



# SURVEY LOOP

AN ONGOING CONVERSATION WITH YOUR CUSTOMERS

**J.SCHMID**

We move brands forward



# What do your customers think?

## Understand the deeper feelings that drive brand loyalty.

The world has changed in ways no one could have predicted this year. Marketers hoping to stay in the game need customer insights if they want to retain and grow their customer base, increase profitability and position their brands for long term success.

It's more important than ever to monitor your customers on an ongoing and consistent basis. Asking the right questions can help fill those information and insight gaps that cause marketers to make critical decisions based on incorrect assumptions and out-of-date information.

We'll design and execute a **customized, qualitative e-survey** at regular intervals throughout the year. This ongoing "loop" will provide a steady stream of valuable insight and feedback that you can use to refine your brand message and experience and make it more relevant to the people you're trying to sell to. *What's important to them? What do they want? What's their perception of you?* We'll help you answer critical questions like these and monitor them over time. **Cost includes design of survey, up to 12 questions, analysis and final report.**

FREQUENCY	PRICE/SURVEY	SAVINGS	INVESTMENT
2X year	\$7,500		\$15,000
3X year	\$6,750	<b>10%</b>	\$20,000
4X year	\$6,375	<b>15%</b>	\$25,000

\*Cost based on 1 customer segment, 400 responses and does not include list purchase.

Contact Chris Hayes at [chrish@jschmid.com](mailto:chrish@jschmid.com) for more information.