

RAISING RESPONSE RATES

Finding out from teachers what they buy, who they buy it from, and what they think of it

Consider this scenario: XYZ Ltd developed a literacy software package, which they advertised as being unique in solving a specific teaching issue. The advertising failed to produce any significant results.

To find out why, Hamilton House undertook a survey that asked the teachers one question: “when faced with this specific literacy issue, what software do you use?” Had the product been unique (as the company argued) the answer would have been, “there is none”.

What the research revealed was that many teachers felt there was indeed software that did exactly what they required. Therefore the leading claim that this program was unique was exactly the wrong way to advertise the resource.

In a totally different campaign we asked teachers whether they always bought a certain consumable product from the same firm. What we found was that only 30% always stayed with the same company – which meant that our client needed to work hard to keep hold of their current customer base, while pitching strongly to those who bought elsewhere. Previously our client had done little with the existing customer base, feeling that the main task would always be to bring in new customers.

Technical details, costs and other matters...

Research projects are free for companies that are signed up to our Velocity programme. For non-Velocity customers the price is usually around £250 – including the creation of the questionnaire, sending by email directly to around 750 relevant teachers, and collating and interpreting the answers.

You can see an example of what a survey looks like on our website (see below).

Free consultancy

If you'd like to talk to us about your product or service we'll come up with the key questions that we think need answering. If you know the answers for sure, there's no problem. But if not, you might like to consider a questionnaire. There's no charge for this consultancy.

Telephone: 01536 399 000 or email Sales@hamilton-house.com

Website with sample of a research programme:

<http://www.hamilton-house.com/gateways/research.html>

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