



Company & Services



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Michelson & Associates, Inc. is a full-service research firm based in Atlanta Georgia that specializes in planning marketing strategy from research and evaluating customer service and satisfaction.

Since 1984, our mission has been to help our clients better understand their customers, prospects and competition through primary marketing research programs.

We provide customized primary and secondary research services with the personal attention each client deserves. With over ten years of experience in retail, automotive, business-to-business, medical and real estate industries - we are proud to have worked with many major companies including:
IBM, Wal-Mart Stores, Mobil Oil, General Motors, Arthur Andersen, IDG Books Worldwide, Kodak, The American Cancer Society, Hewlett-Packard, Best Buy, Kroger, American Automobile Association, Proctor & Gamble, General Electric, Simon & Schuster, Post Properties, United Parcel Service, and Samsung.

We help our clients answer marketing questions such as...

- "Who are our customers and what do they want and/or need?"*
- "What do our prospects and customers think of us compared to our competition?"*
- "How do we rate in customer service and satisfaction?"*
- "How can we improve our customer service and satisfaction?"*

Michelson & Associates, Inc. offers several insightful and cost-effective information gathering techniques to answer these questions including: **TeleSurvey, SiteSurvey, MailSurvey, Mystery Shopping, TeleCheck, Focus Groups, Personal Interviewing, GeoMapping and DataSearch.** With these specialized techniques, *Michelson & Associates, Inc.* provides the highest quality customized research at the lowest possible cost.

Understanding customer needs, wants, desires, habits, opinions and criticisms is our business. We listen to people every day in markets all across the world and we maintain contact with the front lines of business. Each year we complete over 24,000 mystery shop evaluations, 200 focus groups and over 300,000 survey interviews. Since 1984 we have conducted over 2,200 focus group sessions across the United States, Canada, Europe and Asia.

From our research findings we develop action oriented strategic marketing plans. *Michelson & Associates, Inc.* research reports are easy to read and understand. Our reports are designed to present vital marketing information clearly and concisely. We provide charts and graphs to make data easy to interpret and we write detailed, concise key findings and summaries to make our reports actionable.

Management guru Tom Peters says *"What gets measured gets done."* With this in mind, we measure customer satisfaction, service and marketing effectiveness to help our clients improve their bottom line performance. After all, in today's competitive business world...

...Foresight is less expensive than hindsight.

Visit our website on the internet at

<http://www.michelson.com>

Member MRA, QRCA, AMA, MSPA

Scope of Research Services

Each of the primary services listed below are accomplished using research methods listed in this section. For a consultation on which methods are best suitable to meet your specific needs, call Mark Michelson @ 770-955-5400.

Primary Research Services

Primary research involves taking an active role in gathering information from specific groups. Primary research presents the customers' and prospects' point of view with customized questions and timely response. This is accomplished through a variety of methods including: *Focus Groups, TeleSurveys, SiteSurveys, MailSurveys, Executive Interviews, and Mystery Shopping.*

We work closely with each of our clients to build efficient surveys designed to solve their needs at minimal cost. Following is a list of the specific studies where primary research would be useful:

- *Communications Audits*
- *Awareness Measurement*
- *Site /Traffic Analyses*
- *Attitude Studies*
- *Feasibility Studies*
- *Customer Satisfaction Surveys*
- *Advertising Awareness/Attitude*
- *Advertising Tracking Studies*
- *Facility Development & Design*
- *Competitive Strength/Weakness Study*
- *Political and Public Opinion Polls*
- *Custom Market Area Sampling*
- *Target Market Identification*
- *Community/Land Use Studies*
- *Demographic/Psychographic Profiles*
- *Competitive Pricing Studies*
- *Product Design Development*
- *Idea Generation Sessions*

Secondary Research Services

Secondary research involves searching existing resources for information related to our clients needs. These resources include on-line computer database retrieval (*DataSearch*), library searches, government and civic organization reporting, industry reports and up-to-date zip code data mapping systems (*GeoMapping*).

- *U.S. Census Projections*
- *Supersite® and ACORN® reports*
- *Consumption Trends*
- *Media General Databank*
- *Associations Publications*
- *Standard & Poor's Reports*
- *Dun & Bradstreet Reports*
- *ADI Mapping*
- *U.S. & World Newspapers*
- *Donnelly Demographics*
- *Corporation and Industry Reports*
- *Frost & Sullivan Research Reports*
- *Moody's Corporate News*
- *Real Estate Site Analyses*
- *Market Segmentation/GeoMapping*
- *Tiger Street Level Mapping*
- *C.A.C.I. Demographics*
- *Consumer Publications and Magazines*

Our Business Philosophy

Our Mission

Michelson & Associates, Inc. is dedicated to helping our clients understand their customers, prospects and competitors better through strategic marketing research programs.

