

# DOING BEST WHAT MATTERS MOST TO CUSTOMERS



TLF RESEARCH

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**WE  
ARE**



# WE ARE SPECIALISTS IN CUSTOMER EXPERIENCE RESEARCH & MEASUREMENT

We've been designing bespoke research programmes for over 20 years, and have a proven track record of improving clients' customer experience, satisfaction, and loyalty.

Conducting over 500 customer surveys each year, we believe in building long-term partnerships that deliver results — 9 out of our top 10 clients have been with us for over 10 years.

We work with customer-focused organisations of all shapes and sizes, and focus on providing first class and actionable customer insight, enabling them to drive change from their customer research programmes.

Our role is more than collecting data and delivering insight. As a full-service agency we can help you with every stage of your journey, from planning to feedback.



# HOW CAN WE HELP?

Our range of services is here to help you understand and improve the customer experience.



**EXPLORE & UNDERSTAND**

QUALITATIVE RESEARCH


- **EXPLORATORY RESEARCH..... 13**
- **CUSTOMER STORIES..... 15**
- **CUSTOMER JOURNEY MAPPING..... 17**
- **ONLINE COMMUNITIES..... 19**



**MEASURE & TRACK**

QUANTITATIVE RESEARCH

- **RELATIONSHIP SURVEYS.....25**
- **EVENT DRIVEN SURVEYS.....27**
- **NPS, CSAT & CUSTOMER EFFORT.....29**
- **EMPLOYEE ENGAGEMENT.....31**
- **CUSTOMER EMPATHY.....33**
- **PANEL RESEARCH.....35**



**PLAN & ACT**

EXPERIENCE DESIGN

- **TAKING ACTION.....41**
- **SERVICE DESIGN.....43**
- **CUSTOMER CENTRICITY.....45**
- **CUSTOMER IMMERSION.....47**
- **IN-HOUSE TRAINING.....49**



**STORYTELLING & CULTURE CHANGE**

CREATIVE COMMUNICATION

- **COLLEAGUE ENGAGEMENT.....55**
- **CUSTOMER ENGAGEMENT.....57**
- **VIDEO.....59**
- **ANIMATION.....61**
- **INFOGRAPHICS.....63**

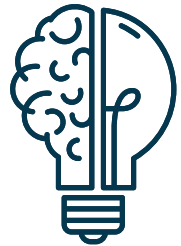




Based in Huddersfield, 2 minutes from local landmark Castle Hill, we're proud of our Yorkshire roots. We're not all flat caps and whippets, but we're not averse to a cup of Yorkshire Tea and a slice of parkin.

CASTLE HILL & VICTORIA  
TOWER, HUDDERSFIELD





# EXPLORE & UNDERSTAND



Good customer research means looking at the experience the way customers see it. Understanding their thoughts and feelings will help you make improvements.

## QUALITATIVE RESEARCH

- EXPLORATORY  
RESEARCH
- CUSTOMER  
STORIES
- CUSTOMER JOURNEY  
MAPPING
- ONLINE  
COMMUNITIES



# EXPLORATORY RESEARCH

## YOU NEED THIS IF

You want to understand the “lens of the customer” – how things look from the customer’s point of view. It allows us to design research programmes that reflect how customers see the world. It’s also an essential tool to build the empathy for customers you need in customer experience design.

## WHAT WE DO

- Customer Journey Mapping
- Focus Groups
- Depth Interviews
- Telephone Depths

## WHAT YOU GET

- **Questionnaire.** If you’re moving on to a quantitative survey, we’ll design a questionnaire to reflect what matters to customers.
- **Presentation.** Our findings, interpretation, and recommendations, pulling out key themes and illustrated with verbatim comments.
- **Recording/Transcript.** All recordings and transcripts are available if you want them.
- **A chance to hear from real customers.**



QUALITATIVE  
RESEARCH IS THE  
FOUNDATION  
OF GOOD  
CUSTOMER INSIGHT



# CUSTOMER STORIES

## YOU NEED THIS IF

You want to bring the customer to life within your business, helping your colleagues to understand the impact of the customer experiences you create. Qualitative research is the best way to bring customers to life in vivid detail, understanding their individual emotions, context, and decision-making.

