



Our Mission

To be a trusted and respected research and advisory partner by providing our clients with valuable information, strategic advice, and dependable assistance to help them implement their strategies effectively.

Satisfaction
Brand
Value Proposition



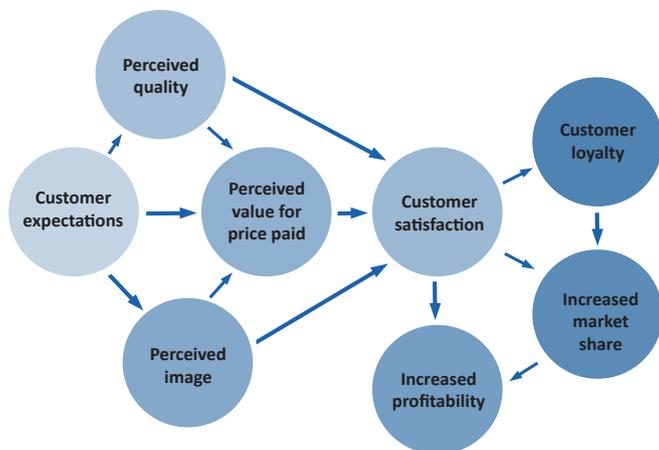
Customer Satisfaction Research

The continued growth of any organisation will be determined by its ability to deliver superior customer value. The importance of understanding customer needs is continuously being highlighted. The reason for the growing emphasis on customer satisfaction is that satisfied customers lead to a stronger competitive positioning, resulting ultimately in loyal customers, and increased market share and profit.

Management teams in all industry sectors are under increasing pressure to demonstrate that their services are customer-focused and that continuous performance improvement is being delivered. It is essential that customer expectations are properly understood and measured and that, from the customer's perspective, any gaps in service quality are identified. This information then assists a manager in identifying cost-effective ways of closing service quality gaps and of prioritising which gaps to focus on.

Customer satisfaction is influenced by a complex interplay of factors. Customer expectations can pose a major challenge, simply because expectations shift constantly, and they shift easily, they grow, they shrink, they change shape, they change direction. How satisfied (or dissatisfied) the company's customers are, is determined by these expectations and the company's performance in meeting them.

Customer expectations are influenced by the **perceived quality of service** that they receive, the **quality of the product**, if applicable, and the **value they receive for the price they pay**. The image of a company also influences customer expectations.



Your Advantage

The aim of a customer satisfaction research project is to provide a structured and systematic assessment of a company's customers' attitudes and perceptions by carrying out a comprehensive survey which will allow the company to do the following:

Establish key drivers of customer/stakeholder satisfaction	Ascertain overall satisfaction with the quality of the service, quality of the products/services and image
Identify and performance shortfalls /areas of weakness through measuring levels of performance	Establish any noteworthy differences in perceptions which may exist among customer/stakeholder segments

- Assess various managers' and departments' current performance levels and their impact on the service chain.
- Establish levels of awareness of services, as well as current use of services, if applicable.
- Competitive analysis through assessing the performance of the company relative to competitors.
- Compare internal staff perceptions of customer service to external customer perceptions.
- Customer Loyalty and future intentions:** Clients' levels of satisfaction can be affected by changes in either their expectations or the company's performance. That means that attention has to be paid to both. Customer loyalty is established as well future intentions. Customer loyalty can be proactively managed through a customer loyalty matrix.
- Verbatim comments:** BMI-T will make available customer comments which provide insight into the specific attitudes and perceptions of respondents, as well as highlighting any particular problems experienced by the customer.

Service Quality

Service quality can be defined as the difference between customer expectations of service and perceived service. If expectations are greater than performance then perceived quality is less than satisfactory and hence customer dissatisfaction occurs (Parasuraman et al; Lewis and Mitchell, 1990).

Service quality perceptions are based on:

- Tangibles
- Reliability
- Responsiveness
- Competence
- Courtesy
- Credibility
- Feel Secure
- Communication
- Understanding the customer

Some elements of total customer experience contribute more strongly to customer satisfaction. These are the elements that the company needs to focus on in order to improve overall customer satisfaction and loyalty. BMI-T uses correlation analysis to isolate and identify specific satisfaction drivers in terms of their relative influence on overall satisfaction and therefore, in turn, on the future behaviours. The key to success is to focus on what matters most to customers.

Internal Staff Survey

BMI-T also offers an internal self-completion survey, designed to mirror the respondent questionnaire, which is completed by the company's management team and employees who deal with customers. This allows for a comparison of internal versus external perceptions and expectations.

Value add: The internal staff survey is conducted at no extra cost to our client. It is a value-add that we offer as part of our methodology.

Our Expertise

BMI-T uses, inter alia, a best-of-breed methodology for customer attitudes and perceptions research, based on the ServQual methodology developed by Berry, Parasuraman and Zeithaml at Massachusetts Institute of Technology's Sloan School of Management. These methodologies have been customised to reflect and be applicable to the South African environment.

BMI-T believes in becoming a trusted business partner, rather than just an ad-hoc supplier of services. We are fully committed to quality, professionalism and customer service. We aim to add high level interpretive insights to the research findings and offer strategies for improvement as part of our findings and recommendations.

Key Clients

The company is equipped with all the necessary senior research analysts, fieldworker, and facilities for this type of research. Customer satisfaction surveys have been conducted for, to name a few:



Brand Research

BMI-T offers brand audits and brand health studies. Conducting a brand audit helps you understand where your brand stands in its current state. This will enable you to understand which parts of your brand are effective and which parts are not, in other words the state of health of your brand. Has your brand shifted since its inception and where to?

