



# Project Feedback Report

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The Research Partnership

August 2008 – February 2011



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# Contents

## A Context

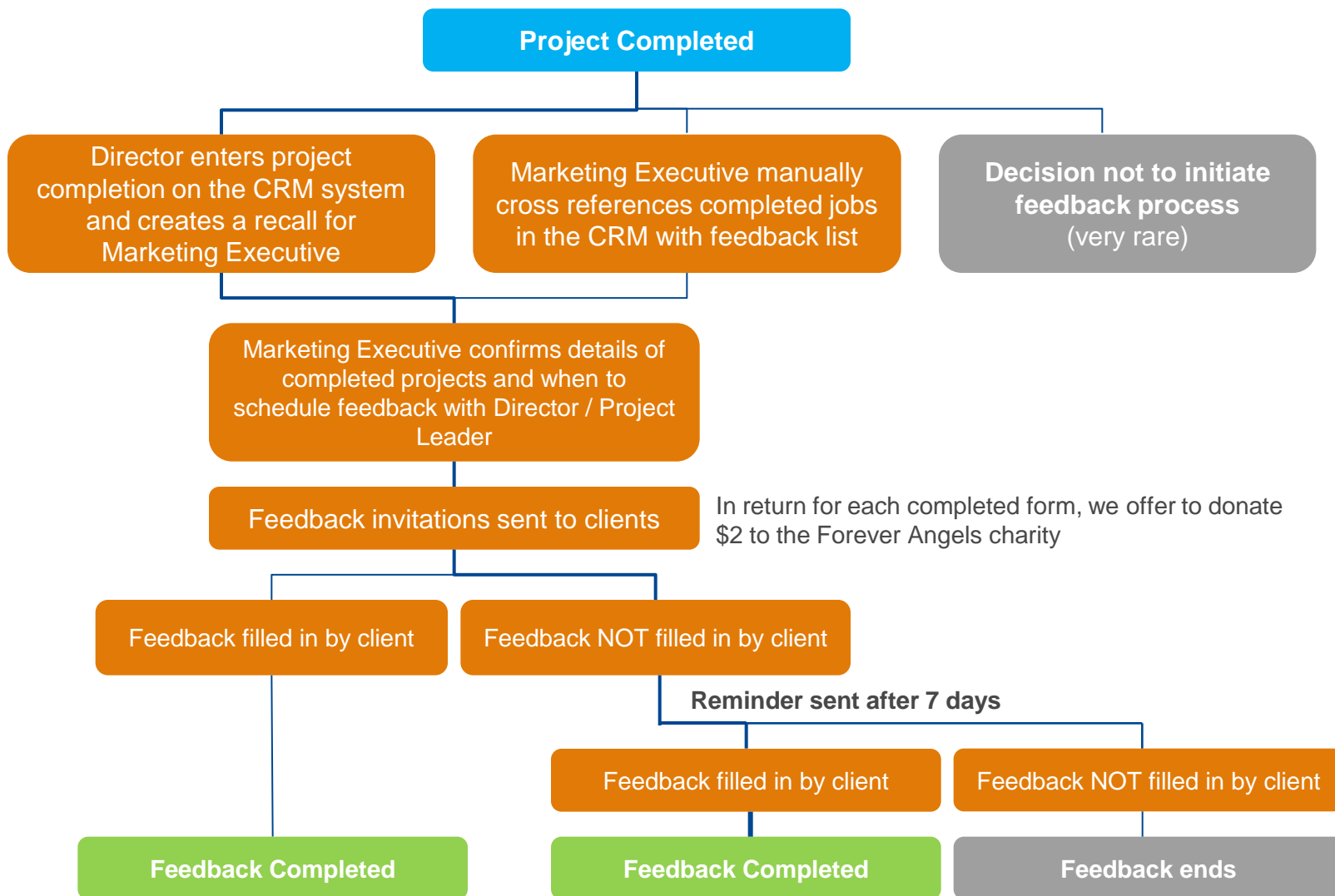
## B Key insights

- 1 Job Well Done
- 2 We are *Trusted* by Key Clients
- 3 Client comments

# Background & Objectives

<i>Situation</i>	<i>Key question</i>
<ul style="list-style-type: none"><li>○ At the end of each project, we send clients a Project Feedback Survey to complete online</li><li>○ Findings from the past 2½ years are presented here, with recommendations for action</li></ul>	<p><b><i>How well is RP currently serving clients and how can we maintain/exceed standards of service in the future?</i></b></p>

