



Survey Research

Obtain quantitative data to measure customer attitudes and behaviour

Customer activity can change over time, and so too will the customer experience. Through customer survey research, we provide quantitative measurements of the changes in opinions, beliefs, and attitudes that affect your customers' behaviours. Re-discover your customers, re-evaluate your approaches, and prioritize your actions.

THIS SERVICE HELPS TO...

Discover how your customers' behaviours, performance, and opinions change over time

Anticipate and prepare for customer behaviour

Determine if your product or service roadmap is on the right track



WHAT YOU GET

You obtain quantifiable data about your customers' perceptions and attitudes related to your product and service experiences. You get:

- ✓ A visualization that captures the survey research data and gives concrete insight into the customers and their perspectives
- ✓ Measureable data and insights on which to base practical decisions about product and service design
- ✓ Deeper customer knowledge and clarity on positioning your product, service, or organization to achieve the desired outcomes



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HOW WE DO IT

1 Through stakeholder interviews and collaborative workshops, we understand your research questions and any previous research already conducted.

2 We develop a survey research questionnaire that produces baseline data, tests your hypotheses, uncovers trends, and validates your ideas.

3 We host the survey, as well as collect and analyze the data.

4 We may conduct complementary research, such as focus groups, ethnographic research, diary studies, and others.

5 We visualize the survey research data in an engaging format that promotes immediate understanding and buy-in throughout your organization.

Duration: on average, the projects of Survey Research range from four to twelve weeks.



About Akendi

Akendi is a human experience design firm with 16+ years of successful collaborations, leveraging equal parts research-led analysis and inspired creative design. Our multi-disciplinary team of 15+ specialists help your organisation to deliver exceptional experiences and provide strategic insights to put you a step ahead of the competition.

Our Services

We ideate, strategize, research, design, test and construct all aspects of the customer and user experience, ensuring intentional experiences that meet citizen, customer and user needs. Every time.

Call For Consultation

Learn how our user-centered approach can help you. We offer complimentary telephone consultations and educational white papers. Contact us today!

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