## WHAT WE DO

- Customer Journey Mapping
- Depth Interviews
- Photo-ethnography
- VoxPops (video interviews)

## WHAT YOU GET

- **Individual stories.** Where qualitative research typically looks for themes, a case study approach helps you to focus in detail on the feelings of a small number of individuals.
- **Case studies.** Case studies, particularly for B2B organisations, can help employees to understand key customers in detail, or showcase what success looks like to prospects.
- **Photo/Video stories.** Photo and video help to bring the stories to life, and are much more likely to engage and be memorable.



INDIVIDUAL  
STORIES BRING  
THE CUSTOMER  
TO LIFE





# CUSTOMER JOURNEY MAPPING

## YOU NEED THIS IF

You want to understand how customers see the end-to-end experience, establish the key moments of truth, and explore what shapes customer emotions as they go through their experience. Journey mapping ties together insight and service design to help you shape better experiences.

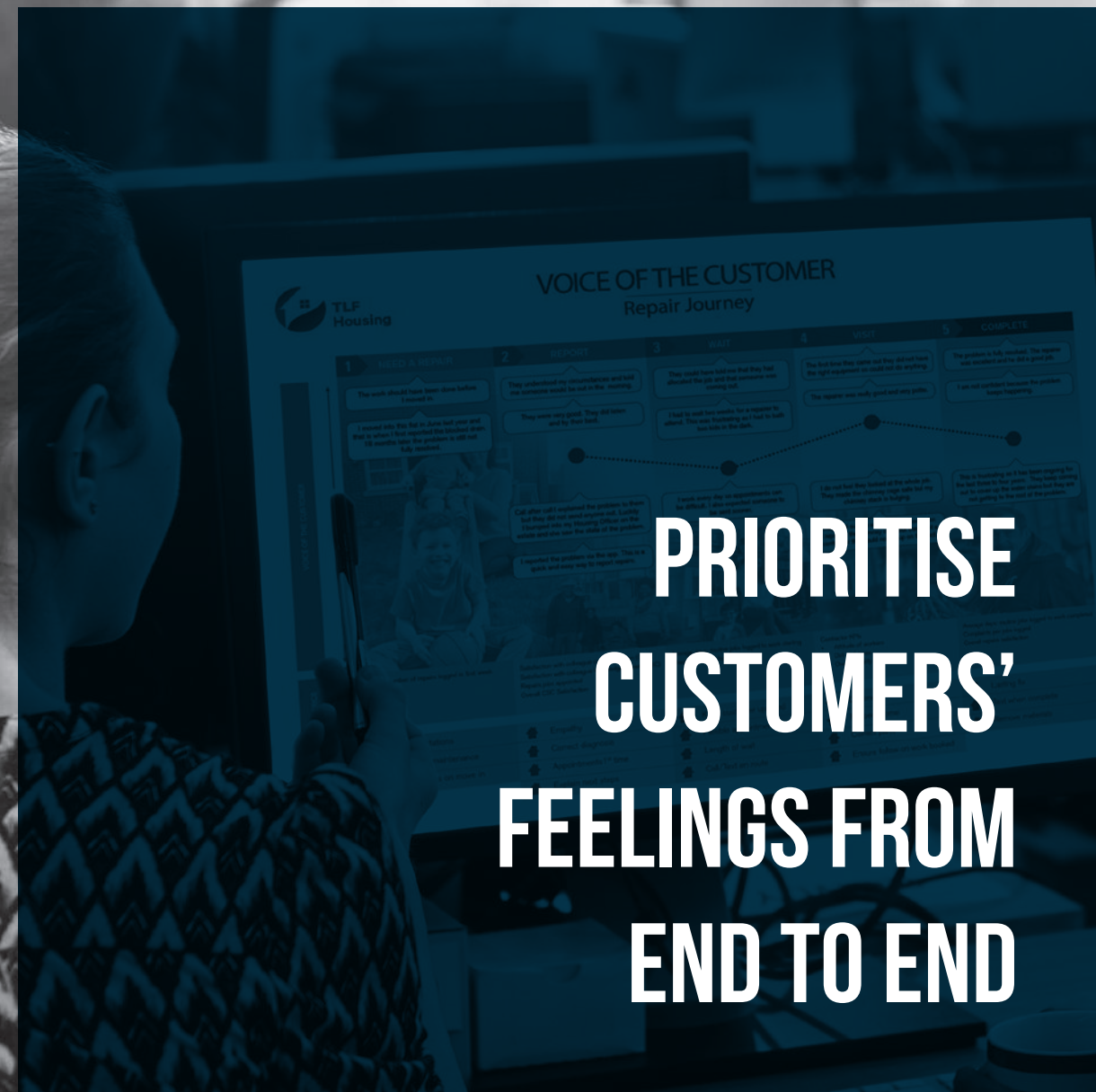
## WHAT WE DO

We can manage any or all aspects of your customer journey mapping programme including...