# Methodology: Current Feedback Process



Feedback completed in **55%** of projects in which forms were sent between Aug 10 and Feb 11

# Feedback Survey Questions

## Online survey carries consists of seven questions

### 1. How did we rate on the following attributes?

(7 point scale where 1 is *well below average* and 7 is *well above average*)

- Delivering insights and recommendations
- Responsiveness to queries and requests
- Discussion guide/questionnaire design
- Fieldwork moderator
- Fieldwork logistics and management
- Quality of presentation content
- Quality of presentation delivery
- Meeting deadlines
- Overall project management
- Overall satisfaction
- **Open ended comments text field**

### 2. How do you rate us in comparison to our competitors?

(5 point scale where 1 is much worse and 5 is well above, DK option allowed)

### 3. How likely are you to consider us for your next project?

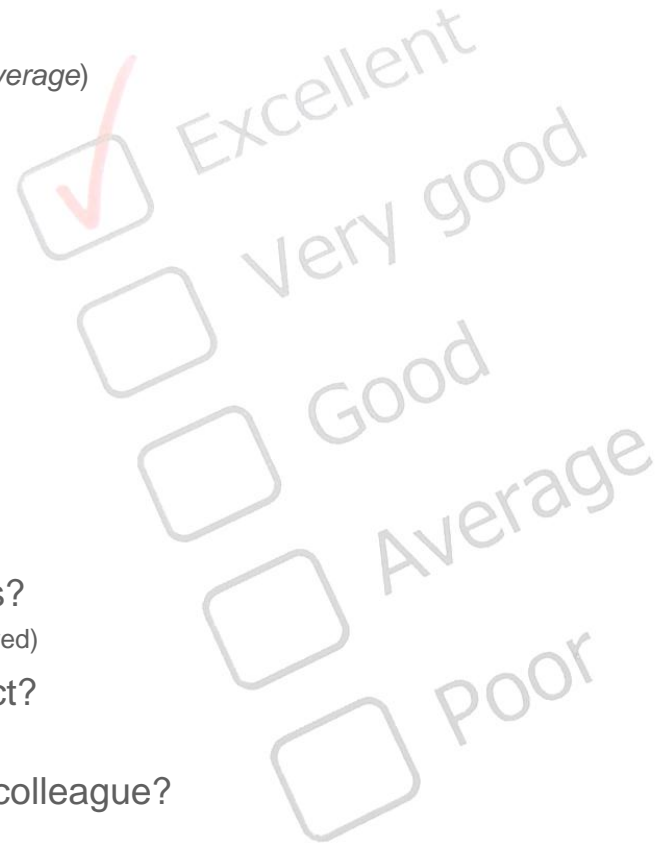
(5 point scale where 1 is very likely and 5 is very unlikely)

### 4. How likely are you to recommend our company to a colleague?

(5 point scale where 1 is very likely and 5 is very unlikely)

### 5. Do you have any suggestions for ways we could improve our service? (Open ended question)

### 6. Do you want to be contacted about the feedback given?



# Contents

## A Context

## B Key insights

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# How well is RP currently serving clients and how can we maintain/exceed standards of service in the future?



Over the last 6 months, RP has provided clients with a consistently high standard of research in line with our ***Trusted to Deliver*** positioning

1

Our satisfaction scores are high across all attributes (particularly in the last period)

2

Customer perception of our services reflects our positioning, providing our key clients with the attributes identified as important in our ***Corporate Image Survey***

3

RP is already maintaining a consistently high standard from year to year and by further scrutinizing aspects of our service we can aim to improve further

# Contents

## A Context

## B Key insights

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3 Client comments

Over the last 6 months, RP has provided clients with a consistently high standard of research in line with our *Trusted to Deliver* positioning and by looking after our advocates, we can use this to market to our prospects