Open and Vigorous Communication

Listening to the problems of our clients is the basis of understanding their needs. We speak openly and honestly. Many times, the messenger bears the weight of the message. We feel it is our duty to bring clarity to issues - no matter the consequence.

Keeping the client informed of our progress is very important to us as well as our clients. If changes need to be made during any stage of the project we can take immediate action. Through communication and cooperation we become a valuable team member in solving problems and getting maximum results.

Results Orientation

Many prospective clients ask what will research do for them. That depends on what they expect it will do for them. The more specific the objectives, the more specific the results. When designing projects, we often ask the question: "*What would you do now if you already knew the answers to your questions?*" By gaining foresight on the use of the information, we are able to design the research to provide the clearest, most objective analysis.

Solutions to many problems can be reached through research. However, research is not a magical "cure-all" solution in itself. To make results happen requires the involved commitment of our clients in following through with the actions prescribed.

Cost Efficiency

Michelson & Associates, Inc. research methods were developed to be priced on a cost per completed unit basis. This unique pricing system aids in project planning by reducing confusion in costs. For example a twenty question telephone survey would cost approximately \$25 per completed interview. If 100 were completed, total cost would be \$2,500. This pricing structure enables creative planning in scheduling and mixing methodologies.

By relying on a variety of methodologies, survey sample sizes can be decreased without sacrificing the value of the information. When we look at a problem from several points of view we are able to provide a more tangible, three dimensional solution.

Client Services

Consultation

Michelson & Associates, Inc. does not charge for initial consultation or proposal formulation. We provide written proposals stating the specific project objectives, research methods, proposed sample sizes and segments, research schedule and total cost.

Following the data collection and reporting, *Michelson & Associates, Inc.* can put our extensive experience in strategic planning into action to put the information to work.

Strategic Planning

Michelson & Associates, Inc.'s strategic planning capability is the sizzle of our service. We are expert troubleshooters. When a market or store is not performing as expected, and all avenues have been exhausted, we focus on providing strategic solutions through sound research.

Every business must continually ask “*How are we doing?*” and “*How can we do better?*”. Our objective insights into customers and prospects habits, desires, opinions and attitudes provides a profitable perspective.

From project design through interpretation, we take the time to clearly understand our client's history, present situation and future objectives. Then based on this information, we develop specific plans to reach their specific objectives.

The scope of our experience in strategic planning includes target market identification, market positioning, advertising copy testing, new product and service development, site selection, media and creative strategy and sales and management strategy.

Project Management

Michelson & Associates, Inc. works with research suppliers throughout the world. These suppliers provide services such as focus group facilities and mall intercept interviewing. We coordinate their efforts and manage the project to ensure quality, cost control and timeliness.

In business, time is money. We pride ourselves on our ability to provide fast turnaround time. Most projects we can complete within 30-45 days. From “instant” research to year-long tracking studies, *Michelson & Associates, Inc.* understands the importance of timely reporting on all projects.

However, in marketing research, timeliness is not as important as accuracy and quality. Often, rushing can lead to mistakes which can produce the wrong information. We verify all information through a quality control system which will ensure any errors are caught and corrected before results are published. After all, foresight is less expensive than hindsight.

Client Services

Statistical Sampling

We believe the value of the information determines the sample requirements. According to statistical tables, a random sample of 384 respondents will yield 95% confidence, and 100 respondents will yield 90%. These confidence margins will apply to most populations from 1,000 to 240 million, the error is always $\pm 2.5\%$ or 5% respectively. However, more important than sample size is the methodology used in gathering samples and quantitative information.

In designing projects, we typically combine several methods of gathering data. This helps to decrease overall sample sizes and costs without sacrificing the credibility of the information. This methodology also provides a multidimensional perspective on the situation while adding a check/balance validity to the overall project.

Data Analysis

Michelson & Associates, Inc. is equipped to handle even the toughest data management needs. Our advanced computer network enables us to tabulate data for quick and easy analysis. Our integrated systems, with 12 PowerPC computers, 3 Pentium MMX computers, 4 HP LaserJet printers, 2 HP Color printers and a full range of the most advanced software. We are compatible with MS DOS, Macintosh and anything saved in a tab-separated text file.