- Qualitative research
- Quantitative research
- Facilitation/service design
- Graphic design

## WHAT YOU GET

- **Reporting.** Clear and focused analysis of the customer journey.
- **Actionable outputs.** Tools such as Service Blueprints will help to map the customer view to your internal process view.
- **Engaging deliverables.** Our creative team will help to bring your journey to life for colleagues.





# ONLINE COMMUNITIES

## YOU NEED THIS IF

You want to engage with customers to understand their lives and needs, but you don't want to use traditional offline techniques. Online communities are cheap, quick, and a great way to engage with many customers. You'll be able to interact with customers, set them tasks, ask them questions, and invite them to upload photo and video content.

## WHAT WE DO

We'll set up, manage, and run a community to address your insight needs, handling...

- Recruitment
- Hosting
- Community Management & Facilitation

## WHAT YOU GET

- **Presentation.** Our findings, interpretation, and recommendations, pulling out key themes and illustrated with comments and pictures.
- **Access.** Access to the community backend throughout the fieldwork and afterwards so you can see all responses.
- The opportunity to **co-create** with real customers.



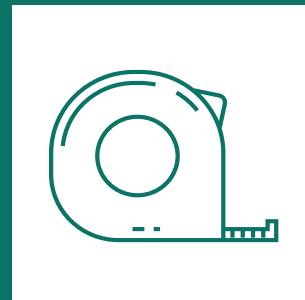
**CUSTOMER  
ENGAGEMENT  
FOR THE  
21<sup>ST</sup> CENTURY**



“

Once described as ‘a stately home with trains in it’, we love Huddersfield’s Railway Station! Great connections from Leeds and Manchester if you’d like to come visit, we might treat you to a quality ale in the Head of Steam.





# MEASURE & TRACK



The heart of customer research is a robust measure of how your customers feel. Strategic and tactical surveys will help you get control of the customer experience.

## QUANTITATIVE RESEARCH

- RELATIONSHIP SURVEYS
- EVENT DRIVEN SURVEYS
- NPS, CSAT & CUSTOMER EFFORT
- EMPLOYEE ENGAGEMENT
- CUSTOMER EMPATHY
- PANEL RESEARCH





# RELATIONSHIP SURVEYS

## YOU NEED THIS IF

You want a strategic measure of customer satisfaction and how it drives behaviour.

A robust relationship survey will:

- Accurately measure satisfaction for all customers.
- Show how attitudes drive behaviours which make or save you money.

Highlight what the key events are for customers.

## WHAT WE DO

- In-house telephone interviewing
- Foreign language telephone interviews through a trusted partner
- In-house web survey design and hosting (**mobile optimised**)
- Paper surveys
- In-house analysis and reporting (**offline and online**)

## WHAT YOU GET

- **Headline metrics.** NPS, Satisfaction Index, or Customer Effort (or a combination) as an overall measure of success, and to link to strategic outcomes for the business.
- **Detailed report.** A full explanation of all the results, detailed data tables such as satisfaction by segment, and a transcript of all customer comments.
- **Targets.** We will recommend realistic targets for improvement.
- **Priorities for improvement.** We recommend the 3-4 areas to focus on for the biggest gains in satisfaction and loyalty.



DO YOU KNOW  
HOW CUSTOMER  
ATTITUDES DRIVE  
BEHAVIOURS?



# EVENT DRIVEN SURVEYS

## YOU NEED THIS IF

You want a tactical (often ongoing) tool to optimise the customer experience at particular touchpoints. A good event-driven survey will:

- Robustly measure customer satisfaction at a touchpoint.
- Clarify the customer journey.
- Measure what makes for the “perfect customer experience”.

