

PARAMARQ

The Paramarq Technique

A White Paper

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1. Introducing The Paramarq Technique

Customer understanding is a cornerstone of marketing strategies. For organisations in the business-to-business environment it has been virtually impossible to gain access to this information.

Customers find it difficult or embarrassing to complain or praise. Too often their response to even seemingly minor difficulties is simply to change supplier.

The Paramarq Technique resolves this problem and allows you to address hidden or ignored issues that are reducing the effectiveness of your organisation. It also objectively highlights your successes.

The technique builds an understanding of your organisation, its products and processes, the pressures upon it, as well as its marketing strategy.

Paramarq conducts extensive interviews with customers facilitated by consultants that are respected both for their professionalism and independence.

Using the output from these interviews our consultants provide a highly detailed report covering both strengths and weaknesses backed by substantial, impartial

qualitative and quantitative data.

Paramarq's data and recommendations are seen as transparent and impartial by all parties so they can be used to rapidly effect change.



"SOMETIMES CUSTOMERS HAVE A DIFFERENT VIEW!"

The Paramarq Technique does not suit every type of organisation. It is best suited to proactive management who can act upon objective feedback.

The Paramarq Technique has been successfully implemented by a wide range of customers from multi-national "blue chip" enterprises to SME's across the UK, Europe and the USA.

Paramarq offer a money-back guarantee that our methodology is highly cost-effective.

2. The Paramarq Technique – The Benefits

The Paramarq Technique is a proven highly value added and highly cost-effective methodology.

We're prepared to prove it. Paramarq guarantee that should a survey create less value than five times our prices, we will provide our services free of charge.

2.1. Overall Value

Working in conjunction with management value is created by the Paramarq Technique in a wide variety of areas. These frequently include:

- Identification of profitable business opportunities that may be targeted using current resources
- Improved customer satisfaction leading to better working relationships due to the identification and reduction of points of friction.
- Identification of high value added opportunities.
- Greater focus on customer requirements.
- The validation of current tactical and strategic planning.
- Better alignment of physical, human and intellectually resources with the market.
- Identifying and resolving hidden issues

The Paramarq Technique provides senior management with three powerful tools to aid business development:

- Identification of Customer Perceptions
- Analysis of Customer Perceptions
- Business Development Pay-Off

2.2. Identification of Customer Perceptions

Paramarq explores your customers' views. In the process important previously hidden information is identified.

Pre-conceived opinions are checked against customer perceptions and important differences identified.

This stage often results in management having new or improved access to markets.

2.3. Analysis of Customer Perceptions

Next Paramarq analyse information received.

Not all customer comments should be taken at face value. Customers frequently "neither say what they mean nor mean what they say". Paramarq impartially explores and rigorously analyses information received to identify deeper meanings.

In doing so important issues are identified such as blocks to business development as well as new business development opportunities.

2.4. Business Development Pay-Off

Building on a newly created understanding of customer perceptions and our knowledge of your market Paramarq develops recommendations for improvement.

These are valued by senior management because they are impartial, unconstrained by entrenched attitudes and provide new and innovative approaches to improving performance.

3. Advantages Over Standard Customer Satisfaction Surveys

The Paramarq Technique explores your products and services from the perspective of your customers, predominantly using open ended questions.

Paramarq's style of questioning provides a more detailed and a less biased view of the customer perspective.

The Paramarq Technique has additional advantages over standard quantitative customer surveys. It identifies, for example:

- Soft issues - crucial to the customer experience- such as activities which create customer empathy.
- Factors creating your greatest "value added" opportunities.
- How your customers wish your products and services to improve – without introducing bias by using a pre-conceived list of options.
- New business opportunities
- Customer stress points
- Unknown issues

4. The Paramarq Technique Process

The Paramarq Technique ensures your organisation receives: independent, impartial, quality information from your customers covering aspects such as

- **Product**
 - Quality / Quality Assurance
 - Reliability
 - New Products
 - R & D Effectiveness
- **Sales and Marketing**
 - Marketing Processes
 - Sales Processes
 - Industry Environment
 - Market Structure
 - Pricing Pressures
 - Competitive Activity
- **Company Culture**
 - Depth of Relationships
 - Staff and Organisational Issues
 - Ethical Behaviour
 - Political Issues
- **Service Levels**
 - Customer Satisfaction
 - Pre-sales support
 - Post-sales support
 - Delivery times
- **Contract / Order Status Confirmation**

The Paramarq Technique is broken down in a number of stages each designed to ensure your objectives are met.

4.1. Understanding Your Business.

During this phase we build a detailed understanding of your organisation: its products and services.

Our consultants build an understanding of the pressures it is subject to such as:

- Cash flow and budgetary constraints
- Changes to market structure
- Information systems

- Strategic agenda
- Competitor activity
- New products
- A wide range of other factors.

Our consultants use this information together with their own considerable experience to understand the dynamics of your organisation, its markets and customers.

4.2. Building a Survey

4.2.1. Agree Survey Aims and Objectives

We start the survey by agreeing precisely the aims of the survey together with the types of statistical and contextual analysis required, and the structure of the report itself.

4.2.2. Agree an Impartial Questionnaire

At this stage we agree the type of questionnaire to be used as well as factors such as sample size. At the end of this Paramarq consultants will design a questionnaire that is totally impartial, and not

subject to the inherent bias and selective perception of pre-conceived opinion.

4.2.3. Agree a Representative Survey Sample

During this phase we agree a representative sample using techniques to ensure there is, again, a lack of bias.

Often included in these samples are "lost" or hostile customers from whom it has been conventionally difficult to uncover information. Frequently these types of organisations provide the most substantial and useful feedback.

4.3. Undertaking the Survey

Paramarq's surveys are undertaken by experienced, professional consultants.

They win respect of their interviewees and then using our own proven methodology gently probe your clients yielding detailed information - especially on "hot issues" that they find unable to discuss directly with you.

Our consultants are often surprised by the depth of information uncovered on difficult issues such as pricing and personalities. This is because our consultants are seen as neutral

and we take active steps to reduce feelings of guilt and anger that these interviews may expose.

We ensure that all issues are dealt with at the level of generalities but when necessary we delve to produce highly specific information - and this level of information is highly valued by our clients.

Each interview is recorded in great detail to provide an impartial set of data which is provided to supplement our reporting.

4.4. Management Reporting

In this phase our consultants review both the surveys and our understanding of your organisation. This provides a report with an impartial set of recommendations backed by the data collected.

This report is unbiased, substantial and authoritative. There are normally scores of recommendations. Some relate to minor issues that can be quickly addressed to

improve levels of customer satisfaction. There are often other issues involving more substantive changes at a deeper level.

Paramarq's reports often highlight commercial opportunities uncovered during the course of the survey.

4.5. Reporting Presentation

Paramarq will meet your senior management to explain the report in more detail. The

report may need detailed elaboration and explanation with senior management.

4.6. Staffing Debrief and Explanation

Our reports normally suggest changes large and small.

If required we can assist by explaining to those most concerned by change the reasoning behind our recommendations and the data on which they are made.

5. Next Steps

Paramarq guarantee our methodology.

If you are interested in leveraging the benefits offered by the Paramarq Technique to aid your business development, please contact us.

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