

## MARKETLAUNCHER SERVICE OFFERING:

### Know Your Customer with Client Quality Assessments and Win/Loss Surveys



While it is always important to know your customer, gaining an in-depth understanding of their point of view is invaluable when client retention is critical to your ongoing success.

In addition, how you sell to your customers is likely going to change in the weeks, months or even years ahead. Understanding the strengths and weaknesses in your sales process today can make all the difference in how you thrive tomorrow.

# WHY MARKETLAUNCHER

MarketLauncher has been conducting client quality assessment and win/loss interviews on behalf of our clients for nearly two decades. Using an outside firm helps to make sure you get open and honest feedback from your clients rather than having someone who owns the relationship attempting to initiate these conversations.

## Turn Customers into Fans

Meet your customers where they are by giving them the space to speak their mind and offer their own perspective on what keeps them up at night.

Course correct quickly in areas where you may have been unaware you were falling short of expectations.

Better understand how your competitors are being perceived.

Use insights to create content that your customers will value, giving you an advantage over other thought leaders.

## Strategy, Process, Reporting & Talent

Before we begin reaching out to your customers, we strategize with you to understand your goals and objectives, your buyer personas, and when to shift between quantitative and qualitative data.

The ML executive interviewers have conducted thousands of interviews with executive-level contacts from a broad range of industries. They are highly skilled at favorably representing your brand while remaining unbiased in collecting important customer feedback.



**Joanne Strobert,  
Executive Interviewer for  
MarketLauncher since 2003**

*"The ML team has a great ability to get our customers on the phone and engage with them to get the information we need."*

*"They also provide quality reporting. We do not have the resources to get this kind of qualitative detail. The interviews we get from Joanne are great."*

**- Senior Relationship Manager,  
Global Market Leader for  
Investigations, Compliance and  
Cyber Security**

# CLIENT QUALITY ASSESSMENTS

By conducting interviews with client contacts, the MarketLauncher team is able to aggregate important data and provide assessments on a variety of key points that measure overall satisfaction and other elements that could influence the relationship.

**Survey questions are built to meet your specific data requirements.**

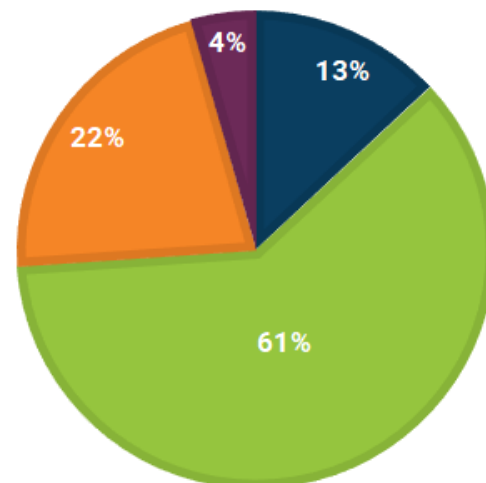
**Some examples include:**

- Net Promoter Score
- Potential areas of concern for which immediate action is needed
- Uncovering new opportunities for future work
- Key employees identified for recognition of outstanding performance and/or possible areas of concern
- Favorable quotes from satisfied customers to be used in future marketing efforts
- Industry trends that may drive future needs
- Potential areas of weakness or competitive threats

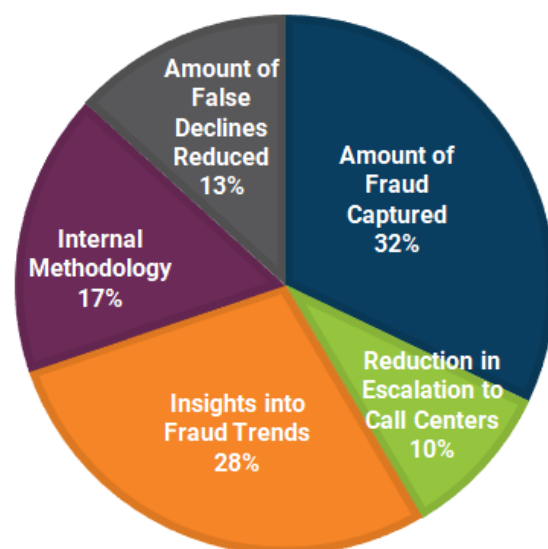
**Reporting samples from CQA interviews conducted for a leader in behavioral biometric fraud prevention**

