



NARRATIVE
RESEARCH

INNOVATION IN CUSTOMER EXPERIENCE

September 16, 2019

Prepared for:

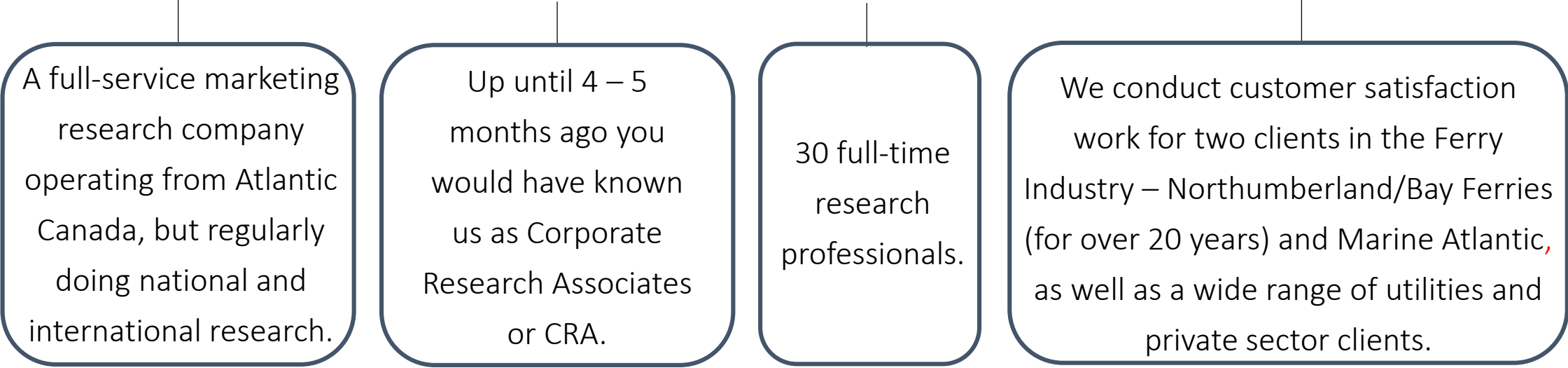


CFA • ACT

Canadian Ferry Association • Association canadienne des traversiers



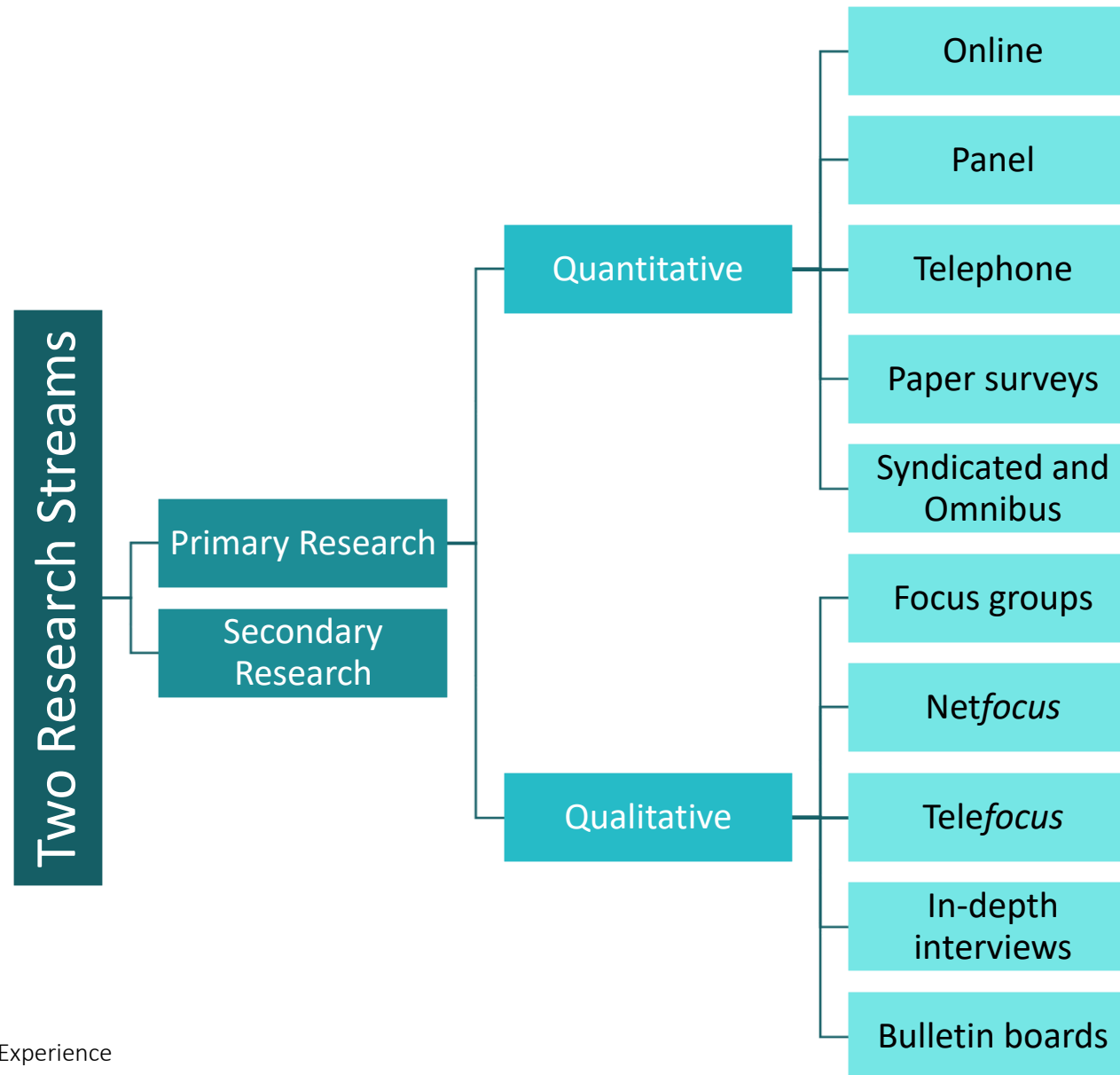
NARRATIVE RESEARCH



The rest of this presentation is based on our general C-Sat work.



TYPES OF MARKETING RESEARCH



Online Survey

- Need to have email addresses for most of your customers.
- Invitations have a unique PIN - convenient to access survey. Economical choice and can be sent after trip or service interaction is complete. Can include visuals.

Telephone Survey

- More expensive than online.
- Less convenient for the respondent.
- Timed for after the trip or service interaction.

Intercepts

- More expensive again. Have to be very careful to be present at various times to ensure a reasonable sample. Have they experienced the service yet? Rushed at the end of the trip.

In all Cases: Random selection to give a representative sample. Keep surveys short and to the point. Large sample sizes give more flexibility when analyzing. Robust sample sizes and response rates in Northumberland/Bay Ferries as well as Marine Atlantic research, ensure meaningful data is collected.

- Overall satisfaction.
 - Evaluate specifics of service in enough detail to identify and deal with weaker areas. In most cases this would include reservations, onboard amenities, evaluations of the staff.
- Ask (or include from sample if you have it) enough information to group overall sample into subgroups – vessel, time, purpose/type of traveler as well as basic demographics.
 - Type of traveler might be commercial versus residential or various other breaks.
- Likelihood to recommend.
 - Expenditures.
 - Reputation.



- Compare across vessels or routes.
- Compare year over year.
- Compare to targets.
- Compare to norms.
- Compare within customer target groups – age, gender, frequent travelers, etc.
- In non-competitive situations – share key results.



- Not generally used to measure customer satisfaction – exceptions are larger commercial customers.
- Used to explore new concepts and new service ideas before they are implemented.
- This research is about understanding and getting it right the first time.
- Example – testing new food options or on-board services.
- Focus groups - both in-person and online.
- Depth interviews – in-person, by phone, or online.
- Bulletin Boards – online discussion groups.



Important, but recognize it for what it is – a way for **delighted and very annoyed** customers to share comments with you. They are **not unlike online comments and reviews**. They are a chance for recovery, but the key thing to remember is **Comment Cards & Suggestion Boxes** are not representative of your overall customer base.



NARRATIVE
RESEARCH

Every insight tells a story.