## WHAT WE DO

- In-house telephone interviewing
- Foreign language telephone interviews through a trusted partner
- In-house web survey design and hosting (**mobile optimised**)
- IVR/SMS surveys
- In-house analysis and reporting (**offline and online**)

## WHAT YOU GET

- **Headline metrics.** NPS, Satisfaction Index, or Customer Effort (or a combination) to track your progress.
- **Tracking report.** Dashboards give you the tracking information you need to know.
- **Web portal.** Our team of developers can build a portal to meet your needs, whether it be in-depth analysis or high level dashboard.
- **The perfect customer experience.** Tracking performance against the “perfect customer experience” demonstrates the links to behaviours at the front line.
- **Deep dives.** To be more than a tick box exercise, you need to dive into the data to extract insights you can use to shape the customer experience.



DO YOU KNOW  
HOW EXPERIENCES  
DRIVE CUSTOMER  
ATTITUDES?





# NPS, CSAT & CUSTOMER EFFORT

## YOU NEED THIS IF

You need a robust measure to track and monitor improvements in customer experience. Choosing the right headline metric is an important decision.


- **Net Promoter Score (NPS)** is a very popular metric. It's focused on the benefit that organisations can get from turning "Passives" into "Promoters".
- **Customer Satisfaction (CSAT)** is a no-nonsense headline measure on how satisfied your customers are with your business. A Customer Satisfaction Index will give you detailed scores for specific departments, products and services.
- **Customer Effort (CES)** can offer a compelling message in a single metric. The ease of a customer's experience is a strong predictor of loyalty.

## WHAT WE DO

Many of our clients use a "basket" of headline metrics, and we can incorporate them into any survey. We'll help you choose the most appropriate metrics for your business and customers, and ensure your questionnaire follows best practice.

## WHAT YOU GET

- **Data collection.** Using whichever methodology is appropriate.
- **Reporting.** Beyond the "one number" we will break your headline metrics down by segment, as well as looking to understand more about individual customer scores.
- **Drivers.** The drivers of promotion and detractor are often different. We'll make sure you know what has most impact.
- **Benchmarking.** We'll benchmark your scores against our league tables where possible.
- **Targets.** We can set realistic targets for improving your scores.



**TOUGH  
MEASURES THAT  
WILL RESONATE  
WITH THE BOARD**



# EMPLOYEE ENGAGEMENT

## YOU NEED THIS IF

You care about whether your people are engaged, and you want to measure the health of your organisation. Measuring engagement, and acting on the results, is essential if you want to build the healthy culture that you need to create happy customers.

## WHAT WE DO

- In-house web survey design and hosting (**mobile optimised**)
- Paper surveys
- Analysis and reporting

## WHAT YOU GET

- **Detailed report.** You'll receive a detailed report and final presentation with a full explanation of all the results, detailed data tables such as results by segment, and a complete (anonymous) transcript of all comments.
- **Targets.** We will recommend realistic targets, based on our database, for you to improve from year to year.
- **Priorities for improvement.** We recommend the 3-4 areas to focus on for the biggest gains in employee engagement.



**HAPPY  
CUSTOMERS &  
ENGAGED  
EMPLOYEES  
GO TOGETHER**





# CUSTOMER EMPATHY

## YOU NEED THIS IF


You want a simple measure of how well staff understand customers. Closing the perception gap between staff and customers ensures you get the most from your customer research, and helps to get buy-in for its importance.

## WHAT WE DO

- In-house web survey design and hosting (**mobile optimised**)
- Analysis and reporting

## WHAT YOU GET

- **Perceived satisfaction.** We'll calculate a perceived Satisfaction Index, measuring how your people believe customers feel, broken down by role and seniority.
- **Perception gaps.** We'll add analysis of perception gaps to your customer survey report to show where employees are seeing things differently to customers.



HOW WELL DO  
YOUR PEOPLE  
UNDERSTAND  
CUSTOMERS?





# PANEL RESEARCH

## YOU NEED THIS IF

You want quick answers to questions about consumer behaviour, usage & attitudes. Whether you're looking for quick facts and figures, the answer to a specific set of questions, or to undertake more in-depth market research, the TLF Panel could be what you need.

