Polls or Surveys

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Market Research

Wikipedia Interpretation

Market research is any organized effort to gather information about markets or customers. It is a very important component of business strategy.[1] The term is commonly interchanged with marketing research; however, expert practitioners may wish to draw a distinction, in that *marketing* research is concerned specifically about marketing processes, while *market* research is concerned specifically with markets.[2]

Market research is a key factor to get advantage over competitors. Market research provides important information to identify and analyze the market need, market size and competition.

Market research, includes social and opinion research, [and] is the systematic gathering and interpretation of information about individuals or organizations using statistical and analytical methods and techniques of the applied social sciences to gain insight or support decision making.

Application of Market Research for Outbound Polls and Surveys

Companies can use our hosted Voice Broadcasting software to conduct polls and surveys. The participants will interact by pressing touch-tones and our system will write the DTMF pressed into a campaign report.
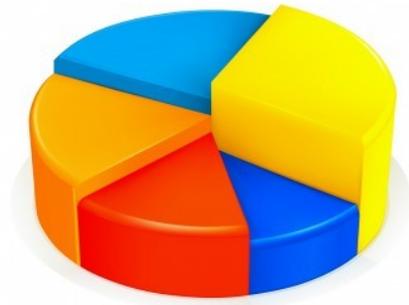
The campaign report will also contain pertinent call details such as Time, Date, and Imported Data. You can dissect this data any way you wish using third party programs such as Crystal Reports. Multiple campaigns can be created and tracked.

Market Research is all about knowing what data you need to extract and then how to analyze that data to make informed decisions.

Check out this link for in-depth information about Market Research.

http://www.knowthis.com/principles-of-marketing-tutorials/

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Organizations can conduct Market Research polls to extract data that will help to make informed decisions. One such example could be an Indian Reservation polling the public for opinions on a projected build site. Here is an example:

Market Research Script Example for an Indian Reservation

Live Message: This is a call from ABC Reservations. The purpose of this call is to conduct a public opinion poll of residents living within 50 miles of the proposed site for ABC Casino. Your participation will be used to help influence the board on making a decision. Press 1 if you would like to participate in this poll or Press 9 to decline the poll and be added to our internal DNC list.

Decline Poll: Your number has been added to our DNC List. Goodbye.

Q1 Positive Financial: Are you aware of the positive financial impact a Casino will bring to the city? Press 1 for yes or Press 2 for no.

Q2 Negative Impacts: Are you aware of the negative impacts a Casino will bring to the city? Press 1 for yes or Press 2 for no.

Q3 Support or Oppose: Do you support or oppose the project to build a casino. Press 1 if you support the casino or Press 2 if you oppose the casino.

Q4 Feedback: Do you wish to record a voice message to leave any additional feedback on this call? Press 1 if you want to record a message or Press 2 to conclude this poll.

Record Feedback: You have 60 seconds to record a message. Please starting recording after the tone. Here is your tone.

Exit Poll: This concludes the poll. Thank you for taking the time to participate. Goodbye.

Market Research Polls will help you to gather important decision making data for analytical purposes. Companies can use these types of campaigns during the research and development stages of a product launch or service offering.

In the example above I used an Indian Reservation. The goal of the reservation could be to find out what percentage of people are for or against the building of a new casino. Deep Analytics using a program such as Crystal Reports can give you more advanced filtering options.

Since this poll is done in a 50 mile radius of the projected build site, you could find out if the percentage of people opposing the casino is higher with the range of distance they live from the projected site. You could also expand this poll to allow for Age, Race, Gender stats if you wanted to learn what groups of people are most likely to support or oppose the project.

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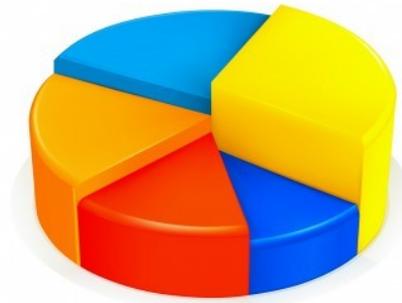
Lead Generation

Companies can create qualified leads by gathering data that is pertinent to the product or service being offered. This is best done as a 2-5 question survey. Here is an example:

Lead Generation Script Example for Merchant Processing

Live Message: This is ABC Merchant Processing calling about a special promotion for accepting credit cards at lower rates than your current provider. Would you like to take a short phone survey to see if you qualify for these low rates? Press 1 to take the survey, Press 2 if you would like to take the survey at a later time, or Press 3 if you would like to decline this survey.

Press 2 Later Time: Thank you. We will contact you at a later time to offer you this survey again. Goodbye.

Decline Survey: Your number has been added to our DNC List. Goodbye.

Q1 Bill Study: Have you ever studied your merchant bill to find out what your average processing rate is? Press 1 for yes or Press 2 for no.

Q2 In Contract: Are you currently in a contract with any Merchant Service Provider? Press 1 for yes or Press 2 for no.

Q3 Save Money: Would you be interested in learning how we can save you money on your processing costs? Press 1 for yes or Press 2 for no.

Q4 Feedback: Would you like to leave us a message with any further details about your processing situation? Press 1 for yes or Press 2 for no.

Record Feedback: Thank you for taking the time to leave us more information. You will have 60 seconds to leave a message after the tone. Please leave your contact number if you would like us to contact you. Here is your tone.

Exit Survey: If you were interested in learning how we can save you money on your processing costs, we will contact you within 24-48 hours. Thank you for taking the time to take this survey. Goodbye.

Lead Generation scripts using special tactics can be designed for any business type. The idea is to find your niche. The SBA has some good information on this topic.

