

# Customer Focus Groups

Using Focus Groups to inform strategies aimed at enhancing customer value

Our Focus Groups give your customers a “voice” and help you to further understand the key levers for retaining or growing valued customer relationships. Insync Surveys’ Focus Groups not only provide you with an effective forum to market your organisation to your customers, they also inform strategies aimed at enhancing the value you deliver to your customers. In doing so, you demonstrate the importance of the “customer voice” in your organisation’s improvement journey.

inform improvement strategies around:

- leadership and innovation
- strategy and planning
- communication
- people
- customers
- processes and systems
- business results
- employee engagement

## Why undertake Focus Groups

Focus Groups provide you with valuable insights into what improvements you can make to deliver value to your customers. Insync Surveys’ clients have used Focus Groups to

## What you can expect

An experienced registered psychologist or research expert will work with your organisation from start to finish, providing support and best practice knowledge to ensure your Focus Groups are a success.

“ Insync Surveys’ Focus Groups were fantastic; they have given us very specific information on what we should stop, start and continue to do with regard to two specific systems and processes which were highlighted in our staff survey results. ”

Leader of a utilities company





We will partner with you to:

- devise a suitable discussion guide
- identify the most appropriate demographic composition of each group
- provide you with proven communication templates to aid participation rates

Insync Surveys will facilitate the Focus Groups in a friendly, sensitive and impartial manner. Our registered psychologists or research experts will ensure we create a safe environment for all participants.

Alternatively, our experts can train your own practitioner(s) to facilitate Focus Groups to yield actionable insights to inform your customer strategy.

## Reporting

Insync Surveys will deliver a structured, action oriented report; this report will succinctly present key themes and trends from our Focus Groups. Our registered psychologists or research experts can partner with you further to discuss the opportunities for improvement or growth as identified by this customer research and how this relates to your existing customer strategies.

## About Insync Surveys

With offices in Melbourne and Sydney, we specialise in employee, customer, board and other stakeholder surveys backed by consulting. Our registered psychologists and research experts help organisations become more effective.

We co-founded the Dream Employers Survey and have worked with some of the largest organisations in Asia Pacific, including: Cathay Pacific, Toll, Medibank Private, WorleyParsons, Fairfax Digital, Mission Australia, the Australian Curriculum, Assessment and Reporting Authority, state government departments, many local councils and most university libraries. This broad experience allows us to benchmark your results.

Visit: [www.insyncsurveys.com.au](http://www.insyncsurveys.com.au)

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