

*“Research should be a positive experience for customers-
right now, it actually strains the relationship.”*



“It’ll only take 10 minutes - yeah right!”

"We need research that tells stories about individual customers and what we have to do about it."

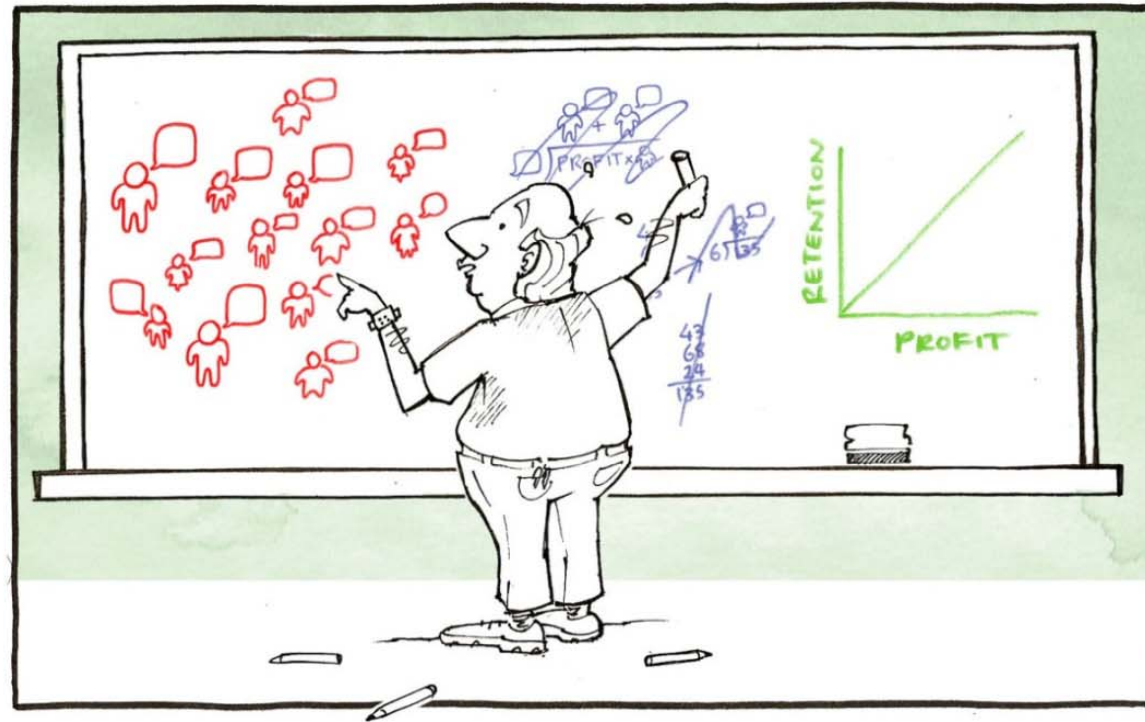


Surveys like to generalise

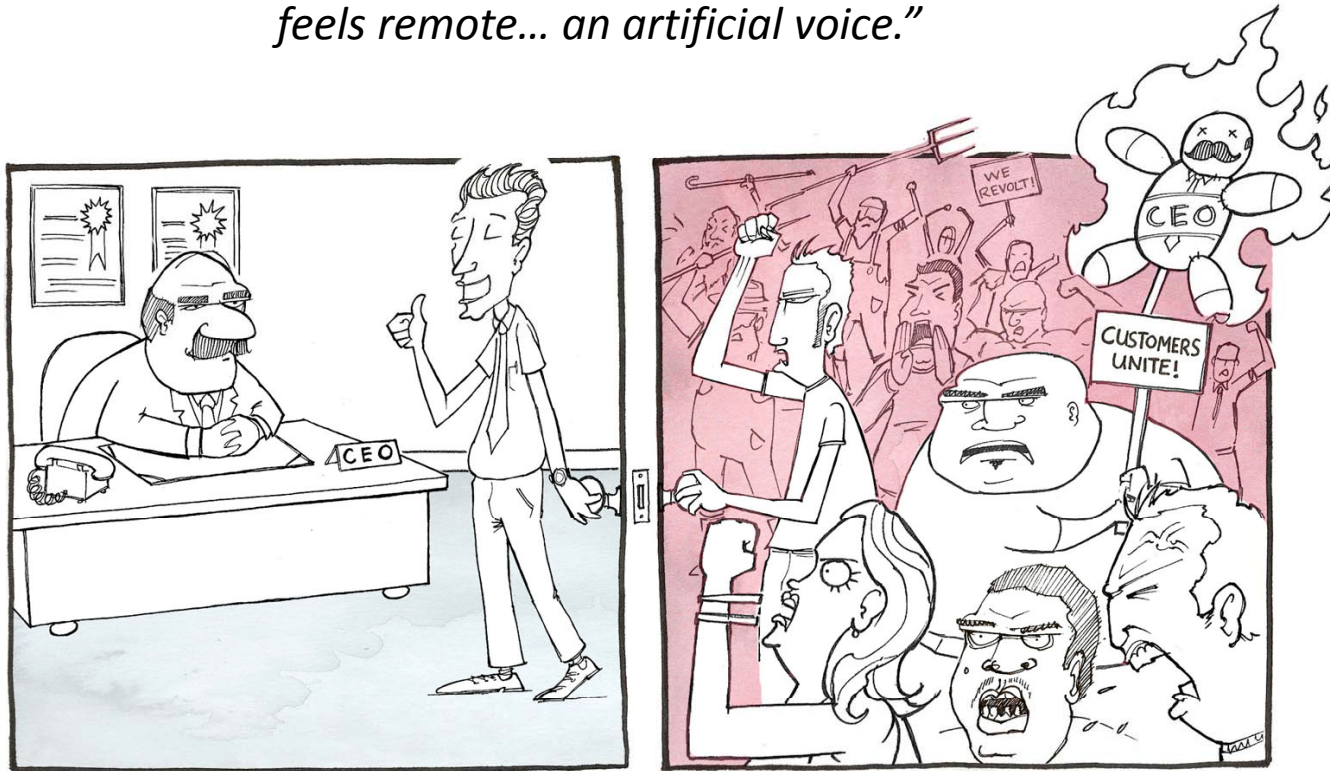


Managers want customer stories

"Surveys and CRM don't fit, when they should."



*"The reports we get don't tell an authentic customer story...
feels remote... an artificial voice."*



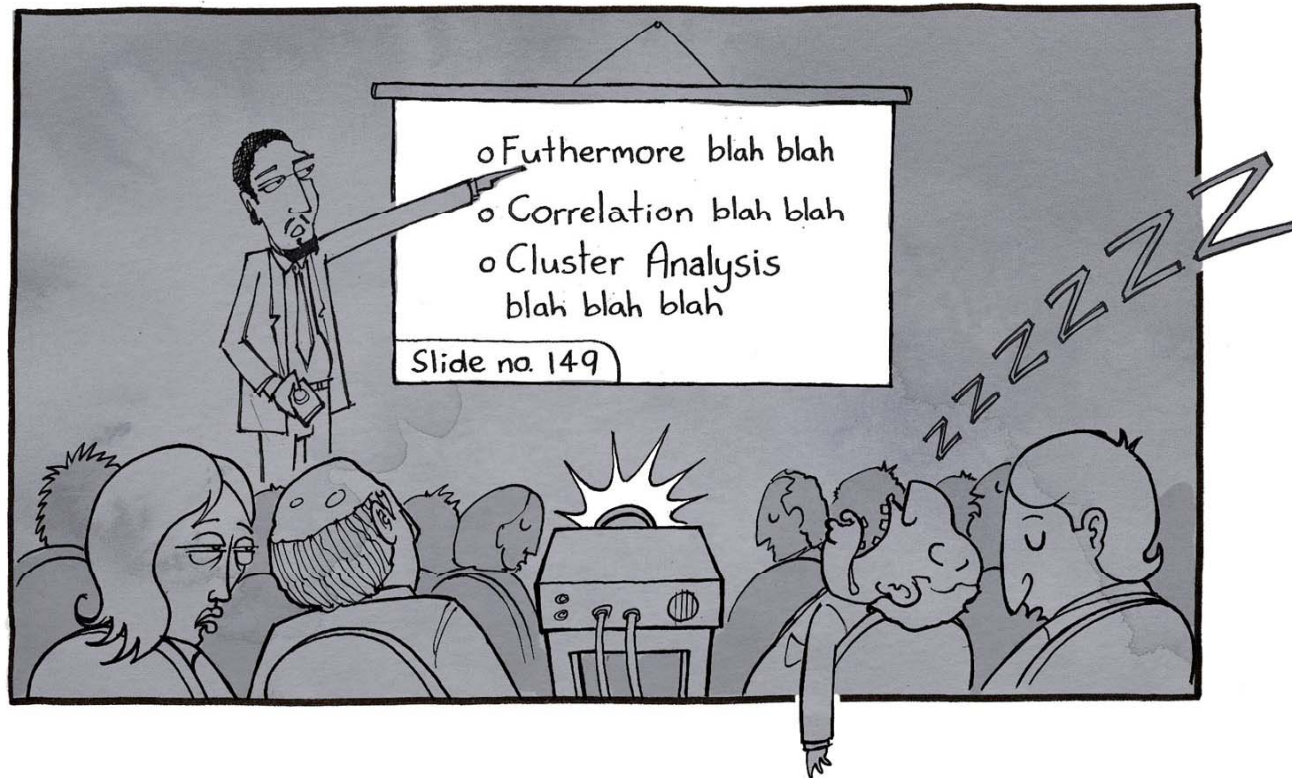
“With all the incentives in research, we’re worried about what we don’t hear... and the appalling response rates.”



“Batteries of questions squeeze customers into artificial boxes! That’s not how they really think.”



“Customer research should be interesting!”



How do these reflect your experience of customer research?
Let me know by dropping me a note at:

The logo for MirrorWave, featuring the word "Mirror" in a grey sans-serif font and "Wave" in a blue script font.

The disarmingly simple way to improve customer relationships and research in one!

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