**IMPLEMENTATION PROCESS COMPARED TO OTHER PROVIDERS**

■ Exceptional ■ Above Average ■ Average ■ Below Average



**ROI MEASUREMENT**



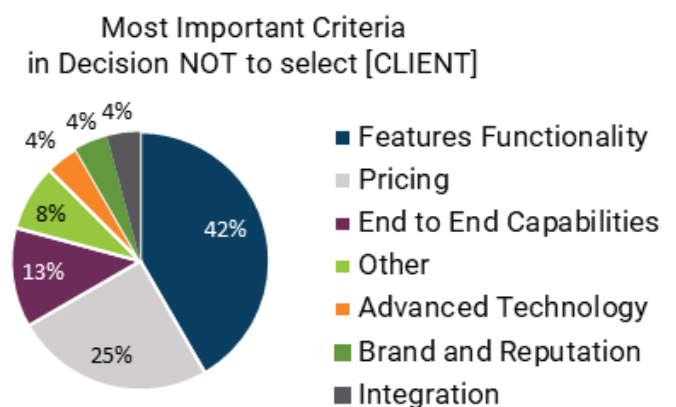
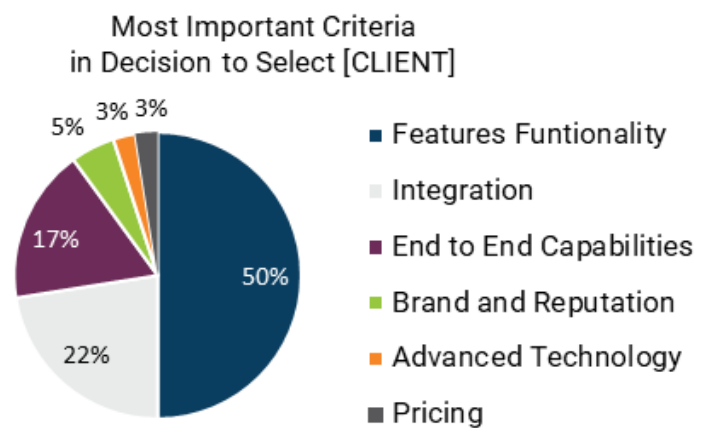
# WIN / LOSS ANALYSIS

By conducting a win-loss analysis, the ML team collects data directly from your buyers and lost prospects. This data not only helps you better understand why your sales team is securing or losing deals, but also gives insight into your company's position in the marketplace, and how your offering compares to your competitors.

## With an objective Win-Loss evaluation you can accomplish the following:

- Identify strengths to build upon
- Pinpoint weaknesses
- Capture competitive intelligence
- Identify opportunities for new services or new product development
- Help to solidify relationships with new clients
- Improve the sales/marketing process
- Provide insight into effective marketing collateral
- Improve positioning for future business wins
- Influence client retention and/or satisfaction

## Reporting samples from win/loss interviews conducted for an ERP solution



[Click to read the full client story](#)

# INTERVIEWS TO DRIVE STRATEGY

Sometimes you just need to talk to customers to get the right information to finalize a strategic decision, or to capture data that will help drive a particular go-to-market strategy.

## **Some examples of programs the ML team has conducted to help clients collect intel to drive strategy:**

We've helped architecture, engineering and construction firms use client interviews to identify new geographic markets for expansion or identify areas of unmet need:

The ML team has worked with some key players in the AEC space including:

- AECOM
- Kimley Horn
- Hardesty & Hanover
- Terracon

We've helped companies interested in exploring new markets or re-purposing an existing offering to meet an emerging market need:

The ML team has worked with some well known brands including:

- J.D. Power & Associates
- Harvard Business School Publishing
- Sage Software
- Philips Healthcare

The ML team conducted an outreach campaign to healthcare professionals who had gone dormant in the referral network of a leading innovator in medical alert services. The goal was to re-engage, collect information that would help the client improve the referral process, and introduce new stakeholders to the client's product.

