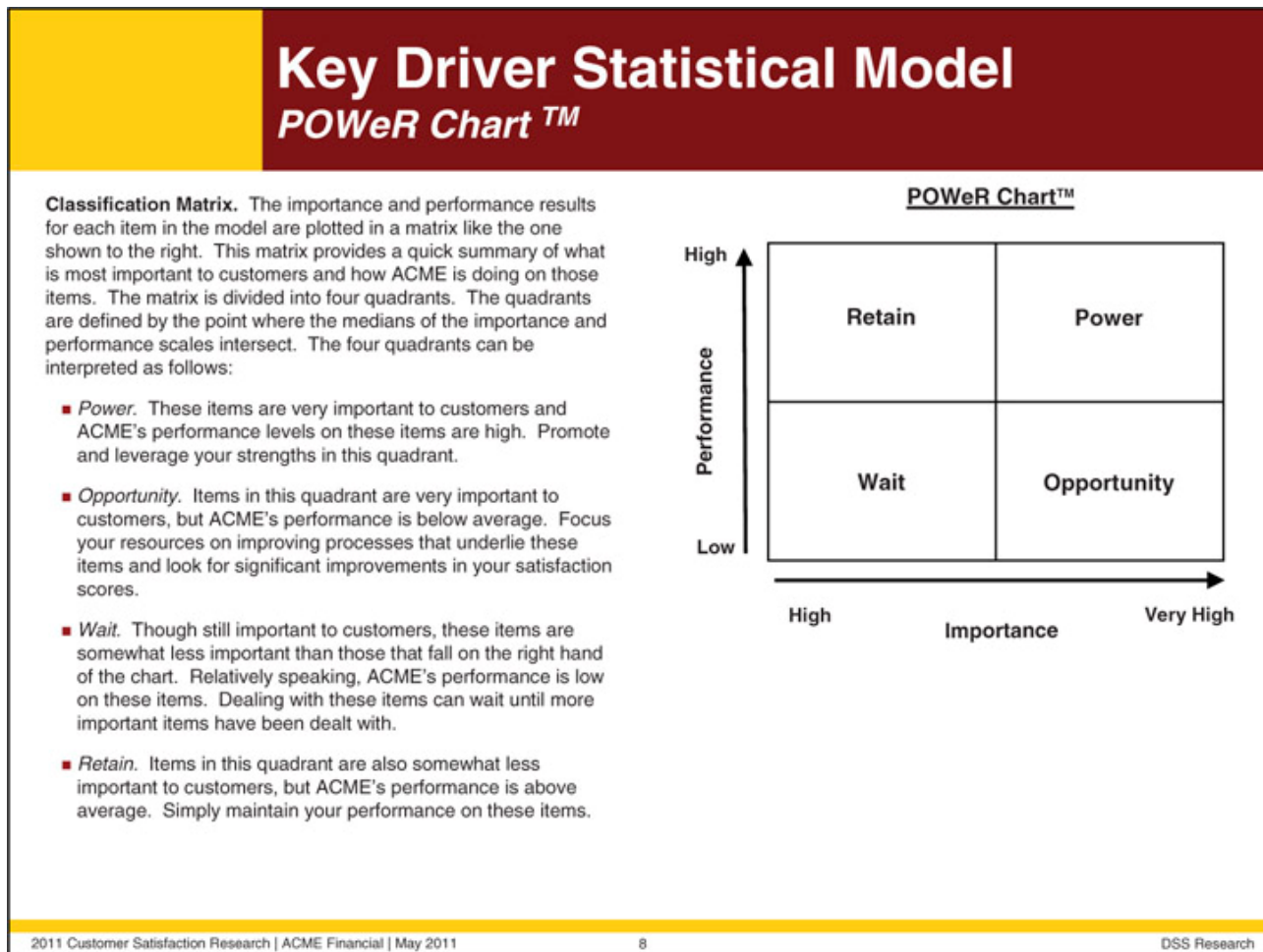
** Note: National Average data not available.

↑↓ Indicates that year's result is significantly or lower than the 2011 ACME result at the 0.05 level.

◆ Indicates 2011 ACME Total results are significantly higher or lower than the National Average at the 0.05 level.

The Presentation

Interpreting Statistical Results



Making a Presentation

Key Issues to Address:

- What do the data really mean?
- What impact do they have?
- What have we learned from the data?
- What do we need to do, given the information we now have?
- How can future studies of this nature be enhanced?
- What could make this information more useful?

Presentation by Internet

With PowerPoint, publishing presentations to the Web is easier than ever. Publication to the Web enables individuals to access the presentation, regardless of where they are or when they need to access it. In addition, researchers can present results at multiple locations on the Internet.

Key Terms & Definitions

- [Organizing the Research Report](#)
- [Executive Summary](#)
- [Conclusions](#)
- [Recommendations](#)
- [Presenting on the Internet](#)
- [Making a Presentation – *Key Issues to Address*](#)
- [Sample Title Slide](#)
- [Sample Table of Contents](#)
- [Sample Background and Objectives](#)
- [Sample Executive Summary](#)
- [Sample Methodology](#)

*Links and
Mode”*

Key Terms & Definitions

button are active when in “Slide Show