

Survey research for professional services firms

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Professional services firm research tends to be of a "strategic" rather than a "tactical nature" and therefore the results have an impact on a firm completing the research. The typical types of surveys that a firm can complete include the following.

Market assessment

How big is the potential market for the different products and services provided by the firm? What is the potential for market share? Who are the competitors and what are their strategies? What are the competitive positions and are there any market "niches"?

Product and service research

Who is purchasing the products and services provided by the firm? Are there any opportunities for differentiation? What are the likely sales volumes and can the information be used to develop a forecast? How well are the firm's products and services performing amongst the client base?

Client relations

What is driving client satisfaction and loyalty? How is this changing? How well is the firm satisfying its clients? How does this compare with competitors? How loyal and committed are the clients?

Client communications

What are the key messages that underpin the image of the firm and its services? Which is the best way to communicate to clients? Are there any "unique selling propositions" that differentiate the firm from its competitors?

Client segmentation

How do your clients divide into different types? What are the needs of the different client segments? To what degree are different client segments driven by a specific need or attitude or satisfaction with your service? Is it possible to improve business by more precise targeting of the firm's products and services to different customer groups? Should your firm concentrate its efforts on one particular segment?

Employee research

How satisfied are employees with your firm, their division, the team and their jobs? What is the level of staff morale? Are there any suggestions on the different ways to run the company? Is the staff ready to embrace change? What are the reactions to business plans, new ideas, etc? Where should resources be allocated?

Quality assurance

How do staff perceive the operations, problems and opportunities for improvement? What improvements can staff suggest? Can internal systems be improved to give a better experience for clients? To see further information please visit DJS Research by clicking here: [Market Research UK](#)

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