Our relational database and spreadsheet programs can handle projects of any size from mini-projects to projects with up to several billion bits of data. Once all data has been encoded, valid statistic interpretations, cross tabulations and graphic reporting can be tailored to meet your company's specific needs.

Our specialized data analysis software allows for cross tabulation of any variables with unlimited banners and a full range of statistical applications. The flexibility of the software enables analysis from an unlimited combination of segments, groups or variables.

Graphic Presentation and Reporting

Michelson & Associates, Inc. provides descriptive statistics presented in easy to read charts and graphs. Our final reports are written in plain English. We list the data taken directly from the survey and present the answers in the most concise, logical format possible.

Each report lists the research objectives, methodology, executive summary and key findings. In our reports, answers for each question are easily found with our simple question answer format. For each question we provide comparisons between key segments, rankings by preferences or performance, or simple verbatim comments from the respondents.

We are flexible when it comes to presentations. We can either present the findings in an informal discussion or we can produce color charts and graphs on slides or overheads for impactful group presentations. Our in-house graphics department can also produce graphically enhanced custom presentations including client logo treatment and industry specific artwork. Group reports and presentations are available on request.

Contracts and Billing

Michelson & Associates, Inc. requires no formal contractual agreement

In lieu of a contract, we require 50% advance to initiate projects. This allows us to pay necessary field research expenses in advance. These advances are normally our only contracts with our clients. We believe a contract only restricts our relationships with our clients. Of course, if our clients require a contract or confidentiality agreement, we are happy to oblige.

Flexible Payment Plans

Detailed cost proposals are provided for all projects.
To initiate most projects, we require 50% advance payment.
Monthly service fees can be arranged for longer term projects.

Satisfaction Guarantee

Our services and your satisfaction are unconditionally guaranteed.

Michelson & Associates, Inc. simply guarantees the validity and quality of all client projects. As evaluators of customer service and satisfaction, our number one priority is to satisfy our clients' and their information needs.

Introduction to Research Methods

The insights on research methods listed here will provide you with an in-depth overview of the services of *Michelson & Associates, Inc.* Each *Michelson & Associates, Inc.* research method is tailored to meet our clients' specific objectives, which are based on their unique needs.

These methods were created to provide the maximum amount of primary information at the lowest possible cost. For the clearest viewing of situations we recommend using a combination of methods. Typically a combination of methods is used to understand customer satisfaction, develop new products or gain an understanding of customers and prospects. This methodology will provide a unique check and balance system to help validate the information and provide a more dimensional perspective.

This report begins with a an overview of the **TeleSurvey**, **MailSurvey** and the **SiteSurvey**. Next is a review of **Focus Groups**, followed by insights on **Mystery Shopping**.

Not included in this review are the many articles, reports and other information available from **DataSearch** secondary on-line resources or **GeoMapping** capabilities.

We hope you find this review informative and insightful.



For more information on *Michelson & Associates, Inc.* research services call Mark Michelson or Ric Sol 770-955-5400 or 800-977-1051.

Methodology Review



TeleSurveys

Local / national telephone interviews
Useful in satisfaction, awareness and image studies.

SiteSurveys

Personal interviews conducted at specific sites
Employee and management interviews
One-on-one executive interviews
In-store interviews
Door-to-door interviews
Traffic / demographic counts

MailSurveys

Mailed surveys are usually implemented for gathering data from large populations. The return rate is generally from 2-3%. *MailSurveys* make excellent public relations and employee survey tools.

Focus Group Interviews

Interviews conducted with specific groups consisting of 8-10 members. Typically it is best to use two or more independent groups, for instance, customers can be compared with non-customers. Groups are typically video and audio recorded and we provide a written verbatim transcript of the discussions.

Mystery Shopping

Michelson & Associates, Inc. 's nationwide network of 80,000 professional shoppers objectively evaluate store atmosphere, appearance, sales performance, management and competition.

TeleCheck

Calls to client stores or customer service telephones. Used to evaluate employee telephone performance.

GeoMapping

Geographic plotting of demographic information on local maps. Information on customers and businesses is plotted on state, county regional and ADI maps.

DataSearch

National database searches using subscription computer networks. Useful in targeting markets by ZIP, County, SMSA, State, Regional and National demographic information.

