

WHAT YOUR
CUSTOMERS THINK
MAY BE
VERY DIFFERENT
FROM WHAT
YOU THINK
THEY THINK.

What do you think people say about your company when you leave the room?

*Why would a customer recommend you?
Or why not?*

What do you do best, in the eyes of the people who matter most?

Are your strategic initiatives moving the needle?

Is there a disconnect in how you're seen by internal and external stakeholders?

DON'T THINK. ► **KNOW.**

For your brand, perception is reality.

People's beliefs about your company, your offerings, and how you compare to your competitors are **essential facts for your business**.

To move forward successfully, you need to know these facts. Not go with your best hunch, or second-hand information.

The BrandFAQs Brand Perception reveals stakeholder perceptions, for real answers to the questions that mean most to your business.

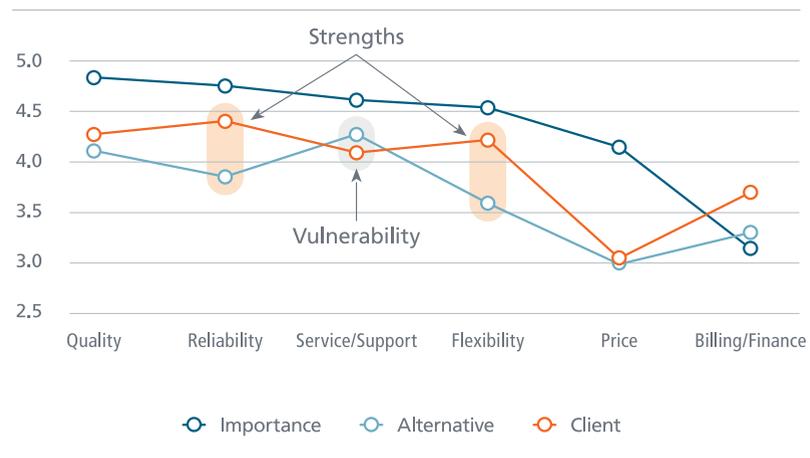
30,000 foot viewpoint
— plus —
ear-to-the-ground insight

Customer perceptions,
— with —
brand communications
specialists' perspective

Essential information
— in —
quickly digestible form

CUT THROUGH THE LAYERS. GO TO THE SOURCE.

Using a web-based survey instrument, BrandFAQs gives your customers (and employees and channel partners) the opportunity to tell you directly, anonymously and in as much detail as they want, what they think about you, your products and your competition.



Participants rate your brand on a set of performance criteria, rate their best alternative for your product or service, and rank the importance of each. The combined results indicate areas of comparative strength and vulnerability.

HOW DO YOU SCORE?

By combining the overall perception of your reputation with customers' willingness to recommend you, BrandFAQs generates a **Net Champion Score**. This becomes a key trending metric and snapshot of your brand's health.

The Net Champion Score provides a composite profile of how your brand is perceived and the word of mouth it's generating in the marketplace.

HERE'S WHAT YOU GET



Overview presentation of key findings and recommendations



Net Champion Score



Strengths and vulnerabilities



Top takeaways



Valuable verbatims



BrandFAQs at-a-glance infographic

THE FACTS FROM OUR CUSTOMERS

"BrandFAQs is an amazing tool, benchmarking what your internal and external customers perceive of you and your capabilities as a company. Its unique format produces objective data that helps you align with strategic initiatives. The process is educational, engaging and extremely rewarding."

John Bower, Vice President, PGC

"BrandFAQs is valued research that we rely on to understand customer beliefs and perceptions of our brand. The results give us both strategic and concrete insight. Much of the data is immediately actionable: we respond quickly and in very practical ways to what we hear. On a strategic level, we have found that repeating the study consistently over the past decade has provided us with ammunition to shift business strategy—for instance, as a result of the study this year, we are taking on new quality initiatives, which we expect will drive future gains."

Ellie Walradth, Marketing Communications Director, PeopleNet

"The BrandFAQs process gave us greater insight on customer perceptions and what it's really like to do business in our industry. It's given us important benchmarks to measure our progress as we strive for operational excellence."

Jennifer Spaude, Sr Director, Corporate Comm & IR, Consolidated Communications

WHO WE ARE

We're Introworks, a strategic B2B branding and marketing communications agency specializing in launching.

For 25 years we've used our award-winning process to get gamechanging results launching products, services and brands, for businesses ranging from startups to Fortune 100s.

BrandFAQs™

can be part of that process, or work as a standalone tool.
Interested? **Let's talk.**

www.intro.works
bfreytag@intro.works

Introworks 