1 Overall insight	Supporting insights
<p><b>Overall, our satisfaction scores are high across all attributes (particularly in the last period)</b></p>	<ul style="list-style-type: none"><li>• Clients are scoring us highly on almost every element of our service</li><li>• We performed particularly well over the last six months in terms of <b>Responsiveness, Deadlines, Project Management</b> and <b>Presentation Quality</b></li><li>• Many clients rate us better than our competitors and say they would be very likely to recommend us and use us again</li><li>• Our work is rated highly by both new and existing clients</li></ul>

# All aspects of service are being rated consistently above average: satisfied clients means repeat business



Q1. How did we rate on the following attributes? (7 point scale where 1 is *well below average* and 7 is *well above average*)

MEAN SCORES	Aug 08 - July 09	Aug 09 - July 10	Aug 10 – Feb 11
	MEAN	MEAN	MEAN
Delivering insights and recommendations	5.8 (n=35)	5.8 (n=48)	6.2 (n=22)
Responsiveness to queries and requests	6.1 (n=35)	6.2 (n=48)	6.6 (n=22)
Discussion guide/questionnaire design	5.5 (n=34)	5.7 (n=48)	6.2 (n=22)
Fieldwork moderator	5.6 (n=28)	5.5 (n=41)	5.8 (n=20)
Fieldwork logistics and management	5.8 (n=32)	6.0 (n=47)	6.1 (n=22)
Quality of presentation content	6.1 (n=35)	5.9 (n=48)	6.4 (n=22)
Quality of presentation delivery	6.0 (n=32)	5.9 (n=38)	6.2 (n=19)
Meeting deadlines	6.5 (n=34)	6.2 (n=47)	6.4 (n=22)
Overall project management	6.1 (n=35)	6.1 (n=48)	6.5 (n=22)
Overall satisfaction	6.1 (n=35)	6.2 (n=48)	6.4 (n=22)

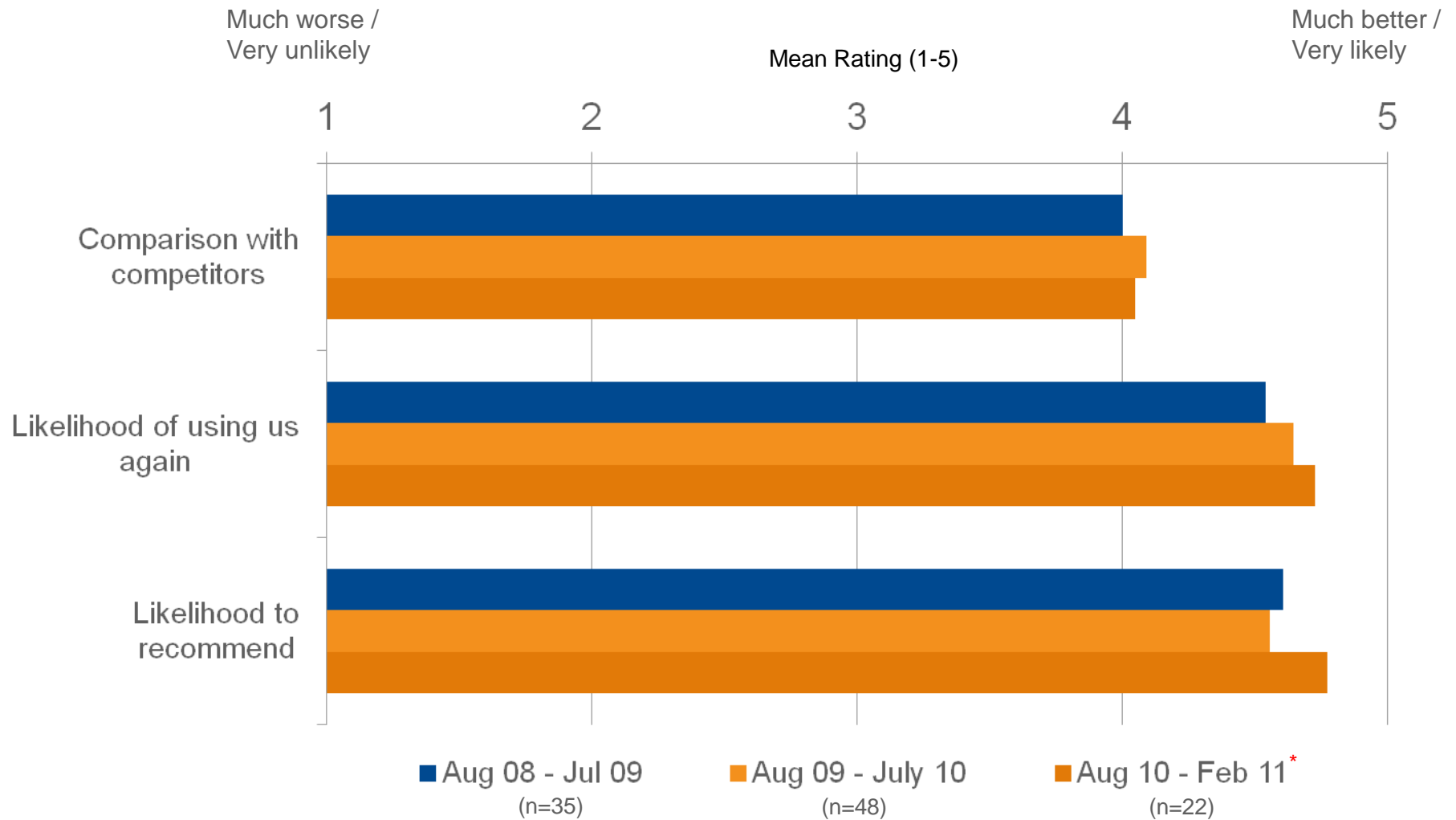
# In the last period, clients most commonly gave us the highest possible score across four attributes



