

HOW TO CHOOSE A B2B RESEARCH AGENCY

When approaching a research company, check for these best-practice processes:



CLIENT DATABASE HANDLING

Confirm that each B2B customer is approached professionally and tactfully, paying close attention to the client relationship and its dynamics.



CUSTOMER SEGMENTATION

Customers on the database may be a SME owner or a CEO of a global bank. Ensure that respondents will be segmented, and a tailored approach designed.



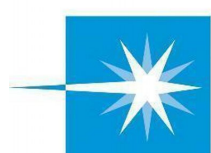
TRAINED INTERVIEWERS

Check interviewers receive appropriate training, so they can build rapport, gain commitment from time-poor individuals, and maximise response rates.



SKILLED IN 'ADDED VALUE' CONVERSATION

Confirm interviewers familiarise themselves with a company's solutions, processes and environments beforehand, allowing them to glean detailed responses.



Whether you want to launch a new service or product, identify new customer segments, research competitors or raise customer satisfaction, TTI Research delivers the actionable insights that matter.

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