## WHAT WE DO

- Targeted surveys (nationally representative or specific groups) to our own panel
- Mobile-optimised surveys
- Cost-effective packages
- Quick turnaround
- Creative, advertising and concept testing
- Recruitment for focus groups and interviews

## WHAT YOU GET

- **Reporting.** We include basic analysis and demographic splits as standard.
- **Bespoke reporting** is available where required.
- **Infographics** can also be included.

Find out more at [tlfpanel.com](http://tlfpanel.com)



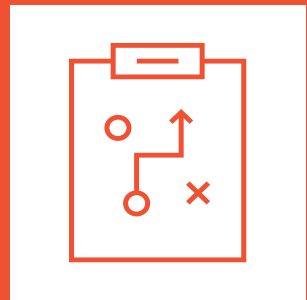
GET ACCESS TO  
THE VIEWS OF  
OVER 60,000 UK  
CONSUMERS



“

For the people of Yorkshire we know we're almost home when we catch sight of the iconic Emley Moor Mast. Standing at 1,084 feet high it's the tallest freestanding structure in the UK.

VIEW OUT TOWARDS EMLEY  
MOOR MAST FROM CASTLE HILL



## PLAN & ACT



We focus on providing research with a clear plan of what to do with the findings, linking to your internal processes, and developing specific action plans to improve.

## EXPERIENCE DESIGN

- TAKING ACTION
- SERVICE DESIGN
- CUSTOMER CENTRICITY
- CUSTOMER IMMERSION
- IN-HOUSE TRAINING





# TAKING ACTION

## YOU NEED THIS IF

Your organisation is struggling to turn insight into action. We can help in the process of developing action plans that will enable you to improve your customer experience.

## WHAT WE DO

We don't pretend to be able to fix your problems for you, but we can help you start the action-planning process.

- Planning
- Facilitation
- Internal communications

## WHAT YOU GET

- **Action planning.** We can't do this for you, but we can help you find the evidence and ideas in your research to plan improvements.
- **Effective workshops.** Beyond brainstorming, we can help plan and facilitate workshops that are structured to deliver momentum.
- **Behaviour change.** Our creative team tell stories with research to bring customers to life and support culture change.



WE CAN'T TELL  
YOU WHAT TO DO,  
BUT WE CAN HELP  
YOU USE CUSTOMER  
INSIGHT TO IMPROVE



# SERVICE DESIGN

## YOU NEED THIS IF

You want to build customer-centred experiences. We can help you combine customer insight with the knowledge of your people to kickstart the design of new experiences.

## WHAT WE DO

We can help you make sure that your products and experiences are shaped by a deep understanding of customer needs.

- Facilitation
- Journey mapping
- Internal communications

## WHAT YOU GET

- **Journey planning.** Effective workshops to map current and ideal customer journeys with customers and colleagues.
- **Actionable insight.** Tools such as service blueprints will help to map the customer view to your internal process view.
- **Behaviour change.** Our creative team tell stories with research to bring customers to life and support culture change.



MEMORABLE  
CUSTOMER EXPERIENCES  
ARE DESIGNED FROM END  
TO END WITH CUSTOMER  
NEEDS IN MIND





# CUSTOMER CENTRICITY

## YOU NEED THIS IF

You want to ground improvements to culture and processes in the views of people at the front line. A Customer Centricity survey measures your colleagues' view of strengths and weaknesses in customer experience. This helps to create engagement and an action plan for improvement.

## WHAT WE DO

- Centricity questionnaire based on the "Top 10 Traits of World Class Organisations"
- In-house web survey design and hosting (mobile optimised)
- In-house analysis and reporting

## WHAT YOU GET

- **Reporting.** We will break down your results against the 10 Traits by department, level, etc.
- **Benchmarking.** We'll benchmark your performance on the 10 Traits.



HOW FAR ARE  
YOU FROM WORLD  
CLASS CUSTOMER  
EXPERIENCE?



# CUSTOMER IMMERSION

## YOU NEED THIS IF

You want to bring senior decision makers face to face with customers. It's a great way to make a direct connection between the strategy and processes of the organisation and the impact that it has on customers.

## WHAT WE DO

- Recruit customers (usually from a research project)
- Position insight and survey results to attendees
- Facilitate and manage the day

## WHAT YOU GET

- **Direct customer engagement.** So that you can understand how the experiences you create affect customers.
- **A memorable day.** A great way to create a memorable launch for a customer experience improvement programme.