Q1. How did we rate on the following attributes? (7 point scale where 1 is *well below average* and 7 is *well above average*)

MEAN SCORES	Aug 08 - July 09	Aug 09 - July 10	Aug 10 – Feb 11	
	MEAN	MEAN	MEAN	MEDIAN
Delivering insights and recommendations	5.8 (n=35)	5.8 (n=48)	6.2 (n=22)	6
<b>Responsiveness to queries and requests</b>	6.1 (n=35)	6.2 (n=48)	6.6 (n=22)	7
Discussion guide/questionnaire design	5.5 (n=34)	5.7 (n=48)	6.2 (n=22)	6
Fieldwork moderator	5.6 (n=28)	5.5 (n=41)	5.8 (n=20)	6
Fieldwork logistics and management	5.8 (n=32)	6.0 (n=47)	6.1 (n=22)	6
<b>Quality of presentation content</b>	6.1 (n=35)	5.9 (n=48)	6.4 (n=22)	7
Quality of presentation delivery	6.0 (n=32)	5.9 (n=38)	6.2 (n=19)	6
<b>Meeting deadlines</b>	6.5 (n=34)	6.2 (n=47)	6.4 (n=22)	7
<b>Overall project management</b>	6.1 (n=35)	6.1 (n=48)	6.5 (n=22)	7
Overall satisfaction	6.1 (n=35)	6.2 (n=48)	6.4 (n=22)	6

# Interim scores for current period show clients consistently likely to view us as superior to competitors, use us again and recommend us to colleagues



Q2. How do you rate us in comparison to our competitors? (5 point scale where 1 is much worse and 5 is well above; DK option allowed)  
 Q3. How likely are you to consider us for your next project? (5 point scale where 1 is very likely and 5 is very unlikely)  
 Q4. How likely are you to recommend our company to a colleague? (5 point scale where 1 is very likely and 5 is very unlikely)

