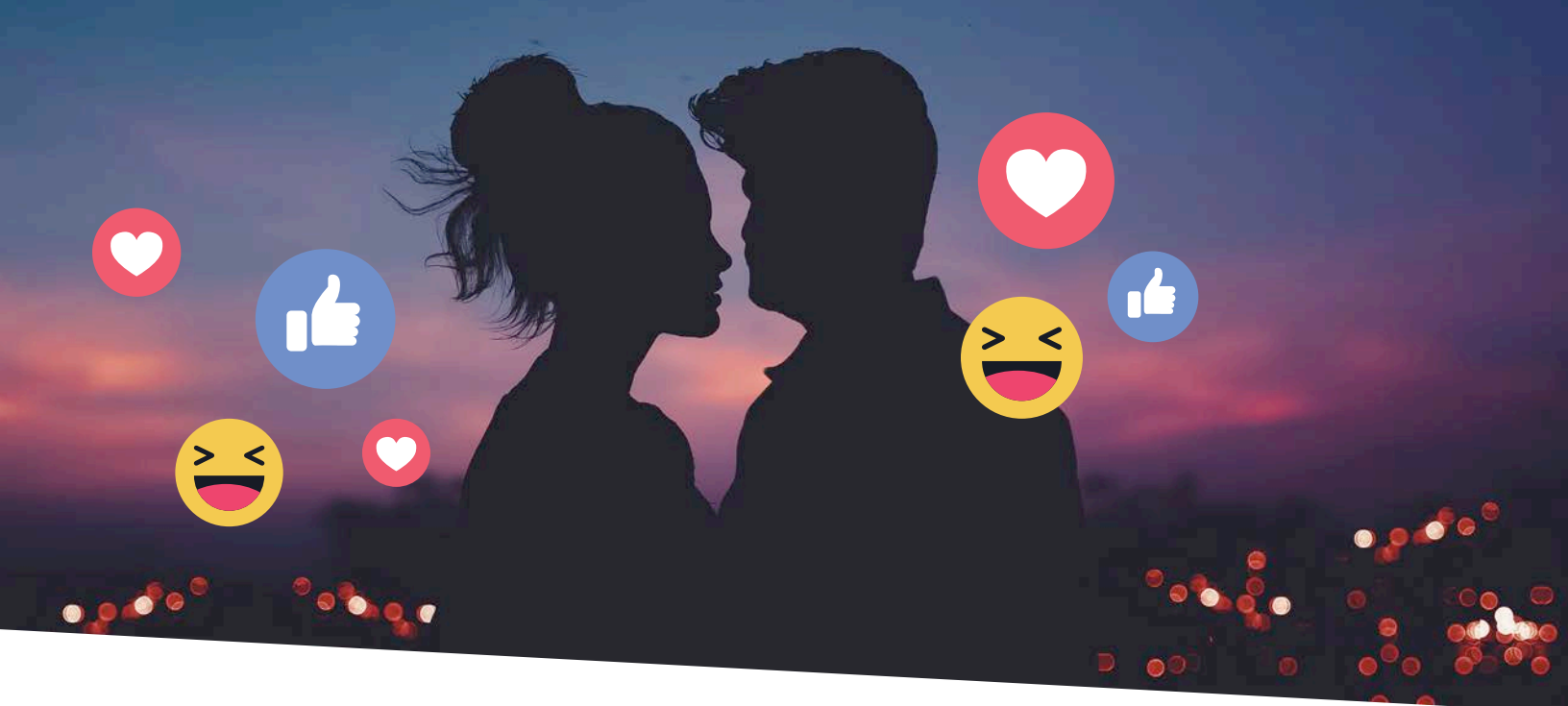




How was your
experience with
Amazon Fresh?

VOICE OF THE CONSUMER GUIDE:

**CAPTURE MOMENTS
THAT MATTER**



Facebook knows if you're in love, or about to break up a relationship

– and it's accurate¹.

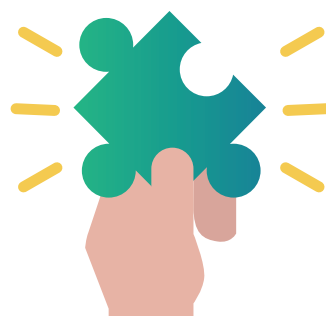
It's not that creepy – we're in research. Data is in our DNA. So why do we care what Facebook knows? Because it's a great example of how powerful data can be.

But, here's what they're missing.

Yes, Facebook has data. What they **don't** have is the nation's largest consumer panel giving feedback and opinions in real-time. That's the missing puzzle piece. You need both: data and the voice of consumers. Data alone is worthless. You need a trusted research platform.

So, we wrote this guide to help.

Get this right and you can make millions². Let's dig in.