Executive Interviewing

Michelson & Associates, Inc. has professional interviewers who can set appointments with and interview even the toughest to reach executives.

Communications Audit

Internal and external study of communications policies, and procedures and media relations. Auditing involves 1) Study of company history and organization; 2) Internal Media Overview; 3) Top Management Interviews; 4) Mid Management and Employee Surveys; 5) External Media Analysis; 6) Study of Community and Customer relations.

Focus Groups

An Exploration of Perception

The *Focus Group* is an exploratory research method used to help companies understand their customers and prospects. Focus groups are a well-respected means of gathering in-depth, qualitative information such as opinions and attitudes.

Focus Groups bring eight to twelve people together for a round table discussion lasting from one to two hours. Qualified participants are recruited by offering an incentive to attend each group. Participants can be qualified by customer groups or drawn by random selection to match specific demographics.

Focus Groups have definite advantages over other techniques. One of the advantages of focus groups is that they allow respondents to express detailed opinions - usually telephone or mail surveys limit respondents to responses which can be expressed only in a few words. With *Focus Groups* it is possible to ask "What if..." type questions. In the give and take of a lively discussion, people can raise questions that the researcher had not thought of and might never have raised in the course of a few individual interviews.

Another advantage of focus groups is that they are economical - generally eight to twelve people are interviewed at the same time. It is possible to use visual or audio props in a focus group study - participants in the focus group can actually be exposed to examples of advertising and give immediate reactions.

Finally, *Focus Groups* give the client a chance to learn what their customers and prospects really think. No other research method offers the client this immediate contact with current and prospective customers. Prior to holding a group, discussion topics are listed on an outline which is prepared in consultation with the sponsor. Often participants of *Focus Groups* are asked to fill out a questionnaire relating to the main topic. *Focus Group* sessions are usually recorded by video and audio tape for further analysis.

As a rule, a minimum of two sessions with different groups are conducted in a well designed *Focus Group* project. This not only ensures confidence and eliminates bias, but also provides more valuable information than a single session by allowing comparisons between groups. Typically customers are compared with prospects, although more specific sampling is possible.



Michelson & Associates, Inc. Focus Group Services

Michelson & Associates, Inc. can manage focus group sessions from start to finish. In most cases, we can conduct *Focus Group* sessions anywhere in the nation for less than \$4,000 per session. This fee covers recruitment, facility rental, moderation, preparation of props, participant incentives, refreshments, video taping, audio taping, analysis and written and verbal presentation of results with specific marketing recommendations.

Michelson & Associates, Inc. has experience conducting focus group sessions on topics as diverse as surgical techniques, publishing, grocery shopping, facility and product design, advertising testing, teen smoking, cancer treatments and many others.

Michelson & Associates, Inc.'s professional moderators have extensive experience in group interviewing and qualitative analysis. Our experience with consumer and professional groups is based on working with many of the world's leading organizations and corporations including General Motors, Kroger, Dun & Bradstreet, Simon & Schuster, Goodyear and many more.

Michelson & Associates, Inc. *Focus Group* projects can be organized and completed with a short time frame. Typical turnaround on *Focus Group* projects is less than 30 days.

We have the flexibility to use any type of facility for meetings. Our association network contacts enable us to schedule specialized focus group facilities and recruiting services anywhere in the nation.

The most frequent applications of focus groups are:

- Exploring opinions, attitudes and preferences about products / services and the purchase and use of those products / services.
- Understanding consumer emotions regarding purchase decisions
- Searching for questions, vocabulary, and perceptions of buyers, and users of a product category.
- Analyzing target consumer reaction to copy and advertising methods.
- Exploring customer/prospect reaction to new product/service concepts.
- Formulating hypotheses that can be tested with quantitative surveys.

Benefits of Focus Groups

- Allows respondents to detail expressed opinions and attitudes.
- It is possible to ask “*What if...*” type questions.
- Discover hidden feelings and motives.
- *Focus Groups* are economical
- It is possible to use visual or audio props in a *Focus Group* study
- Participants give immediate reactions.
- Learn what the consumers “out there” really think.
- Offers the client immediate contact with current and prospective customers.
- *Focus Groups* can help guide marketers in providing better goods and services.