This information can be used to restructure the identity of the brand and messaging goals for better results. Our research helps with evaluating your organisation's identity as well as the organisation's marketing strategy.

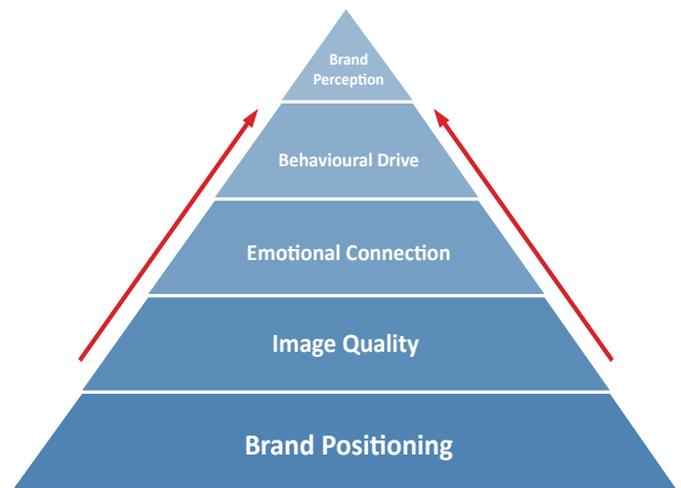
BMI-T makes use of a combination of both primary and secondary research methods. For this type of research BMI-T recommends a qualitative research approach, which can include in-depth interviews, focus groups and face-to-face interviews. BMI-T can also conduct a survey using a combined approach of qual-quant research techniques.

Both internal and external surveys are conducted which will help with brand alignment, identifying possible gaps either internally between the different levels of the organisation or externally, between the organisation and its broader stakeholder environment, including customers and any other key stakeholder groups.

Key Elements of study will include:

- How the brand is positioned on various attributes compared to competitors. Does your brand stand out?
- How the brand is perceived in terms of image, quality and other attributes.
- Brand promise - does your brand deliver on its promises?
- Brand identity – what the brand stands for.
- The brand's ability to evoke an emotional response.
- The affinity customers feel with the brand, and the extent to which it drives purchase decisions.
- Communication/Messages - Effectiveness of messages and communication methods/ channels. What does the brand actually say? Is your messaging consistent across all communication platforms?

Results can be segmented across different variables such as by customer demographics for finer levels of analysis.



Brand studies in context

BMI-T often combines brand research questions in a broader customer survey questionnaire, thus unlocking more value. Examples include:

- Customer satisfaction research – this is a good example of where BMI-T employs brand audit questions in a broader questionnaire thus deriving two research outcomes simultaneously. Once again such research includes both internal (staff) and external stakeholder (including customer) components.
- Other customer-facing surveys may also incorporate brand-related elements, e.g. a survey relating to testing a particular product or service may rely on both factual elements and perceptual elements, including brand awareness of competitor's products and the supportiveness of your overall brand.

Value Proposition Research

What is a Value Proposition?

- A clear and succinct statement that outlines to potential clients and stakeholders a company's unique value-creating features.
- A clear statement of the tangible results a customer gets from using your products or services.
- An offer to some entity or target in which they (the possessor) get more than they give up (merit or utility), as perceived by them.
- The basic reasoning for why people should consider your product or service.
- Describes what you do in terms of tangible business results. It draws interest and shares a success story within a few words.

BMI-T offers value proposition testing and research. We customise the value proposition testing based on our client's offering and business. The research will identify which benefits or values resonate the most with your customers or potential customers. We make use of qualitative and quantitative research techniques to do this.

The outcomes of the research can help build your value proposition or modify your existing value proposition.

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About BMI-T

A pioneer in business-to-business commercial and industrial research, BMI was founded in the late 1970s.

BMI-TechKnowledge Group was established as a separate company in 1990, to focus on researching the rapidly emerging South African ICT industry.

While retaining its research roots, the company has grown substantially to provide a sophisticated set of client-oriented services, based on the provision of high-level information, expert advice and shoulder-to-shoulder implementation assistance.

BMI-T was a pioneer of BEE in South Africa dating back to 1997, with a BEE programme that has evolved over the years. The company also participated in major events shaping the telecommunications policy landscape, commencing with the establishment of the National Telecoms Forum in 1993, and continuing to our recent work on the ICT Policy and SA Connect, among others.

BMI-T has successfully completed over 2500 projects for blue-chip clients - a feat unequalled by its peers.

“
Best of breed customer satisfaction research and tracking”

INFORM

BMI-T uses best-of-breed quantitative and qualitative methodologies to measure and define customer satisfaction, to understand customer perceptions and expectations as well as internal staff perceptions of what customers expect from a service point of view.

ADVISE

We provide strategic advice and recommendations on how to improve customer satisfaction through standard methodologies and additional extras such as a loyalty matrix, qualitative comments from customers and internal staff perceptions. Our industry expertise further assists in positioning customer satisfaction results for our clients.

ASSIST

BMI-T can offer key account/relationship and manager training workshops based on the customer satisfaction results as an additional service.



Our Values

Integrity

Alignment between our beliefs, values and behaviour

Ethical standards

Transparency in our projects

Professionalism and service excellence

We do what we promise, to the highest standards

Customer satisfaction

We invest in our clients and build long-term customer relationships, based on quality, customer loyalty and value

Visionary Leadership

Of each person within their area of responsibility

Personal Accountability

Of our conduct, decisions and outputs

Respect

For each person's dignity

Diversity

We embrace diversity of expertise, culture, age, gender and belief

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