



Customer and competitor intelligence: flexible, current, cost effective

Analytiqa is a market analysis and business intelligence company providing commercially relevant insight. Analytiqa assists clients across the global supply chain to recognise growth and profit in challenging and competitive markets.

At the heart of this approach is facilitating more informed discussions between logistics service providers and their customers, or prospect customers. Analytiqa's Customer Intelligence Service has been designed specifically for professionals requiring flexibility to spend their budgets, how and when they choose.

Understanding that your exact information needs change constantly, both in terms of requirement and frequency, Analytiqa's subscription facility provides you maximum flexibility and cost efficient access to this service.

Customer Intelligence Service

- Highly specific research, tailored to your budget
- Outsource non-essential tasks to sector experts
- Maximise ROI and build better customer relationships
- Enhance decision-making capability and strategies supported by unique insights

For an economical annual fee, subscribers have efficient, 'on-demand' access to a range of service options designed to meet different supply chain information requirements.

Analytiqa has now become the supplier of choice for many leading shippers and supply chain service providers in the industry and our ability to provide 'commercially relevant' insight has been a key factor in achieving this status.

Commercially Aware

Analytiqa's Customer Intelligence Service is comprised of three unique components, that may be utilised in any combination, at any time, during a subscription period.

- **Company Profiles**

Upon request from a subscriber, Analytiqa's Analysts will spend two hours research time, producing a company profile from information in the public domain to create an up to date, bespoke piece of analysis, for your individual use. Targeting new customers, competitors or researching service providers, the insight is produced 'on-demand' to ensure it is as up to date as possible.

Company Profiles provided under the Customer Intelligence Service generally comprise of five 'standard' sections, including, most importantly, supply chain insight that will not be found in more generic corporate profile services. Flexibility is key, however, and both the structure and content of the profiles can be adapted or amended to suit each subscriber's unique requirements.

A Company Profile is ideally suited to the demands of marketing professionals or Account Managers, tasked with better understanding a company at a relatively high level prior to engaging further. A profile can be delivered to a service subscriber within three (3) working days of placing a request.

- **Customer Satisfaction**

With supply chain tender processes becoming increasingly complex and procurement driven, it is inevitably more cost effective to retain existing customers than acquire new ones. Customer satisfaction is a leading indicator of consumer loyalty and intent to extend or renew contracts.

For service providers in supply chain markets where performance is paramount, customer satisfaction is a key point of differentiation. High levels of satisfaction reduce customer attrition rates and increases customer

lifetime values. In an industry where personal relationships are vital, customer satisfaction reduces negative word of mouth.

Analytiqa provides a timely, cost-effective solution to assist you to identify and understand the specific factors that drive decision making at your key customers. By using the expertise of a trusted and independent market authority such as Analytiqa, you are demonstrating to your customers, or prospects, the willingness to invest in their opinions. You are making a commitment to better understand your clients and the strategic challenges they are facing, so that you may enhance or better tailor your service offering, or act upon areas of weakness, assisting you to retain, extend or enhance the relationships you hold with them.

Undertaken with full disclosure that Analytiqa is working on behalf of the subscriber, these interviews, under the terms of the Customer Intelligence Service, refer to a 'temperature check' measurement. A structured interview design of between 8-10 questions will be agreed with each subscriber in advance, so that requests for insight are delivered in a timely and efficient manner during the subscription period.

Whilst providing insight and opinion that is not available elsewhere, the telephone-based research does not seek to interrogate respondents in levels of 'forensic' operational detail - if required, this level of insight can be provided by Analytiqa through our other services.

• Company Interviews

Company interviews are designed to meet more detailed research requirements, conducted by Analytiqa undertaking telephone interviews with appropriate individuals and organisations in order to elicit qualified information that is simply unavailable from any other source. A structured interview design of around 15 questions will be agreed with each subscriber in advance, so that requests for insight are delivered in a timely and efficient manner during the subscription period.

A subscriber may be seeking insight into future market trends, sector dynamics, logistics challenges, supply chain mapping or evaluating tender processes across a single or group of companies.

The output of the research should enable subscribers to:

- Evaluate the attractiveness of potential focus segments within the market places

- Identify the required qualifiers and differentiators to succeed in this market
- Quantify any identified opportunities with potential market values, specific customers and time-scales
- Understand the key market participants, their service requirements, service provision and gaps
- Identify key enablers and potential barriers to customers switching service providers
- Successfully engage relevant stakeholders and key decision-makers within targeted companies/organisations with appropriate marketing collateral
- 'Speak the same language' as the targeted companies/customers, holding more informed discussions
- Pursue identified opportunities with targeted companies/customers, meeting strategic aims and commercial growth objectives

How it Works

Flexibility, combined with a unique, highly tailored service, is the objective. Clients signing up to Analytiqa's Customer Intelligence Service quickly realise a return on their investment. Due to a dominant focus on primary research, users are assured of high-value, actionable insight.

You may wish to purchase 10, 20 or 30 'units'. As an example, a Company Profile is priced at one unit, a Customer Satisfaction Interview is two units and a Company Interview is three units.

Subscribers

Users can mix and match to use up their credit balance however they choose. By subscribing, you are also able to extend the reach of your budget. Selecting from one of three levels of service, a higher value account will provide you greater discounts on prices of the individual service elements. Furthermore it is purely up to you how and when you spend your allocated budget throughout the course of the year, enabling you to be in complete control and thereby ensuring you recognise maximum return from your investment. Analytiqa will provide you complete visibility of your usage and expenditure.

Learn more...

To learn more or commence a subscription to the Customer Intelligence Service, please contact Analytiqa for a confidential discussion.

Analytiqa can assist you to achieve the following objectives:

- achieve profitable growth
- Increase revenues by the selected targeting of faster growing customer segments or logistics markets
- Win new customers, by demonstrating enhanced understanding of their key threats and challenges
- Prioritise customer targeting by identifying supply chain strategies and service (dis)satisfaction
- Validate internal perceptions

Utilise Analytiqa's research expertise to confirm or contradict your thinking as you develop product or service propositions to support your growth strategies

Informed decision making

Provide your marketing, business development, key account or procurement teams with the resources they need to enhance your bottom line

Source a supply chain service provider

Assist the evaluation of your strategy and ensure the efficiency of your tender processes by finding a provider best placed to achieve your objectives. Whilst many bespoke services are conducted under non-disclosure agreements, your confidentiality is always assured from the point of discussing a brief through to completion, NDA or no NDA. Hence if you just want to discuss an idea you have for a potential project, know that you can talk to us in confidence.



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