Tips for making the most of a Focus Group study

- Arrange for key management to attend and even participate when possible.
- Involve key management in deciding objectives and topics for group discussions.
- Segment and qualify group participants.
- Offer a proper incentive for participants to attend and verify recruiting at least three times.
- Use pre-discussion questionnaires to gather basic information such as demographics and other non-discussion questions
- Use props and audio visual aids when possible.
- Use written exercises within the groups to break up the pace and capture unbiased preferential information.
- Check audio and video clarity during course of discussion.
- Make sure there are plenty of refreshments for both the participants and the clients.

Focus Group Costs

Focus Group costs can be broken into the following categories;

1. **Recruitment** - (*the process of getting participants to come to a session*)
Ranges from \$50-150 per recruit based on difficulty of recruit.
For example: Professionals=\$150, Students=\$50.

2. **Incentives for participants**- (*paying participants for their time*)
Similar to recruitment - average cost= \$75/participant
Again, this may vary according to difficulty of recruit.
i.e.. Professionals =\$75-150, Consumers =\$60-75

3. **Facility & refreshments**
Average focus group facility rental is \$600/group
A facility will allow for client viewing through a 2 way mirror.
Refreshments can vary from a deli tray to an elegant buffet depending
on the client's needs.

4. **Moderation**
\$1,250/group

5. **Video taping**
\$150/group

6. **Transcription**
\$225/group

4. **Analysis & Reporting**
\$250-\$500/group

7. **Travel** is considered as a reimbursable expense

TeleSurvey/MailSurvey/SiteSurvey

A Measure of Awareness and Attitude

How many times have we planned public relations, marketing or advertising campaigns without understanding our target markets? We assumed we knew our publics, spent lots of money on advertising production and bargained for the best media exposure and what happened? Nothing.

It's easy to tell what your prospects and customers are thinking by conducting a survey. There are several methods used to survey a market: MailSurvey, SiteSurvey and TeleSurvey. Typically, the most economical way to gather target market information is through a telephone survey (*TeleSurvey*).

With a survey it is possible to target interviews by specific demographic groups, customer vs. prospects groups and geographically around specific locations. From large metropolitan markets to rural areas and even specific neighborhoods, surveys can be targeted to any market.

Surveys have definite advantages over other research techniques. A survey is quantitative and predictable to larger populations. A typical survey project can be completed within 4-6 weeks. The survey is the most practical research method available to measure awareness and determine competitive comparisons. Other advantages of the survey are the specific insights into consumer opinions, shopping habits and customer loyalty.

Surveys provide in-depth competitive strength and weakness comparisons. This analysis helps companies focus their marketing strategy to create a more profitable position. Finally, surveys give the client a chance to learn what the consumers "out there" really think. When the information gathered is used correctly, surveys can help guide marketers in providing better goods and services.

Before conducting a survey, it is important to first determine:

- **Your purpose.** Is it measuring a public's attitude, understanding or behavior toward your company's actions, image, service, product or what?
- **If the information you want is already available in your own records,** other reports or through information databases.
- **What you're going to do with the results.** Are you willing to make changes even though they aren't appealing to you?
- **How long it will take** to complete the survey. After a few months, your results may not be valid if your findings have a time value.
- **The best time to do a survey.** Look at the calendar and see what special events or holidays may interfere. Timing is critical to the success of a survey.
- **Cost of the survey.** The cost of a survey can be affected by many variables including questionnaire design, incidence, interview length and difficulty of reaching target audience.

Some Specifics About Survey Sampling

What determines the appropriate sample size to ensure confidence in research data? Contrary to popular belief, it has little to do with the size of the population from which you're taking the sample.

More important than the size of the population is the selection process in determining the sample.

Consider the following; when measuring the temperature, the sample size is insignificant compared to the surrounding atmosphere it measures. But you can still measure the temperature of your immediate surroundings. When doctors take blood to determine if you have a disease they don't need to do a blood transfusion, they take just a small sample.

But exactly how much is enough to be valid? Statistical experts have developed a standard deviation table that can be applied to any size population to determine statistical error. This table expresses error in terms of confidence intervals or variance from the norm. By using these tables it is easy to determine specific sample sizes which will yield different confidence levels. The tables are based on "like" populations sampled at random. This table, when translated to plain English reads as follows;

- 100** random tests for **90%** confidence that the results are within $\pm 5\%$
- 400** random tests for a **95%** confidence that the results are within $\pm 5\%$
- 1,067** random tests for **97%** confidence that the results are within $\pm 3\%$

These sample sizes and errors apply to any population larger than the sample. If you draw a sample of 400 from a population of 1,000, 2,000, 4,000, 40,000, 400,000 or 240 million, the error will remain within plus or minus 2.5%. *Example:* If 65% of the respondents say "yes," the true answer would be between 67.5% and 62.5%.