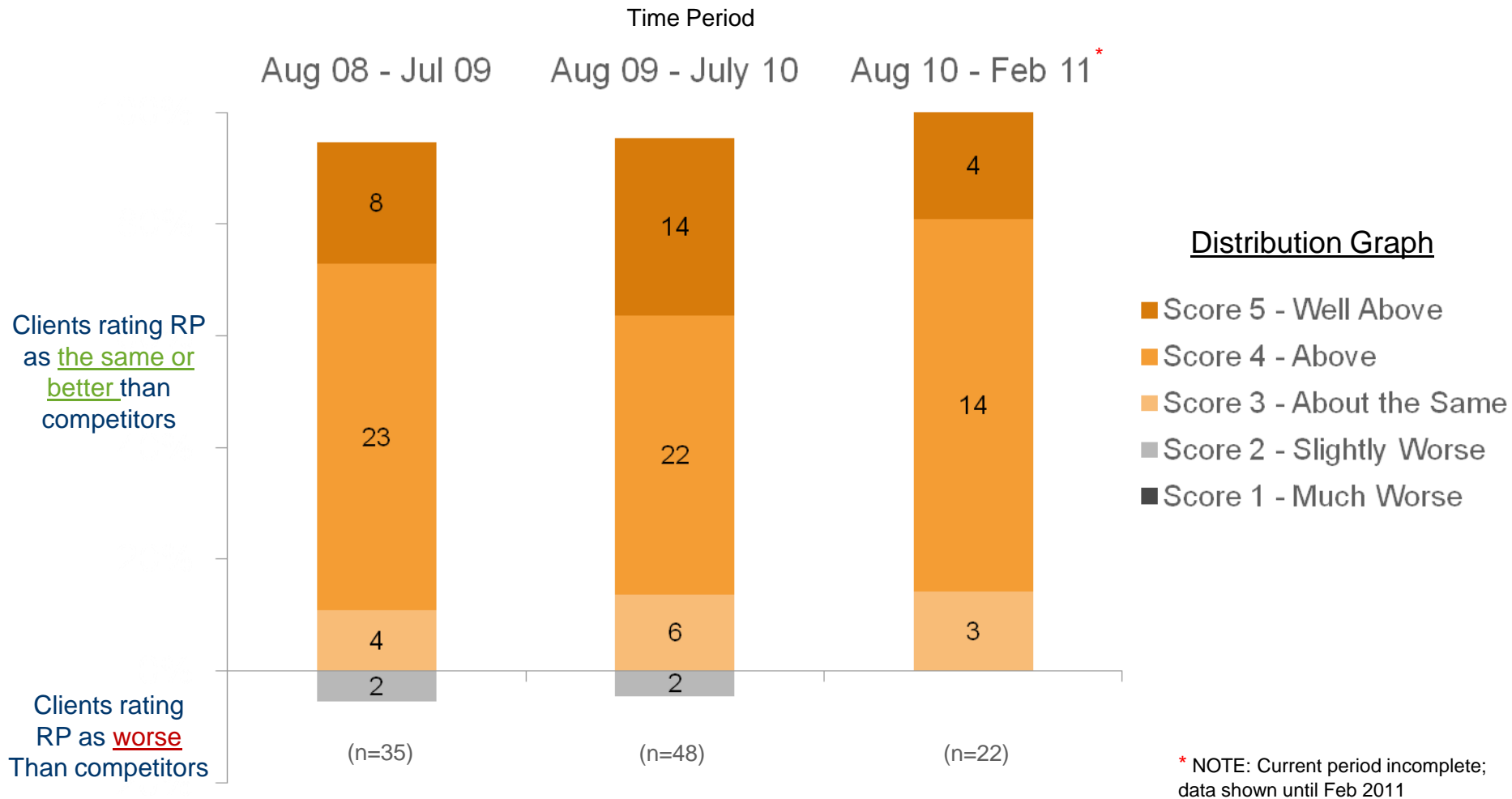
\* NOTE: Current period incomplete; data shown until Feb 2011

# Though the mean competitive rating score for the current period so far is lower than last year, distribution analysis shows that scores are roughly consistent, with no negative ratings



Q2. How do you rate us in comparison to our competitors?