**A DAY  
THEY'LL  
REMEMBER**





# IN-HOUSE TRAINING

## YOU NEED THIS IF

You need to improve customer insight skills within your business, start a conversation around the customer, or change thinking. Our training can play a key role in improving the way your customer insight is used.

## WHAT WE DO

We can design and deliver in-house training on a range of topics around customer experience and insight to engage your colleagues.

- Develop bespoke training
- Tailor public courses to your needs
- Deliver practical workshop training sessions

## WHAT YOU GET

- **Confidence** that your approach to the customer is right.
- The **right skills** to make the most of your research.
- **Knowledge** to use insight to improve.



**TRAINING  
TO INSPIRE  
AND ENGAGE**





“

‘Made in Huddersfield, England’ was a stamp of quality when these waterways carried fine woollen cloth for shipping around the world. With offices in a former textile mill, we like to think our world-leading customer research continues that tradition.

VIADUCT OVER THE  
HUDDERSFIELD NARROW CANAL





# STORYTELLING & CULTURE CHANGE



Communicating results internally is crucial to help bring your customer to life. Sharing externally can make a big difference to response rates and improved perceptions.

## CREATIVE COMMUNICATION

- COLLEAGUE  
ENGAGEMENT
- CUSTOMER  
ENGAGEMENT
- VIDEO
- ANIMATION
- INFOGRAPHICS



# COLLEAGUE ENGAGEMENT

## YOU NEED THIS IF

You want to bring the customer to life within the business. We have found this to be a crucial part of building engagement with the survey process, getting attention, and beginning culture and behavioural change.

## WHAT WE DO

We can offer a range of creative support, with the right balance of information and emotional connection, to help you make change happen.

- Finding the story
- Graphic design and creative
- Print

## WHAT YOU GET

- **Engaging deliverables.** Our team will deliver creative storytelling that works.
- **Examples include:** video, posters, one page summaries, and “killer slides”.



**OUR CREATIVE  
TEAM CAN HELP  
YOU TURN INSIGHT  
INTO STORIES**





# CUSTOMER ENGAGEMENT

## YOU NEED THIS IF

You need to show customers that you're listening. Communicating to customers what the survey has told you, and what you are going to do as a result of it, is vital. It makes sure you get the credit you deserve for improvements, connects changes to the survey process, and has a proven impact on response rates.

## WHAT WE DO

Let us help you get the story out there, shaping perceptions and closing the loop.

- Finding the story
- Graphic design and creative
- Print

## WHAT YOU GET

- **Engaging Deliverables.** Our team will deliver creative storytelling that works.
- **Examples include:** video, web and email feedback, leaflets, and social media images.



**“CLOSING THE  
LOOP” IS VITAL**



# VIDEO

## YOU NEED THIS IF

You need a more human connection for your storytelling. Video is an engaging and dynamic way to tell your customer stories to colleagues, and to show customers the human face of your organisation.

## WHAT WE DO

- Videography
- Editing and storyboarding

## WHAT YOU GET

- **Customer stories.** Individual case studies and experiences to bring customers to life.
- **Voice of the customer compilations.** “VoxPop” style videos to show a range of reactions.
- **Results and feedback.** Results summaries or Chief Executive messages to demonstrate commitment to action.







# ANIMATION

## YOU NEED THIS IF

You want to tell a story that combines multiple elements into a cohesive whole. Animated motion graphics are a great and cost-effective way to communicate results, customer comments, and action plans from your survey.

## WHAT WE DO

- Finding the story
- Storyboard and script
- Development of graphic assets
- Motion design

## WHAT YOU GET

- **A compelling story.** One that will engage an audience to communicate key information and drive change.





# INFOGRAPHICS

## YOU NEED THIS IF

You need to present the key information in a punchier way to cut through the noise and grab the attention of senior executives and frontline staff.

## WHAT WE DO

The nature of the content can vary from very simple (designed to be quickly processed as a poster, for example) to more complex and innovative.

- Identifying the key information
- Statistical analysis and visualisation
- Graphic design

## WHAT YOU GET

- **Infographics to inform and engage.** All our infographics aim to marry statistical robustness and insight with graphic design flair.