You can say the results from your sample represent the thinking of the entire population only if the sample is drawn in a proper way. In most cases you'll need to work from a list of names (customers, residents, registered voters, members, etc.). A computer is usually used to generate random sample lists. In case you don't have a computer or if you just want to know the basics, here's how it's done.

First, divide the number of interviews you wish to conduct, for example 400 for a 5% error margin, into the approximate number of people on your list. This is an interval, and it's usually 10 or less, unless your list is very large. Let's say the interval is 10 for now.

Second, select a starting number by chance from one to whatever your interval is. Let's say you pick seven. The seventh person on your list would be your first respondent. You would then interview every tenth person from that starting number - 17th, 27th, etc. You now have a representative sample of the population. The thinking of those interviewees will more confidently represent the thinking of the larger population.

For a more targeted approach, samples can be selected from two or more distinct population groups. For instance, comparing existing customer responses with targeted prospect responses. This approach will help a company not only find out what their customers think, but will help determine what will best persuade prospects to become customers.

Benefits of a Survey

- Provides detailed information about current and prospective customers.
- Measures awareness of companies, products and services.
- Discover competitive strengths and weaknesses.
- Measure customer satisfaction
- Measures preferences among competitors and products.
- Evaluate advertising media and message effectiveness.
- Validate hypotheses developed through quantitative methods.
- Learn what the consumers “out there” really think.
- Guides companies in developing more effective marketing programs.

Tips for making the most of survey research

- Fine tune the questionnaire. No more than 30 questions.
- Design the questions to provide the exact information (not the answers) desired.
- Avoid leading or ambiguous questions.
- Use closed ended questions as much wherever possible, open ended questions are more difficult to tabulate.
- Avoid two-part questions such as “*Was the person friendly and helpful...yes or no?*”
- Make sure questionnaire flows clearly, use simple language.
- Use appropriate sampling procedures.
- Segment and qualify participants.
- Use trained and friendly interviewers, offer an incentive to participate.
- Tabulate data for maximum flexibility.
- Graph data where possible for easy recognition and understanding.
- Be willing to make changes based on the information you gather.

Michelson & Associates, Inc. SiteSurvey Services

SiteSurveys involve positioning interviewers at specific locations, typically retail stores. Our friendly and professional interviewers focus the discussion to specific questions without leading responses. This ensures respondent answers and opinions will be objectively and accurately reported without bias.

Michelson & Associates, Inc. SiteSurvey projects can be organized and completed within a short time frame. From questionnaire design to data tabulation our turnaround on *SiteSurvey* projects is usually less than 30 days. We have the flexibility to construct a *SiteSurvey* to meet even the most demanding project needs.

How much does a typical *SiteSurvey* project cost? Many *Michelson & Associates, Inc. SiteSurveys* can be conducted anywhere in the nation for less than \$400 for a four hour interview period per location. This investment covers consultation, questionnaire design, sample construction, interviewing labor, shipping charges, data tabulation, graphic presentation of all data, analysis and written and verbal presentation of results with specific marketing recommendations. This fee does not include incentives which we recommend be given to participants for their time and to build goodwill.

The most frequent applications of the *SiteSurvey* are:

- Measuring perceptions of store atmosphere, communications
- Determining customer profiles/shopping habits
- Determining competitive strengths and weaknesses.
- Analyzing preferences of consumers regarding location, staff and merchandise.
- Evaluating advertising and promotion effectiveness.
- Measuring customer satisfaction with company, services and products

There are six cost elements involved in *SiteSurvey* projects:

- Design of questionnaire.
- Interviewing labor.
- Incentives for respondents.
- Shipping/freight.
- Data tabulation/analyses.
- Written summary report.

Michelson & Associates, Inc.

TeleSurvey Services

Michelson & Associates, Inc. TeleSurvey interviews are conducted by trained telephone interviewers. Our friendly and professional interviewers focus the discussion to specific questions without leading responses. This ensures respondent answers and opinions will be objectively and accurately reported without bias.

Michelson & Associates, Inc. TeleSurvey projects can be organized and completed within a short time frame. From questionnaire design to data tabulation our turnaround on *TeleSurvey* projects is usually less than 30 days. We have the flexibility to construct a *TeleSurvey* to meet even the most demanding project needs.

