

# 10THOUSANDFEET

## ABOUT US

10 THOUSAND FEET have been assisting companies across Australia & NZ to optimise their business models through in-depth custom research, analysis & reporting for the last 7 years.

A focus on **tangible results drives** every research project. By clearly defining project objectives we are able to provide research design and advise actions that drive significant financial benefits to customers and internal channel partners alike.

We regularly see **payback** periods of under three months post project delivery.

Our Services Include:

- Research & questionnaire design and management;
- Quantitative; Brand Health, Usage & Attitude;
- Qualitative; Concept testing, Innovation & Attitude.

## OUTCOME

“ At the end of a 10 THOUSAND FEET project we have a clear tick a box type solution. The 10 THOUSAND FEET approach makes it clear what steps need to be taken to improve. ”

Emma Seibold | Brand Manager | **Bonds**

“ 10 THOUSAND FEET are by far the best research company in the franchising industry. ”

Evan Bromiley | National Franchise Manager | **Mortgage Choice**

## Examples of our Custom Intelligence Work



Monthly tracking to make **customer experience a KPI across the business**. **Products and service quality trend performance** on a monthly basis. Gauge customers attitude towards new products. Boost the right behaviours on a franchisee by franchisee basis.



**Focus Group** to explore **brand and positioning** in the market and determine pool owners' perception of **services and products**. Measure customers' attitude towards Poolwerx and its competitors **messaging**.



**Channel partner** surveys, **Strategic workshops** with the senior leadership team, tactically involved in **driving public relations** to the general business community and trade press.



Find the gaps to **raising sales** 5-10%. Examine the drivers of frequency, value for money and recommendation. Track improvements survey to survey. Identify high value segments.



Understand the **differences in shopping habits** between current customers and non-customers. Identify high value segments, feed into actions for media investment & brand development.

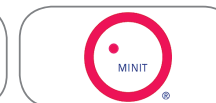


Conduct Infield **testing of packaging** to gain pinpoint accuracy on changing packaging in different categories to **grab customers attention and drive purchasing behaviour**



**Nationwide brand health and usage and attitude studies**. Tracking brand recognition, brand positioning, market share, price points and consumer decision making trees.

### Other Custom Intelligence Projects:



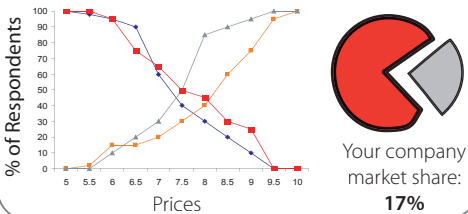
# Brand Health, Usage & Attitude

## Brand Health

Australia Brand Recognition: **38%**  
NSW Brand Recognition: **43%**

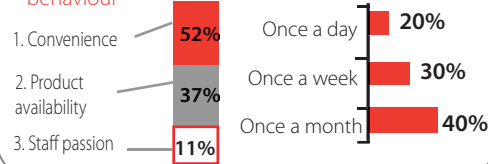


## Pricing and Market Share

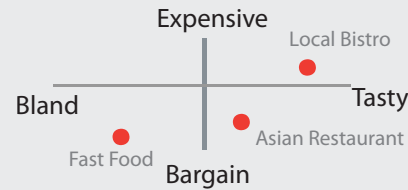


## Drivers Analysis & Purchase Frequency

Factors driving customers' behaviour



## Usage & Attitude



## Quantitative



## Collection Methods

**Email Surveys.** We survey via online consumer panels and customer email databases. For an example of how our survey software works please copy and paste the following link: <http://tinyurl.com/10TF-SURVEYDEMO>

**Pen and paper surveys.** Our survey layouts are professionally designed by graphic designers to be quick and easy to follow.

## Qualitative



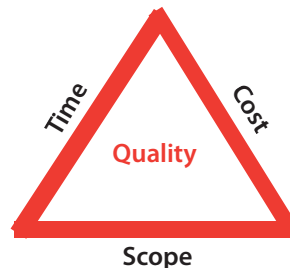
**In-depth Interview & Focus Group.** In-depth interviews are useful in stand alone research pieces as well as to build quantitative questionnaires. Similarly, Focus groups utilise moderators who are adept at involving all members of the group.

**Accompanied Shop.** It allows for new concept testing or to see how customers shop an existing environment or category.



# Service Standards

- We score ourselves on a regular basis on the **NPS metric** for client project work and have an NPS of 50% and a total of 94% of clients agreeing in recommending us.
- A Dedicated **Project Manager** is assigned to each project.
- Every project is planned through a **project timeline** to make sure the project is delivered in a timely manner. Internally we look at the project risks and resources required at each stage.
- Once into the project, if any changes to the project occur, the project plan is revisited. Our preference is not to compromise on the **quality**: as such, changes in assumptions will require us to consult with you to either adjust the time, cost or scope of the project.



# What We Enjoy



- Developing insights that get at the underlying psychology of driving behavioural change.
- Performance tracking in key areas to ensure actions take place and are measurable.
- Working with clients who see us as long term partners in helping them gain clarity on key business decisions and reducing business risk.

- Whilst we enjoy uncovering insights; the real satisfaction comes from seeing insights put into action and the consequent results. Every question is designed with this in mind.

**“ 94% of our clients would recommend us to a colleague or friend ”**  
10 THOUSAND FEET CLIENT SURVEY | 67% Participation rate | **April- November 2009**