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Like to know what your clients **really** think?

Why you need to actively listen to your clients and stakeholders

Every business knows that listening to clients is crucial – yet few do it regularly or systematically.

Real feedback can help you successfully evaluate and shape your business by making the changes that really matter to them - from the services you provide and the staff who deliver these, to the design of new products and how to best market them.

Why an independent research provider is critical to complement what your own team hears:

- The sole focus of the independent research provider is to clearly hear what your client has to say; no other business transactions distract them from this task nor bias their perceptions of what clients think or feel.
- An independent agent can ask questions of clients that may be uncomfortable or daunting for you or your staff to ask, or for clients to answer truthfully.
- Researchers are practiced at carefully generating and recording what interviewees communicate, and exploring and probing their comments to tap into underlying issues. They pursue the unexpected or 'off-the-cuff' remark to maximize the insights you gain from the listening process, and the impact of the changes you make based on this.
- The independent provider has no incentive to skew the feedback: they take comments at face value, providing a warts-and-all account.

DRG is a Western Australian based consulting group that has the capability to interview all your clients and stakeholders whether they are located locally, nationally or overseas.

- We are skilled at researching clients operating in a business to business environment. We have high-level expertise in planning, conducting and analysing interviews with executives and senior managers within large and medium-sized corporations.
- Our lead consultants are especially atune to the implications of the research findings for your business. They will provide critical feedback to your management team on improving relationships with your clients, partners, suppliers and other key stakeholders.
- We have the unique capability to research your clients throughout Asia, Europe and America where obtaining accurate feedback from clients can prove to be a complicated logistical task. Our researchers are conversant in a range of Asian languages including Mandarin, Cantonese, Indonesian and Japanese. They are fluent in both the lingual and cultural nuances of the Asian market, and are able to conduct interviews with attention to both. They are commercially-oriented people, having lived and worked overseas within the culture that they research.

Our approach and key members of our research team follows.



Our approach - In-Depth Interviews (IDI)

1. You choose a minimum of twenty clients or stakeholders whose candid feedback you would value. Inform these clients that an independent researcher (DRG) will be contacting them.
2. Provide the following client / stakeholder details to DRG: contact person and their position, email, direct phone number.
3. Working closely with you and your team, DRG will determine a list of suitable questions to ask these clients, and outline our approach for generating this feedback.
4. You send each potential participant a letter informing them of the project and requesting their cooperation should they subsequently be contacted by DRG about participating.
5. The relevant DRG researcher for the project will then telephone them to make a suitable time for their interview.
6. Depending on the nature of the feedback to be obtained either a face-to-face or telephone interview is then scheduled, and an interview subsequently conducted.
7. The material from the interview is typed up and structured, and a report summarising the main themes raised by your clients or stakeholders is compiled.
8. This report will be presented to you in a formal presentation, and key findings workshopped to fully explore the implications they have for your business and the way it does business.

Benefits

Our service provides you with an avenue for your clients to provide regular, candid feedback to ensure you are aware of and clearly understand their real issues and needs.

- ♦ Such an avenue helps you build a loyal, strong client base, which continues to buy from you.
- ♦ External opinions help you understand the market – where buyers are and where they are going – and thus make the right product or service offerings.
- ♦ Better understanding of your clients in Asia and the subtle cultural nuances of these overseas relationships provide a source of genuine competitive advantage.
- ♦ Insights into how to manage and improve these overseas relationships enable you to optimize the profitability of each client over time.
- ♦ You obtain affirmations of what your company is doing well, and what it needs to improve on, helping you set future direction.
- ♦ You are provided with an external, objective and unbiased appraisal of your staff, helping you determine whether you have the right people managing the right accounts, and what they need to do differently to improve.
- ♦ You gain invaluable input on how to better position and sell the value of your product or service to your target market.



The Team

Lead Consultant

Matthew Winter

Matthew has 10 years experience as Director – Consulting of a national strategic consulting and market research firm, with clients including Bunnings, RAC, Nestle, Freehills, Department of Defence, James Hardie, United Credit, B Mobile Phones and The Brand Agency.

He is a Committee member of the Australian Social and Market Research Society, the relevant industry association for market researchers in Australia, and holds the prestigious Qualified Practising Market Researcher certification.

He has conducted hundreds of senior executive interviews for organisations including Freehills, Department of Defence, Epic Energy, Westpac, Fugro, CSR and IPAC. Matthew holds a Masters in Commerce (with Distinction) in Marketing and a Bachelor of Commerce in Accounting.

Lead Consultant

Peter Faulkner

Peter graduated from The University of Western Australia with a Bachelor of Commerce and an honours (1st class) degree in Marketing; he spent the following six years working in management consultancy and export sales in Poland, Indonesia and Italy followed by seven years in London agencies specialised in Branding and digital communications.

During Peter's time at KLP Euro RSCG and Rufus Leonard, he produced and consulted on the creation of brand identities and communications campaigns for BT, Swiss Life, Abbey, Volvo, Royal Mail, Carat and Shell. His last two years in London were feverishly employed in the branding and design agency Moving Brands acting as Account Lead in brand development projects for Nokia and the Nokia Siemens Networks joint venture.

On returning to Perth in May 2007 he has developed the brand strategies of The Brand Agency and the Perth Advertising and Design Club and created the brand strategy, communication plan, digital strategy and intranet upgrade specification for the Snowden Group.

Lead Consultant

Joanne Salim

Joanne was born and raised in Indonesia before moving to Perth Western Australia with her family. She has a law and accounting degree from the University of Western Australia.

After several years practising as a lawyer she joined a Perth Based telecommunications company as a director - a position she still holds today.

Joanne speaks fluent Mandarin, Cantonese, Indonesian and several other Chinese languages. Jo has travelled and lived extensively throughout Asia.

Joanne was recognized in the WA Business News 40 under 40 Awards in 2005.

Details of the members of our consulting team for America and Europe are available on request.