How much does a typical *TeleSurvey* project cost? Most *Michelson & Associates, Inc. TeleSurveys* can be conducted anywhere in the nation for less than \$30 per completed interview. This investment covers consultation, questionnaire design, sample construction, telephone charges, shipping charges, interviewing time, tabulation, graphic presentation of all data, analysis and written and verbal presentation of results with specific marketing recommendations.

The most frequent applications of the *TeleSurvey* are:

- Measuring awareness of companies, products and services.
- Determining competitive strengths and weaknesses.
- Analyzing customer/prospect preferences among competitors and products.
- Evaluating advertising media and message effectiveness.
- Measuring customer satisfaction with company, services and products

There are seven cost elements involved in *TeleSurvey* projects:

- Design of questionnaire.
- Sample construction/List procurement.
- Interviewing time.
- Long distance charges.
- Shipping.
- Data tabulation/analyses.
- Written summary report.

Michelson & Associates, Inc.

MailSurvey Services

MailSurveys involve sending a written questionnaire which would be self administered by prospective respondents. *MailSurveys* are excellent for gathering large samples from specific populations such as known customers. In addition to gathering information, the *MailSurvey* can communicate messages such as new products, services or the feeling that the company behind the survey is concerned about its' customers.

Michelson & Associates, Inc. *MailSurvey* projects can be organized and completed within a short time frame. From questionnaire design to data tabulation our turnaround on *MailSurvey* projects is usually less than 45 days. We have the flexibility to construct a *MailSurvey* to meet even the most demanding project needs.

How much does a typical *MailSurvey* project cost? *MailSurveys* can typically be administered anywhere in the nation for less than \$3 per completed interview. This investment covers consultation, questionnaire design, sample construction, data tabulation, graphic presentation of all data, analysis and written and verbal presentation of results with specific marketing recommendations. Not included in this estimate are printing and postage charges, which will vary based on project scope.

Michelson & Associates, Inc. can assist with developing a *MailSurvey* project from start to finish including questionnaire development, printing, list procurement, postage, data entry/analysis and reporting.

The most frequent applications of the *MailSurvey* are:

- Measuring customer satisfaction with company, services and products
- Determining competitive strengths and weaknesses.
- Determining preferences among competitors and products.
- Analyzing customer/prospect preferences among competitors and products.
- Evaluating opinions of large populations while communicating messages.

There are six cost elements involved in *MailSurvey* projects:

- Design of questionnaire.
- Sample construction/List procurement.
- Printing
- Postage - Outbound/Inbound
- Data tabulation/analyses.
- Written summary report.

Mystery Shopping

A Measure of Customer Service

It has been said that it takes twenty times more money to attract a new customer than it does to keep an existing one. Each year millions of dollars are spent on advertising and marketing to attract new customers. Typically, whether products and services actually get sold depends on the presentation of products and services on the front line.

Today with increased competition, customers often look to other companies when they are not satisfied. The leading cause of dissatisfaction among consumers is usually poor customer service. So how can the leading companies of tomorrow successfully promote excellent customer service?

With a *Mystery Shopping* program, companies can establish customer service guidelines, monitor and reward excellent performance. *Mystery Shopping* is a research method used to gather information from the front line. This vital information helps determine what happens to your prospects when they visit or call your company.

Mystery Shopping can be used as a marketing and training tool to help ensure a company's service and operational objectives are being carried out on the front line. *Michelson & Associates, Inc.* custom designs shopping programs based on each client's specific training program. Many companies use *Mystery Shopping* to award incentives in conjunction with their marketing program to increase the effectiveness of a sale.

When an incentive is offered for meeting several basic objectives, a *Mystery Shopping* program can be used as a powerful tool for motivating sales and service people. The criteria for getting an award should be based on meeting several basic customer service or sales objectives. When an employee meets the basic customer service or sales objectives, our field representatives can identify themselves and present an on-the-spot award.

For best results, management and employees should know they're going to be evaluated by a mystery shopper, but they shouldn't know who the shopper is or when they will be shopped. This helps ensure that each prospect and visitor will receive prompt and friendly service... which should lead to more satisfied customers and more repeat business.