10 Ways the MFour Mobile Consumer Panel Boosts Results

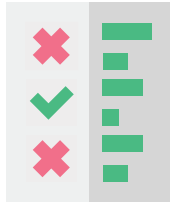
[SEE HOW IT WORKS](#)

The voice of the customer is NOT these 2 things

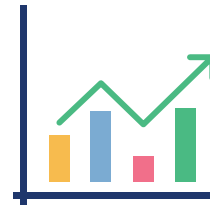
It seems weird to define what research is not.

Here's why we're doing it. To help you focus on what matters when it comes to connecting to the voice of the customer. So, here it goes.

The voice of the customer is NOT:

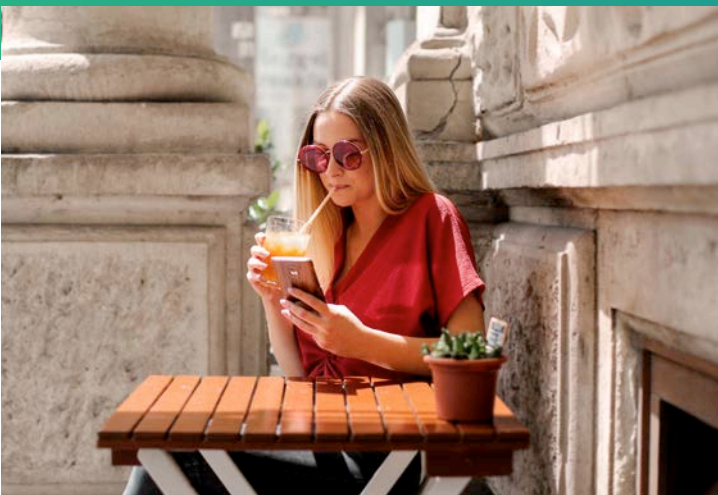


1. Stated survey responses³



2. Data without consumer opinions

That's the missing puzzle piece. You need both:
data and the voice of consumers. Data alone is worthless.
You need a trusted research platform.



We'll look at each and share why voice of the customer needs to be more.

#1: Voice of the customer ≠ stated survey responses

People are forgetful.

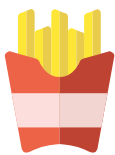
If you're going to ask them what they did a few days ago, chances are they're going to let you down. Surveys are great at getting opinions. They struggle with recall bias. That's why stated surveys, alone, do not work to collect the voice of customers.

Here's an example:

In a recent survey, 5,581 U.S. consumers said they visited McDonald's 7 times a month and Walmart 13 times a month.



5,581
U.S. consumers



7x /month
Visited McDonald's



13x /month
Visited Walmart

They overstated their visitation by 300%.

We tracked their GPS behavior through Surveys on the Go® our market research app, with permission.

Over 30 days, GPS showed two visits to McDonald's three to Walmart, on average.



30 days
GPS showed



2x /month
Visited McDonald's



3x /month
Visited Walmart

That's a massive misrepresentation of data.



#2: Voice of the customer ≠ data without opinions

Data are cold. Hard. Facts.

No customer voice is included. Here's an example: tracking digital data online.

Sure, you can collect a digital footprint on consumers online shopping behavior. But that data can't tell you *why* they hit that website, or why they bought a certain product.

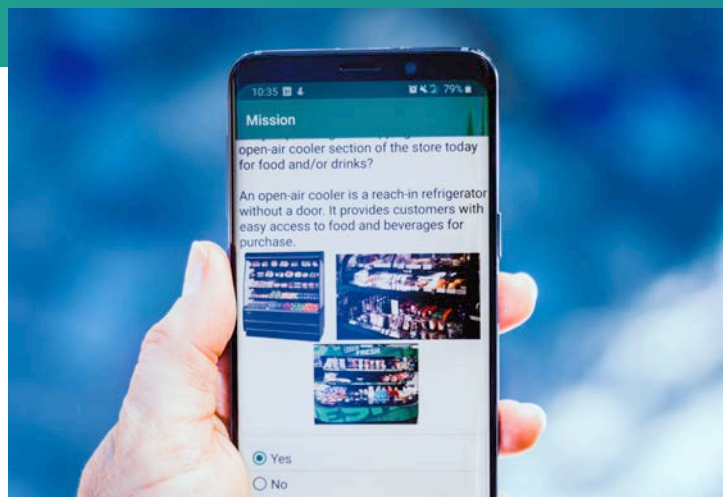
Steve Jobs famously believed in getting so close to customers you can tell them what they need before they realize it themselves,

And without that information the data has
NO voice of the customer.

Now, that's powerful.

Data alone can't get you there.

Why? Data doesn't tap into thoughts.



The missing link: behavior-driven research

If you guessed that you need both data and surveys...

You're right!