The ML team conducted 148 interviews with healthcare providers in the client's network and collected data to better understand the full market potential, referral method preferences, obstacles and opportunities.

As a result of the outreach and interviews, we added 500+ new referrers to the program which led to 1,200+ new product fulfillments within two years.

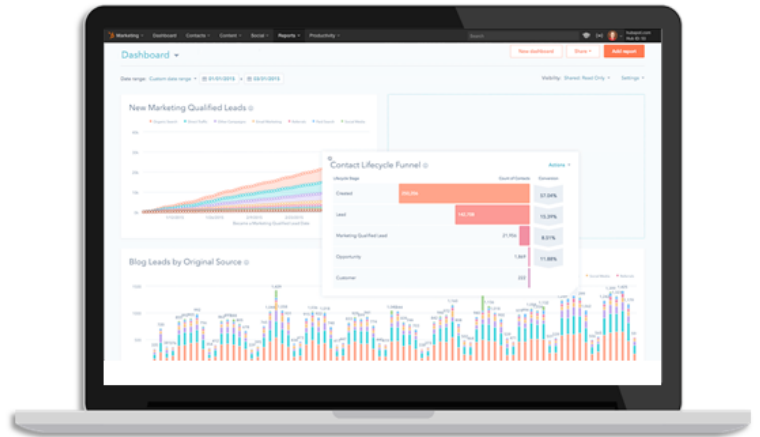
[Click to read the full client story](#)



# REPORTING & ANALYSIS

A weekly snapshot report with an aggregate of the data that is collected on every connection gives you regular visibility into who is engaging and the intel our team is collecting.

We also provide a monthly analysis on key insights that have been collected to date, and a comprehensive assessment report is presented upon conclusion with actionable recommendations.



*"We selected MarketLauncher to conduct our ongoing assessment surveys because of the way they approach the strategy; they really worked to understand our business and what we're trying to accomplish. We found after the pilot, which was quite successful at discovering needs, that we may not be meeting with our customers often enough. We also discovered during the pilot that we are meeting the needs of certain sets of customers, but not others.*

*"On an ongoing basis, the MarketLauncher program has given us qualitative information that we can use to understand both sides; our losses and wins, how our constituents are thinking, what's on their minds in their own words. That's valuable data for us.*

*"Now that we're in our second year of collecting this data, we're seeing the trend lines. As we make improvements the trend lines improve in certain areas. In an evolving and changing marketplace, this allows us to react to those trends and make modifications."*

**- Product Marketing Manager, ERP Software**



# PRICING OPTIONS

## Standard Pricing Package for Client Interview Programs

- Review client listing
- Strategy session with client and ML team to discuss goals and required data elements
- Craft interview template, scripting guidelines for messaging and reporting template
- Prep the ML team in collaboration call with client to discuss desired outcomes
- Conduct 3rd party outreach to all contacts by phone and email to secure time for an interview
- Complete interviews and capture quantitative and qualitative data for analysis
- Manage process in HubSpot marketing platform and provide weekly dashboard snapshots containing aggregate data as it is captured
- After the first 10 interviews are completed – review initial analysis report
- Determine total number of interviews needed to achieve goals



**Total investment for setting up the program strategy and completing the first 10 interviews: \$3,500**  
**Timeline: 30 days**

Additional interviews beyond the first 10 conducted at a rate of:

- \$300 for CQA and Win interviews
- \$450 for Loss interviews

**Custom programs can be quoted on request**



## KNOW YOUR CUSTOMER

Our Client Quality Assessment and Win/Loss Analysis programs are designed to help you better understand your customers and react more quickly to a changing environment.

## Get in Touch

[marketlauncher.com](http://marketlauncher.com)