Michelson & Associates, Inc. Mystery Shopping Services

Michelson & Associates, Inc. has over 80,000 qualified field representatives nationwide. We qualify, coordinate and train our shoppers to gather factual information and provide objective observations based on their experience with the front line. References as well as education, income and professional backgrounds are carefully evaluated by our field management team. Our field reps range from 18 to 70 years of age with the majority being women between ages 30 and 45. Our shoppers can be pre-selected based on specific client criteria such as demographics, type of car, shopping habits, etc..

Another frontline evaluation service we provide is the *TeleCheck*. The *TeleCheck* involves calling stores or companies to record the telephone performance. All *TeleCheck* calls are made from our main office in Atlanta, Georgia. Each *TeleCheck* call can be audio recorded and distributed by market or region.

All *Michelson & Associates, Inc.* projects are customized to meet the special needs of each client. We have the flexibility to design specific shopping scenarios for each round of shopping, or even for each location. *Michelson & Associates, Inc.* offers several basic types of *Mystery Shopping* services including;

Customer Service Evaluations - measure and reward good customer service.

TeleChecks - recorded calls to stores evaluate telephone usage.

Competition Shops - evaluate and compare main competitors.

Operations Evaluations - determine if operation standards are being followed.

Security Checks - determines if procedures are being followed correctly.

Included with each project, we tabulate all data and present results in easy to read graphs. We can also produce customized reports for each market, region, division, quarterly trend and/or total overall performance.

Michelson & Associates, Inc. rates are based on the specific requirements of the assignment considering the expected volume and frequency. Typically, flat rates are provided based on a per shop rate which include consultation, planning, shopping, purchasing, tabulating, travel, shipping and written report. An average *Mystery Shopping* visit will cost around \$65 per shop. Special requests such as shopping specific individuals may be subject to an additional 25% fee.

Michelson & Associates, Inc. offers specialized services, organizational ability, select field representatives and prompt, accurate management reporting. Most importantly...

...Your satisfaction with our evaluation services is guaranteed.

Over 80,000 Qualified Field Representatives

Michelson & Associates, Inc. currently employs over 80,000 field representatives across North America to provide frontline information. They are the eyes and ears for our client's projects. From Alaska to Puerto Rico, Maine to Hawaii and everywhere in between, we have qualified representatives available for any field project: from SiteSurveys and Mystery Shopping and more.

Our field representatives are independent contractors who are carefully screened through our application process. We advertise daily in newspapers and on-line services for people who would be interested in becoming a field representative. Also, many of our field representatives have come to *Michelson & Associates, Inc.* by referral. All field representatives have a detailed application on file in our database which specifies their education, occupation, demographics, purchasing habits and references.

All field representatives are pre-qualified and trained for each assignment. For instance, when the assignment calls for purchasing eye glasses, we select only those representatives who wear eye glasses and would like to buy a new pair. If shoppers are required to purchase a men's suit, we use our representatives who wear men's suits at least 3 days a week, etc.

68% of our representatives are women with annual household incomes of over \$50,000. Their average age is 34 and 72% have attended college. Over 30% are professional researchers who work full-time for other research companies.

The main benefits of our own field representative network is the quality control and fast turn-around time we can provide in getting projects completed. We can provide 24 hour service if necessary, however most of our field projects are completed within thirty days. Our attention to detail in matching the right field representative to the right project helps our clients gain a focused, objective perspective on frontline activity.

Mystery Shopping Benefits

There are many positive effects associated with a mystery shopping program.

- Lets employees know what is important when dealing with customers.
- Provides evaluation criteria to score individual performance.
- Motivates employees to provide excellent service at all times, with all customers.
- Ensures objective analysis of store and employee performance.
- Improves telephone performance with all employees.
- Helps spot small problems before they become big problems.

Tips For Making The Most of Your Mystery Shopping Reports

- Let employees see the evaluation form before the program begins. Post it on the bulletin boards where they will see it every day.
- Top management should be involved in promoting the program.
- Dramatize and publicize all on-the-spot incentive programs.
- Include *Mystery Shopping* information in company newsletters.
- Remind employees that any customer could be the *Mystery Shopper*.
- When the reports come back to your store, share the report with the employee who was evaluated. If the report was good, share it with everyone in your store.
- Keep the report on file to compare with future reports.
- Understand that everyone has a bad day, however no one should consistently score low on these reports.
- Let employees know that this program is for their benefit. It is not intended to catch them doing something wrong, but rather to help reward them for doing things right.
- Involve employees in setting their own customer service objectives.
- Provide additional bonus for managers whose stores do exceptionally well, consistently, on all their shopping reports.