

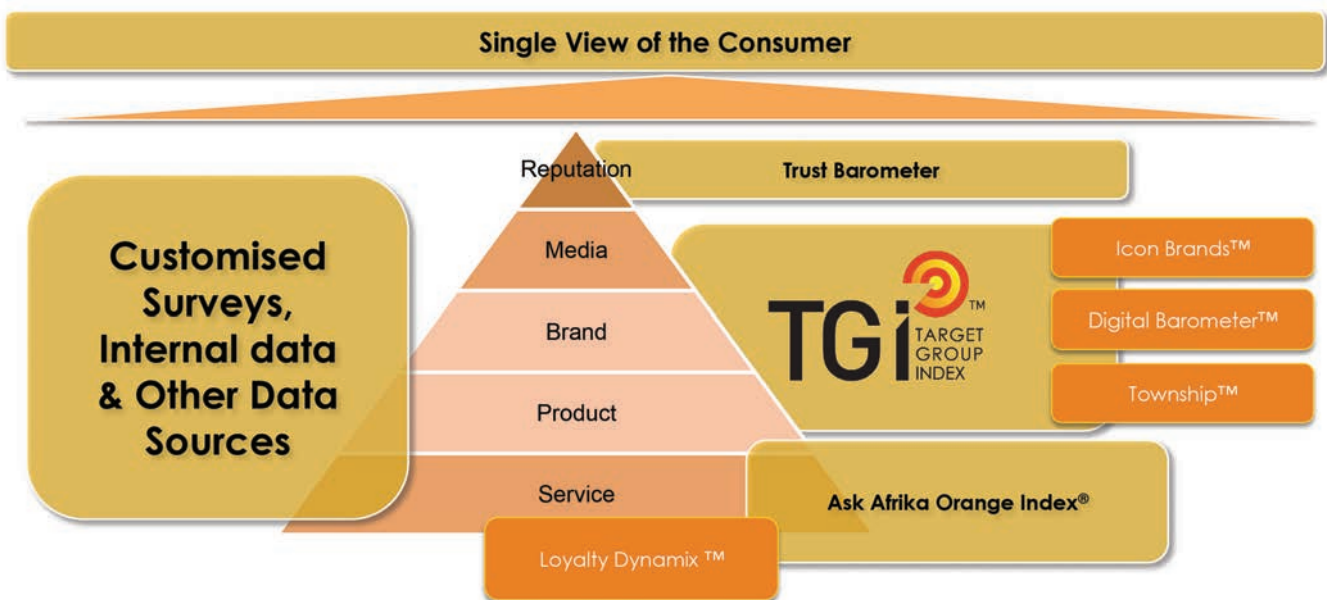


Gateway – A window to the soul of the consumer

Market researchers have defined themselves as being experts in data collection. Data is collected day after day survey after survey but this data is never integrated into a single holistic view of the consumer. This situation has been exacerbated by the massive amount of data generated online. We don't need more data, we need methods to integrated disparate data sets that produce new insights and enhance our data ROI.

Integrated benchmarks and customised solutions

Ask Afrika has built a framework, that we call Gateway, which allows us to integrate our secondary research with our client's research to produce integrated insights that are greater than the sum of the individual parts. By using data that has already been collected through TGI, the Ask Afrika Orange Index, Trust Barometer, Digital Barometer and customised surveys for our clients we are able to build a holistic 360 degree view of consumers across a variety of markets. This solution not only provides new insights to marketing and research professionals but can also produce a dashboard of key integrated consumer metrics for the Board of Directors.



A hypothetical framework might include the following sources of data

TGI	Ask Afrika Orange Index®	Digital Barometer™	Client Research	Secondary Data
<ul style="list-style-type: none"> • Product category landscape • Brand awareness • Brand usage and characteristics of the users and non-users • Brand Icon status • Level of technological sophistication of your target markets • Demographic and psychographics segmentation of brand users and non-users • Media consumed by target group and non brand or category users 	<ul style="list-style-type: none"> • Service levels of your organisation relative to competitors and the market at large • Service trends in South Africa • Your Net Promoter score and level of emotionally loyalty • How your service encounters make your customers feel • FCR • CES 	<ul style="list-style-type: none"> • Digital segmentation • Internet usage and attitude trends • Digital profiling by brands and products • Trends in technology and social media usage and attitudes 	<ul style="list-style-type: none"> • Industry reports • AMPS • Retail data • Other industry benchmarks • International best practice • Credit bureau data • STATS SA data sets 	<ul style="list-style-type: none"> • Industry reports • AMPS • Retail data • Other industry benchmarks • International best practice • Credit bureau data • STATS SA data sets

Benefits

The benefits of such a framework include:

- Producing new insights faster than conducting primary research
- Is integrative and strategic
- Is flexible so as to include all data sources
- Is scalable as new data becomes available
- Can track trends over time
- No need to keep researching your customers who are already survey fatigued
- If required customised research can be easily added to the model using traditional research methods or using our Lite product suite.

This product will appeal to:

- Organisations that are looking for a single integrated view of their customers
- Organisations looking to maximise the return on their data investments
- Organisations wanting a strategic dashboard to help the Board keep score
- Researchers looking to extract meaning from the large volume of data available so that they can drive change in their organisations.

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