In the example above I find out if they know their average processing rate. I then find out if they are currently in a contract with any merchant service provider. Finally, I find out if they would be interested in getting more information on how I can save them money. Using this information I can properly qualify the lead and hand it over to my sales agents.

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Companies can gauge the quality of service they are giving to their customers. Lets say you are a landscaping company. You could send out a survey asking customers how well the service has been on chemical treatments. Here is an example:

Sales and Support Script Example for Landscaping

Live Message: This is ABC Landscaping calling about your chemical treatments. We would like you to take a survey regarding the lawn treatments we have been giving your property. If you would like to take this survey you can Press 1 now. If you would like to take the survey at a later date please Press 2. If you would like to opt-out of surveys regarding our services then please Press 3.

Later Time: Thank you. We will contact you at a later time to offer you this survey again.

Decline Survey: Thank you for your response. Your number has been added to our DNC List. Goodbye.

Q1 Lawn Improvement: Has the appearance of your lawn improved since you started using our service? On a scale from 1-5 with 1 being the least improved and 5 being the most improved, please enter your selection now.

Q2 Lawn Care: Do you feel the landscapers have done a good job with taking care of your yard and addressing any issues? On a scale from 1-5 with 1 being the least level of care and 5 being the highest level of care, please enter your selection now.

Q3 Overall Satisfaction: What is your overall level of satisfaction with our service? On a scale of 1-5 with 1 being least satisfied and 5 being most satisfied, please enter your selection now.

Q4 Value: Do you feel that you are getting a good value for our service? Please Press 1 for yes or Press 2 for no.

Q5 Referral: How likely would you be to recommend our service to someone else? On a scale of 1-5 with 1 being least likely and 5 being most likely, please enter your selection now.

Q6 Contact: Would you mind if we contacted you about this survey? Please Press 1 for yes or Press 2 for no.

Q7 Feedback: Thank you for taking our survey. We also invite you to leave us a message with any additional information you would like to add to this survey. Press 1 if you would like to record a message or Press 2 if you would like to end this survey.

Record Feedback: Thank you for choosing to add a message to this survey. You will have 60 seconds to record a message after the tone. Here is your tone.

Exit Survey: Thank you for taking the time to participate in our survey. Goodbye.

Surveys will allow you to collect the crucial data that you need to analyze and improve your companies procedures.

In the example above we can find out what percentage of customers are satisfied, semi-satisfied, or dissatisfied with your service. The customers that opt in for a call back can be contacted so you can find out why they like or dislike your service. The information you gather can be used to verify the quality and integrity of your business.

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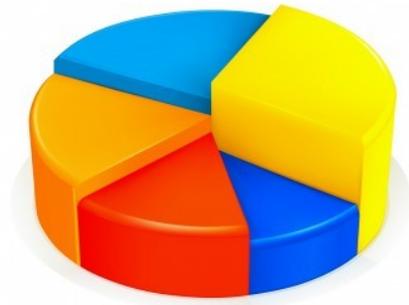
Political Polls

Campaign Managers can use political polls to gauge voter interest. Campaign HQ can have a professional message recorded and broadcast to potential voters in the area. Here is an example:

Political Polls Script Example for Campaign HQ

Live Message: This is a public opinion poll from the Committee to Elect John Smith for Senate. We would like your input on the top issues in this election. Please Press 1 if you would like to take the poll, Press 2 if you would to take the poll at a later time, or Press 3 to decline the poll.

Later Time: Thank you. We will contact you at a later time to offer you the poll again. Goodbye.

Decline Poll: Thank you for your response. Your number has been added to our DNC List. Goodbye.

Q1 Candidate: If the election were held today, who would you currently vote for? Press 1 for Jane Doe, Press 2 for John Doe, or Press 3 for John Smith.

Q2 Gun Control: When it comes to Gun Control, do you believe we need tougher laws. Press 1 for yes or Press 2 for no.

Q3 Job Creation: When it comes to Job Creation, do you believe we are moving in the right direction? Press 1 for yes or Press 2 for no.

Q4 Economy: When it comes to the economy do you think we are making progress. Press 1 for yes or Press 2 for no.

Q5 Feedback: Would you like to leave a message with any specific concerns you have? Press 1 if you would like to leave a message or Press 2 if you would like to end this poll.

Record Feedback: You will have 90 seconds to record a message. You can start recording your message after the tone. Here is your tone.

Exit Poll: Thank you for taking the time to complete this poll. We appreciate your input. Goodbye.

Political Polls will help Campaign HQ to find out what issues matter most to the voters. Using the data from the polls, Campaign Managers can make crucial decisions. One such decision could be what the candidate should plan into his next speech.

In the example above we would find out which candidate has the popular vote. We would then ask 3 questions to gauge what issues matter most to them. With this kind of data you would be able to see trends that may explain why people like a certain candidate.

Using high quality data that includes registered Republicans or Democrats, Race, Age, and Income Level will reveal more targeted data about the voters preferences.

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Conclusion

Polls and Surveys is a very valuable tool for collecting data. We have outlined just 4 examples of how the service can be used. You can use your imagination to create many more campaign designs that can fit your business profile.

You will want to create a campaign that is going to help you grow your business. Take the time to analyze your internal processes and identify areas where you can improve. Maybe you are a one man shop and do not have the time to get valuable customer feedback. Or maybe you have a sales team that is starving for exclusive real time leads. Whatever the reason, you can design a Polls and Surveys campaign that will grab the data you need to analyze and grow your business or organization.

If you are interested in using this service but do not know where to start, you can always call us. We are dedicated to helping customers utilize our services to their fullest. You can call us toll free at (800) 788-5078 or you can fill out our Contact Form.