Moneysupermarket.com Turns Instinct Into Insight With eDigitalResearch

Contributed by eDigital Research
Friday, 02 April 2010

Leading finance price comparison site, Moneysupermarket.com, is using research tools from eDigitalResearch to survey customer opinion about its products, services and website in order to retain customer loyalty in an increasingly competitive space.

Launched as a unique concept in 1999, moneysupermarket.com is now one of many price comparison sites in the UK.

With Googleâ€™s imminent move into the market, the company needed a research mechanism to help it to better understand customer needs so that it could stay one step ahead.

Johnathan Wood, Research Manager for moneysupermarket.com explains:
â€œAs an intermediary between businesses and the public, we didnâ€™t have a direct mechanism for customer engagement a we only had very sketchy data about what customers wanted. In order to make smarter business decisions in a fast-moving market, we appointed eDigitalResearch on the basis of its speed and cost-efficiency in providing us with actionable customer insight.â€•

Moneysupermarket.com uses eDigitalResearch to run fortnightly opinion surveys to assess consumer views on everything from their reliance on credit cards to travel insurance and their spending behaviour for Valentineâ€™s day.

This helps them to identify market trends and is used in conjunction with feedback garnered from its eDigitalResearch online community to tailor its products and services to effectively meet customer needs.

eDigitalResearch also conducts surveys to assess the online consumer experience, with feedback providing moneysupermarket.com with an accurate, real-life picture of its website effectiveness.

Site exit and post-transactional surveys also help identify why people detract so that the company can continually improve its online service.

Johnathan Wood comments:
â€œThe capabilities and insights learned using eDigitalResearch have helped us to transform our culture. Through exit surveys, mystery shoppers and other research means, we can now engage the views and opinions of customers and make decision based on their opinions rather than our own.â€•

Michelle Fuller, co-founder and director of eDigitalResearch comments:
â€œIn an increasingly competitive marketplace, quick and focused research can provide invaluable business insight that helps businesses like moneysupermarket.com adapt to change. The rise in social networking and consumer empowerment means that people want to engage with brands in different ways. A multi-faceted research campaign such as this converses with consumers on their own terms in their own environment, so that feedback is likely to be more accurate and more valuable to the business.â€•

18th March 2010