

The Willows Company

Subhead: Asking the right questions for market research

Suppose you're a business owner who needs just a few questions answered about your market. No expensive, full-blown market analysis. No detailed and lengthy questionnaires. All you need to know is what your customers *really* want from you, now and in the future.

Consider The Willows Company. "We're in the business of helping clients improve their relationships with their customers," says Jeff Nidetz, CEO. "We do this by providing complete market research and customer communication services tailored for a business's individual needs."

The small business solution

With more than ten years of market research experience, Nidetz spotted a trend. "Most small and mid-sized companies need basic market information, such as how to measure customer satisfaction or expand their customer base. At The Willows Company, we focus on that need by helping these companies identify their research goals. Then we design a program to get them the information they want," he explains.

By standardizing and automating market research, The Willows Company offers cost-effective solutions. Among the services offered by The Willows Company are:

- Traditional market analysis that identifies business objectives and the marketing decisions clients need to make.
- A periodic Omnibus Poll that enables clients to save money by purchasing a just a few questions in a larger survey.
- Telephone, mail, online and focus group surveys for clients, plus analysis and reporting.
- An information service that answers quick market research questions.
- Help when companies need to choose new or expanded business locations.

"We provide practical answers, from 'down and dirty' quick research to the most sophisticated analysis. Whether you're are a Mom and Pop operation or the next Kodak or Xerox, we have the resources to meet your needs," says Nidetz. "We identify decisions you have to make and give you the right information to make those decisions. We emphasize getting our clients information they can use, on time and within budget."

The market focus

In today's competitive climate, understanding your market is a must. The Willows Company helps its clients get a handle on the market, first by doing the necessary research and then figuring out how businesses can improve their relationships with their customers.

"We don't simply hand over survey data to our clients," notes Nidetz. "We go the extra step by helping them understand what the data means, what concrete actions they can take to better serve their customers, and then assist them with implementation."

The Willow Company provides basic market research, newsletters, and online surveys that help companies identify characteristics of current and potential customers. Essentially, The Willows Company helps business answer three key questions:

- What *do* my customers want from my business?
- What *new* services do they need?
- What are my customers *really* thinking, but are too polite to tell me?

Practical advice in a changing world

The driving force at The Willows Company is personal service. "Not only do we offer a great value for the money, but we work to give our clients information they can really use," notes Nidetz. "We can keep our costs down and give businesses the critical market direction they seek to remain competitive."

Do you want no-nonsense, cost-effective research that pays for itself in short order? Give The Willows Company a call today and learn how to better satisfy the needs of your customers.

Inset: Case Study

A paper supply company called The Willows Company when it was losing customers and didn't know why. The company manager knew that their customers used characteristics such as paper quality, access to the sales rep, response times and pricing to decide who would supply them with paper.

The challenge was finding the right mix of services that would provide the largest market share for the most important kinds of customers. To meet this challenge, The Willows Company created several sets of product features and then surveyed respondents, asking them which set they preferred in actual buying simulations. Follow-up focus groups refined the product features that were most important when making buying decisions.

The Willows Company discovered that the two most important customer groups of the paper supply company—commercial printers and copy centers—valued specific types of services differently. Copy centers thought price and response times were more important, while commercial printers emphasized paper quality and a good sales rep. As a result, the paper supply company placed a greater emphasis on individual service to each group of customers, leading to greater customer loyalty and increased market share.

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