Data + surveys = voice of the customer. The intersection of facts and opinions. In one place. It's the missing piece. It's behavior-driven research. It's a full picture of what consumers think, and what they do, at the same time - in real-time. Know who, what, where and when. Then, ask why.

Let that sink in.

They say seeing is believing. We agree. You need to see what consumers are really doing, while they're doing it, to understand the full context of what they tell you in a survey. And when you can combine the two, under one roof, you hear the full voice of customers.

How does it make me money?

We said tapping into the voice of the customer will make you millions. Here's why:



75% of consumers are more likely to buy if you know them by name, can recommend options based on their past purchases, or know their purchase history⁴.

They're joined by **86% of consumers who will pay more for a great customer experience**, which can lead to \$775 million in revenue over the course of three years⁵. People vote with their dollars, and what they're saying is they're willing to pay for experiences.

You can craft that experience they're looking for by tapping into the voice of customers who are ready to tell you they want. And you do that with behavior-driven research.

How to conduct voice of the customer research:

With a smartphone. That's right. Welcome to the wonderful world of technology. There's an app that can connect you directly to everything your customers do. Want to hear their voice, and see their behavior?

Here's what you need:

1. Surveys On The Go®
2. At least 24 hours' notice

Use Surveys On The Go® to reach your target market. It's a market research app, so it's representative of the 81% of people who own a smartphone³. That includes the harder-to-reach demographics: Millennials, Gen Z, Hispanics, Asians and African Americans.

Research can be turned around in as little as 24 hours. Plan ahead to make sure you're ready.

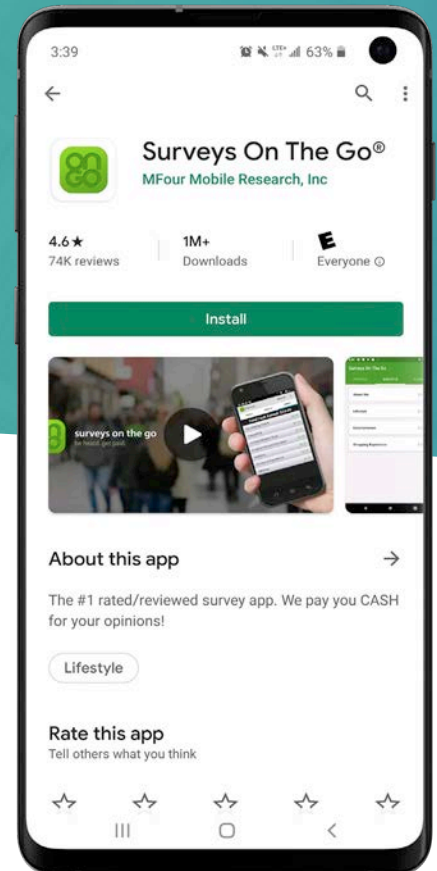
Consumers spend 3 hours a day on their phones

Their phones are simply the best place to reach them.

Your customers aren't sitting at home waiting to take a survey on their computer. They're walking around right now, phone in-hand, ready to share access to their behaviors. You just need a market research app that can get to it.

This is the most accurate way to collect data. Your customers are tracked with GPS, so you know – without a doubt – they visited the location you want to study. So, get the help you need to send a survey and study behavior on the people you need to reach in real-time.

Pick up the phone and hear the voice of your customers today.



Use Surveys On The Go® to reach your target market. It's a market research app, so it's representative of the 81% of people who own a smartphone³.

Connect to customers in 24 hours

Have a project in mind?

We know voice of the customer research. And we can help.

TALK TO SALES

Email us: solutions@mfour.com

Call us: **714.754.1234**

Visit mfour.com for more information.

References:

1. <https://www.psychologytoday.com/us/blog/dating-in-the-digital-age/201708/how-facebook-reveals-when-you-are-and-aren-t-crazy-in-love>
2. https://mfour.com/wp-content/uploads/2020/01/customer-experience-guide.pdf?utm_source=hs_email&utm_medium=email&_hsenc=p2ANqtz-8onHPOMAG5_qRT-9NukdrS65SIDSTqeHMEPRdEBsISUw3Umqb7IzY3NWDMMmRpil0n6a93u
3. https://mfour.com/wp-content/uploads/2020/03/How-to-Predict-Future-Behavior-and-Impact-Revenue-Guide.pdf?utm_source=hs_email&utm_medium=email&_hsenc=p2ANqtz-_hk7DDSUuhjnH-aDfP-hnglZDUyMUleEUr13sXC78yAVezW6XT-VoYpffVu2p0NYzz4wzCH
4. <https://www.digitalcommerce360.com/article/us-ecommerce-sales/>
5. <https://www.theguardian.com/lifeandstyle/2019/aug/21/cellphone-screen-time-average-habits>