



MANAGEMENT CONSULTING • INVESTMENT BANKING
for the CONSTRUCTION INDUSTRY

MARKET PERCEPTION STUDIES

WHAT IS A PERCEPTION STUDY?

A survey or series of surveys that assesses the market's opinions of a target company's:

- Service performance.
- Brand image.
- Competitive positioning.
- Degree to which it is meeting customers' needs.

Typically a combination of:

- A standardized "quantitative" survey.
- "Qualitative" one-on-one interviews (by telephone or in person).

May be preceded with a series of focus groups.

Ideally conducted on a regular/periodic basis (e.g., annually).

BENEFITS

Standardized questionnaire provides:

- Reduced costs and faster time to prepare the survey for distribution.
- Faster analysis turnaround.
- The ability to compare the market's perceptions of your clients to industry norms.

Correlational analysis provides:

- Provides the ability to identify the perceptions that most relate to competitive superiority and positive word of mouth.
- Is less biased and more predictive than asking "importance" of various items.
- Reduces the questionnaire length, increasing participation rates.

Value of perception studies:

- Reduce costs of sales by improving the likelihood of repeat business.
- Understand what aspects of the relationship/service are most important to their client's decision to hire a general contractor.
- Understand how well the firm is performing on the aspects of importance to the client.
- Provide a foundation for developing process improvements designed to improve performance on selected aspects of their service.
- Establish baselines of performance against which follow-up surveys can track improvements and changes in service delivery.
- Build a competitive advantage for securing and maintaining customers.

FOR ADDITIONAL INFORMATION CONTACT

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