

CASE STUDY

identifying opportunity through custom research

Direct Mail Evaluation

The Issue:

The Financial Department of an insurance and financial services company sends newsletters to its customer base with quarterly statements. The company wants to understand customer satisfaction with the newsletter.

The Solution:

MRSI designed research that would help the company to understand awareness, recall, and overall satisfaction with the newsletter. Research was also designed to determine customers' next action once the newsletter was received (did they read it, throw it away, etc.). A survey was mailed to the company's customers with the option to complete and send back via mail or submit information online.

Business Implication:

Research determined that there was high satisfaction with the newsletter's current format, yet some content topics were found to be of more interest than others. The insurance company decided to conduct further qualitative research to understand what articles or topics of interest were most beneficial to its customer base to further improve customer satisfaction and loyalty.

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.