



1<sup>ST</sup>RESOURCE  
ESSENTIAL MARKET INTELLIGENCE

# Navigating Customer Insights for Performance and Growth

## Prioritize Your Direction

You know a lot about your customers and market, but likely understand that building on that knowledge would be a valuable driver of your critical business decisions. Customer data and analytics are important inputs, but they must be integrated with keen customer insights. The challenge is prioritizing which direction to go when focusing on those areas of customer insights that can have the biggest impact on your business.

## 1<sup>st</sup> Resource Helps Navigate

With 25 years of market intelligence experience, 1<sup>st</sup> Resource has helped hundreds of companies better understand their customers, prospects, and markets so that they can make informed business decisions. When you're focused on growth and improving performance, 1<sup>st</sup> Resource can provide you with deep customer insights to help you move forward with confidence.

## Set Your Course

1<sup>st</sup> Resource offers the highly effective proprietary Customer Insights Compass that gives you and your team clarity and alignment on your customer insights research strategy. Through deep inquiry questionnaires, personal interviews, and a facilitated team discussion, we will help your team identify and prioritize areas requiring the most critical customer insights and understanding. You will receive a custom-tailored voice-of-customer insight plan showing you the way forward.

This type of course-setting is a best practice used by successful companies across industries engaged in Win-Loss Analysis and Customer Loyalty and Retention research programs as an important foundation to their customer insights research strategy.

## Moving Forward

The Customer Insights Compass will help you prioritize the two essential aspects of performance and growth: *winning more new business and keeping and developing the customers you have*. Maintaining a sharp focus on new customer or renewal win-rate is valued by companies across industries. Similarly, customer loyalty and retention are critical to profitability. 1<sup>st</sup> Resource specializes in research in both areas.

- **Know why you win and how to win more** – Win-Loss Analysis with in-depth one-on-one interviews with the key decision makers from your important sales opportunities to identify the key drivers of why you win and lose  
<https://1st-resource.com/services/win-loss-analysis/>
- **Increase loyalty, retention, and share of wallet** – In-depth quantitative survey to assess customers' motivators, barriers, quality, and service delivery perceptions  
<https://1st-resource.com/services/customer-loyalty/>

## Let's Get Started

We're ready to help you prioritize the most effective customer insights strategy to drive your company's performance and growth. Contact us to start your journey toward improved performance.



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