INFOGRAPHICS DISTIL  
KEY INFORMATION  
INTO A COMPACT  
& ATTRACTIVE DESIGN



“

Creativity is as important to Huddersfield as enterprise. From the Mrs Sunderland Festival (dating back to 1889), to the Sex Pistols' last UK gig and the Great Northern Ukulele Festival. Music is a rich part of our heritage.



THE BANDSTAND AT GREENHEAD  
PARK, HUDDERSFIELD





# ABOUT US



"I'm really proud of what we've built at TLF Research over the past 24 years. By focusing totally on customer experience we've built lasting partnerships with some of the UK's best organisations."

– Jude Nottingham

## WHAT MAKES US DIFFERENT

- THE FACTS
- THE TEAM
- PARTNERSHIP
- OUR WORK
- SPECIALISTS
- QUALITY &  
DATA SECURITY





# THE FACTS

## HISTORY

- Founded in 1996
- Privately owned
- Organic growth

## ACCREDITATION

- MRS Company Partner
- ISO9001 Quality Standard
- ISO27001 Information Security Standard

## DATA SECURITY

- Secure data transfer (file transfer, automated sftp, APIs)
- IT team on hand to help
- Happy to be audited

## CLIENT SATISFACTION

- Satisfaction Index: 92.5%
- NPS: 86%
- 60% of clients have recommended us

## IN HOUSE CAPABILITIES

- Qualitative research
- Quantitative research
- CATI stations
- Over 125,000 phone interviews p.a.
- Over 1.4 million completed web surveys p.a.
- Customer Journey Mapping
- Analysis & reporting
- Graphic design
- Video & motion graphics
- Workshop facilitation
- Training



# THE TEAM



Jude Nottingham  
**MANAGING  
DIRECTOR**



Nigel Hill  
**CHAIRMAN  
& FOUNDER**



Mark McCall  
**CHIEF OPERATING  
OFFICER**



Greg Roche  
**CLIENT  
DIRECTOR**





# TLF RESEARCH AS A PARTNER

We aim to build long-term partnerships with our clients, adapting the research programme to ensure it continually evolves to meet the needs of the business.

9 of our top 10 clients have been with us for over 10 years, and our top 5 clients average over 15 years.

Your main points of contact will be a dedicated Client Manager and Researcher. We provide a high level of support and contact, scoring over 9.3 out of 10 in our own client survey for 'responsiveness to enquiries'.

We like to provide guidance, and challenge where necessary, on how we think the research programme can work. Your client manager will find the best approach for you, making sure that you get what you need to move your organisation forward.

According to our most recent client survey, 63% of our clients have seen their own customer satisfaction increase in the previous 12 months. That's our ultimate measure of success.







# OUR WORK

## THE MANUFACTURER

After three years of quantitative studies with a range of customer types, including stockists and end users from key accounts to ad-hoc cash customers, we had identified that, despite large variations in satisfaction, some Priorities for Improvement (PFIs) were shared across customer types.

Our client asked us to kick-start a programme of change throughout the business by facilitating a series of workshops with staff, with the aim of helping department heads develop a clear action plan to address relevant PFIs. At the initial workshops we started with a high-level reminder of key customer survey outputs, then addressed potential challenges: why did some staff feel disconnected from customers (as revealed by a Customer Empathy survey), and a Pre-Mortem exercise.

From there we shared some case studies of organisations who had successfully used insight to improve, before using Affinity Mapping and the Graphic Gameplan exercise to generate ideas and commit participants to action.

After the first workshop we created “Action packs” for department heads, supporting them to run further workshops and to refine their action plans, and finished with a follow up workshop 3 months later in order to check on progress, and re-energise the change programmes that were (to varying degrees) under way.

## THE MEDICAL SUPPLIER

Having grown rapidly, our client needed to understand customer expectations across brands, products, touchpoints, and the customer “Decision Making Unit”. The research would inform Board decisions, and change culture throughout the organisation.

We started with two pieces of qualitative research: to understand what matters most to customers, and to map out the new customer journey. That was followed by quantitative research, using a hybrid methodology, to include a cross section of customer types.

The research gave our client accurate customer Management Information (MI), rather than relying on hearsay or complaints to understand customers. Journey mapping highlighted strengths and weaknesses, and led to the redesign of products, positioning and communication methods to potential customers. Presentations using video, posters and infographics ensured all staff knew the key insights, along with actions that the organisation planned to improve customer satisfaction.

