

## Customer Satisfaction Case Study

### Market Research Goal

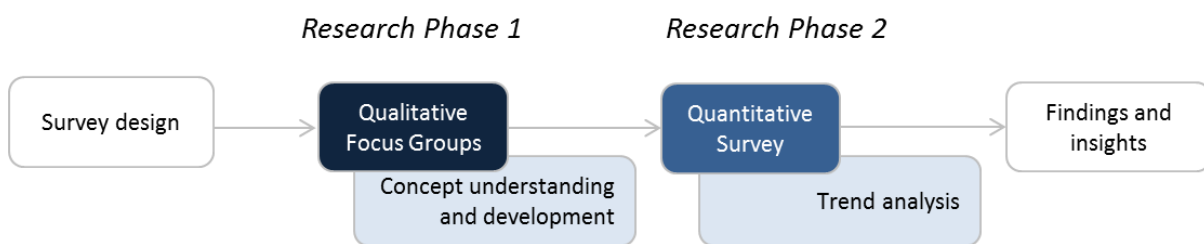
For over 11 years, market research firm newfocus has partnered with an iconic superannuation business to conduct market research and customer research in Melbourne, Sydney and Adelaide. The market and customer research have been both qualitative and quantitative in nature in order to understand the satisfaction of members and employers. The research has encompassed overarching member and employer satisfaction benchmarking and tracking research as well as specified research into specific industries and markets. One such project in which newfocus partnered with the client was a [mixed-modal approach](#) to understanding a key industry for the super fund. The genesis for the research came from the fact that, although of strategic importance for the fund, very little was known about the atypical member in this particular industry.

### Process - Market Research in Action

*Qualitative stage:* This research project involved conducting focus groups in [Melbourne and Sydney](#) to firstly understand more fully the needs, expectations, communication preferences and indeed awareness of the super fund in this core industry.

*Quantitative stage:* Building on this insight, newfocus then designed and launched an online survey with a national market, achieving an extremely high response rate (n>700) through the aid of reminder emails and the chance to win a prize. The research was conducted within a relatively short turnaround, with all qualitative and quantitative research completed within a six week period.

The survey sought to quantify new learnings about the industry and provide insight into strategic decisions ahead.



**Market Research Survey Design and Approach**

### Market Research Impact

The qualitative market research sought to understand the atypical member more fully, with the outcome being that some previously held assumptions about the member type were challenged. This provided our client with a deeper understanding of the key issues within the industry and how best to partner with members to overcome these issues. The quantitative market research confirmed some of these newly held assumptions and led to a variety of strategic and tactical recommendations for better engaging with the industry. Since completion of this study, the client has revamped its communication campaign to this industry.

based on recommendations from the research and continued to explore possible mechanisms for improving engagement in this market.

***This example provides evidence*** of our ability to combine methodologies to provide richer results with more actionable recommendations. This process (qualitative research leading into quantitative research) is an effective way to uncover deeper insight into the research objectives and can provide further strategic direction than just the adoption of one methodology.

Find out how we do it through expert specialisation in [market research qualitative and quantitative techniques](#)