(5 point scale where 1 is *much worse* and 5 is *well above*; DK option allowed)



# Little difference between ratings from new and existing clients in the current period so far



Scale	Question	Existing (n=13)	New (n=9)
Scale 1-7	Delivering insights and recommendations	6.0	6.4
	Responsiveness to queries and requests	6.5	6.8
	Discussion guide/questionnaire design	6.2	6.2
	Fieldwork moderator	5.6	6.1
	Fieldwork logistics and management	6.0	6.2
	Quality of presentation content	6.2	6.7
	Quality of presentation delivery	5.9	6.4
	Meeting deadlines	6.2	6.7
	Overall project management	6.3	6.8
	Overall satisfaction	6.6	6.3
Scale 1-5	Competitor Comparison	3.8	4.2
	Considered for next project	4.7	4.8
	Likelihood of Recommendation	4.6	4.9

Mean Scores

Scale 1-7
7. Well above average
6. Above average
5. Slightly above average
4. Average
3. Slightly below average
2. Below average
1. Well below average

Scale 1-5
5. Well above / Very likely
4. Above / Quite likely
3. About the same / Neutral
2. Slightly worse / Quite unlikely
1. Much worse / Very unlikely

All differences within 0.5 points

[Click for comparison to last two periods](#)

- Q1. How did we rate on the following attributes? (7 point scale where 1 is *well below average* and 7 is *well above average*)
- Q2. How do you rate us in comparison to our competitors? (5 point scale where 1 is much worse and 5 is well above; DK option allowed)
- Q3. How likely are you to consider us for your next project? (5 point scale where 1 is very likely and 5 is very unlikely)
- Q4. How likely are you to recommend our company to a colleague? (5 point scale where 1 is very likely and 5 is very unlikely)

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Over the last 6 months, RP has provided clients with a consistently high standard of research in line with our *Trusted to Deliver* positioning and by looking after our advocates, we can use this to market to our prospects



2 Overall insight	Supporting insights
<p><b>Customer perception of our services reflects our positioning, providing our key clients with the attributes identified as important in our <i>Corporate Image Survey</i></b></p>	<ul style="list-style-type: none"><li>• Our areas of strength are in line with our brand wheel attributes - we can credibly position ourselves as trusted, intelligent and customer-focused</li><li>• Many clients have given us a top score for delivering insight and recommendations, a key driver of satisfaction and supplier choice, although we could still do more for a minority</li><li>• Our key clients rate us 'Above Average' in all aspects of service</li></ul>

# Based on client feedback, our brand positioning is credible

Figures based on current period so far Aug 10 – Feb 11 (n=22)

**82%** of clients said we are better than competitors

**95%** of clients believe our presentation content is above average

**82%** rate us above average for discussion guide/questionnaire design.

**82%** of clients believe we are above average at delivering insight and recommendations



**100%** of clients rated us above average for responsiveness

**13** therapy areas covered in total with each project rated 'above average' or higher in terms of overall satisfaction

**73%** of clients say they are very likely to use us again and **77%** are very likely to recommend us to others

**91%** rate us above average for meeting deadlines

**77%** of clients rate us above average for project management

- Q1. How did we rate on the following attributes? (7 point scale where 1 is *well below average* and 7 is *well above average*)
- Q2. How do you rate us in comparison to our competitors? (5 point scale where 1 is much worse and 5 is well above; DK option allowed)
- Q3. How likely are you to consider us for your next project? (5 point scale where 1 is very likely and 5 is very unlikely)
- Q4. How likely are you to recommend our company to a colleague? (5 point scale where 1 is very likely and 5 is very unlikely)

# We regularly deliver insight, an important driver of supplier selection and satisfaction (but we could do more)



According to the *Corporate Image Survey*, clients rate the most important reason for choosing an agency as:

**“strategic thinking and true business insight”**

**18 / 22 clients** in current period so far rated us “**above average**” on *insight and recommendations*  
(i.e. 6 or 7 out of 7)