## THE BUILDING SOCIETY

As a strong regional building society that had successfully grown its customer base nationally by extending its online product offering, our client wanted an accurate measure of customer satisfaction, and the ability to understand the changing needs of customers (reflecting a continuing move to online products). Strategically, it was important to understand how high levels of customer satisfaction link to the purchase of other financial products and services they offer.

Telephone interviews were the most suitable data collection methodology for this survey. The sampling framework needed careful construction to ensure that it was representative of the customer base in terms of both age profiles and product holding. Experienced telephone interviewers with relevant sector experience were used to get the maximum possible insight. As expected, customer satisfaction levels were high, and we were able to show what the key drivers were of future and additional product purchases. This meant our client could build on high satisfaction, and the drivers, to increase sales.



# SPECIALISTS IN CUSTOMER INSIGHT

We specialise in customer experience measurement, research, and insight, and we work hard to make sure that we're up to speed with the latest thinking in the field. As well as sharing what we know with clients, we publish information in a range of media.

## TRAINING & EVENTS

**Training & Briefings.** We offer public training courses and briefings on subjects around customer experience, including:

- Customer Journey Mapping
- Storytelling with Data
- CSAT, NPS, or Customer Effort?

Clients benefit from discounted places.

**Conferences.** Our annual client conference is an opportunity for us to bring our clients together to share best practice and latest thinking, and a great opportunity to network with like-minded people. We also arrange two public Customer Insight conferences a year, for which we can offer a discount to clients.

**Webinars.** Our free short webinars introduce a host of topics, including statistical analysis, research practicalities, and strategy.

View our latest schedule at [tlfresearch.com/upcoming-briefings](https://tlfresearch.com/upcoming-briefings)

## LATEST THINKING

**Customer Insight Magazine.** Published quarterly, Customer Insight is the magazine for anyone interested in building a successful organisation through long-term investment in the customer experience. Clients receive a print copy.

Read online or download your free copy at [tlfresearch.com/customer-insight](https://tlfresearch.com/customer-insight)

**TLF Gems Newsletter.** The TLF Gems Newsletter is our monthly round-up of interesting articles and links that we think are relevant to customer experience and insight.

Sign up online at [tlfresearch.com/sign-up](https://tlfresearch.com/sign-up)

**TLF Gems Podcast.** Our monthly podcast features Greg Roche and Stephen Hampshire from TLF Research, along with the occasional guest. They discuss a range of topics in customer experience and insight.

Search for 'TLF Gems' on your preferred podcast service.

**Online and Social.** Our thoughts on customer research can be found on our LinkedIn "Insight Unlocked" page, and you can also find us on Twitter @tlfresearch.

Follow us on LinkedIn and Twitter to keep up to date.





# OUR COMMITMENT TO QUALITY & DATA SECURITY

## MRS COMPANY PARTNER

TLF Research is a company partner of the Market Research Society, the world's largest association serving all those with professional equity in provision or use of market, social and opinion research, and in business intelligence, market analysis, customer insight, and consultancy. We adhere to the MRS Code of Conduct as well as all applicable data protection law.

## QUALITY

We're registered to **ISO 9001:2008** and operate a continuous improvement policy. We are externally audited by United Registrar of Systems and our Quality Management System covers the entire research process from proposal through to delivery of the final results and presentation. Also included in the system are procedures for the recruitment, induction, and training of staff.

We measure our own clients' satisfaction on an annual basis and set Priorities for Improvement which are tracked through our Quality Management system. As part of our continuous improvement process we also set quality objectives annually across all parts of the business, and these are reported at board level.

## DATA SECURITY

We believe that data security is absolutely critical and we work hard to ensure our systems, policies and procedures are up to date, secure, and followed throughout the business.

We are accredited **ISO 27001:2013**. We have put procedures in place to ensure compliance with GDPR and all staff have been trained in these.

## DATA TRANSFER

Our preferred method for exchange of data is to use our custom-built File Transfer system. Our staff and specified members of client organisations are given access to a website that is hosted on our server.

We regularly audit our File Transfer system. Unused user accounts are suspended, failed log-in attempts are logged and all files are securely deleted after 30 days.

Although we have the resource in place to securely transfer files between TLF Research and clients we are more than happy to use your own secure file transfer systems if that is preferred.



# GET IN TOUCH

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