



# Consulting Interventions

## CUSTOMER PERCEPTIONS & MARKET RESEARCH

We have over fifteen years of experience in market research, engaging in customer perception surveys, customer satisfaction surveys, tracking surveys and dipstick studies to understand customer sentiment. Our approach is integrative. We like to understand the strategy and rationale of the organisation, in order to be better able to derive strategic insights and be better positioned to assist our clients with their strategic decision-making about customers and value propositions.