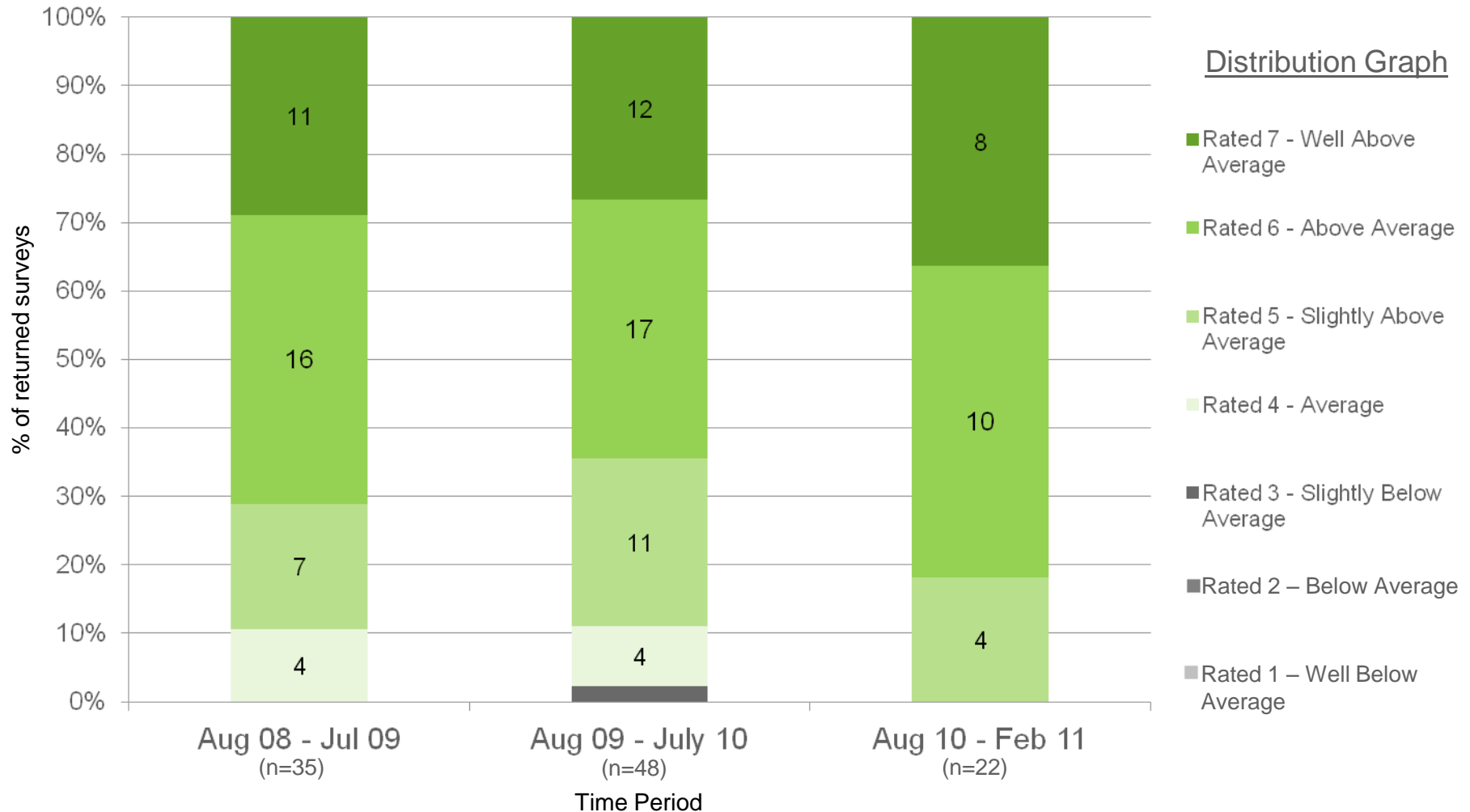
**6 clients** from the current period so far gave us the highest possible score  
(i.e. “**well above average**” - 7 out of 7)

Q1. How did we rate on the following attributes: *insight and recommendations*? (7 point scale where 1 is **well below average** and 7 is **well above average**)

# Insight and Recommendations are consistently rated highly – all of the studies for this period so far rated higher than ‘average’



Q1. How did we rate on the following attributes: *insight and recommendations*? (7 point scale where 1 is *well below average* and 7 is *well above average*)



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In the last six months, as many clients typed positive messages as typed constructive criticism

*Keep up the good work. Tom and Anthony were some of the best moderators / project managers I have known.*

*Excellent Presentation: well laid out and clearly presented. Very rich insights. Very responsive team .*

*Proposals are always well structured and provide important insights too.*

*I was very pleased with the qualitative phase of research.*

