



Customer Experience Optimization



**Is my research working as hard as it  
can to help me achieve my goals?**



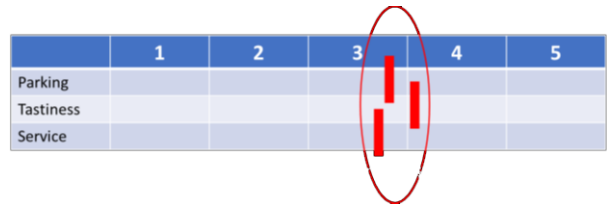
## How to make your research help you to reach your goals

### Disassociated Conjoint Analysis vs the “1-5” Scale

Are you still using this type of scale?

How would you rate the Parking Availability at the Outlet					
<input type="checkbox"/> 1 - Very Poor	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5 - Very Good	
Please rate the Tastiness of the Food					
<input type="checkbox"/> 1 - Not Tasty At All	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5 - Very Tasty	
Speed of Service					
<input type="checkbox"/> 1 - Very Slow	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5 - Fast	

Then you are probably seeing results like these:



#### Traditional Surveys:

- Do not get you the actionable information you really need to make decisions because the majority of the answers tend to cluster around 3.5 to 4.0
- Cannot really judge what Customers really want and love... there is no measurement of the relative importance of each factor.
- Cannot show what customers prefer, since all the customer is doing is evaluating. There is no real measurement of the relative importance of the variable for the customer.
- Time and money spent on Traditional research has very low ROI.

### CEO Analytics delivers accurate, actionable insights that will increase your revenues

First, our methodology eliminates all biases: Confirmation, Question Order, Cultural and Sampling.

We begin with a questionnaire that presents questions one by one:

**In general what is your preference:**

Cleanliness Fast Service

Please move the cursor as needed

*Note: this is a sample from a Fast Food survey*



This eliminates not only confirmation (we present all combinations), question order and cultural biases, this structure also prevents respondents from forming a “mental map” of where the survey is going because they truly don’t know what question will follow. And, because we force respondents to answer each question before proceeding to the next one, all answers are accurate.



## Customer Experience Optimization

Our survey is totally flexible and can measure photos and videos.



**Who would you prefer to give you the news:**



Please move the cursor as needed

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**Which do you prefer:**



Click on the images to see a short video and move the cursor as needed

*Note: These are examples*

Second, we eliminate sampling bias by distributing the survey widely, allowing all your customers to answer it. Our software will later on allow you to segment groups by dozens of combinations. We use as many channels as possible including the client's website, social media, locations and database.

Finally, we are unique in successfully integrating marketing actions and promotional factors into our methodology.

**In general what is your preference:**

Percentage CouponFree Item Next Week

Please move the cursor as needed

*Note: This is an example*

**Bottom line: CEO Analytics unearths what your customers love and are eager to pay for, then it shows you how to best market to them. With CEO Analytics you will:**

- Increase customer retention
- Reduce costly churn
- Generate incremental sales
- Increase your revenues between 3% and 7%
- Ultimately, reduce your client acquisition costs

**For any questions, clarifications or to see a fully-functional, real dashboard, please contact Marcelo Salup or Adi Asavaid at [info@ceo-bi-analytics.com](mailto:info@ceo-bi-analytics.com) – Also, visit our website at [www.ceo-analytics.com](http://www.ceo-analytics.com) for further clarifications as to the methodology.**