



MICRO COMMUNICATIONS

RESEARCHING THE IMPOSSIBLE?

A LOT OF EFFORT AND EXPENSE IS INVESTED IN PRODUCING COMMUNICATION MATERIAL THAT ADHERES TO LEGAL, REGULATORY AND CORPORATE REQUIREMENTS

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BUT THIS OFTEN MAKES IT IMPENETRABLE FOR THE CONSUMER!

WHICH MEANS A LOT OF UNNECESSARY INBOUND CALLS TYING UP YOUR STAFF WHO COULD BE DOING MORE PROFITABLE TASKS



CHECKING WHETHER CONSUMERS UNDERSTAND MICRO-LEVEL COMMUNICATION IS IMPORTANT AND CONTRIBUTES TO PROFITABILITY

DO YOU NEED TO GET A DETAILED READING ON YOUR T'S & C'S? WANT TO CHECK OUT THAT NEW SERVICE STANDARDS LETTER?

HOW DO YOU DO IT WITHOUT EVERYONE DYING OF BOREDOM?

LOW INTEREST AREAS NEED A BLEND OF REALITY AND DETAILED RESEARCH ASSESSMENT

“ 74% of people never get beyond the first paragraph of a corporate letter ”

“ Worryingly, most customers take just 6 seconds skimming the communication material they receive and then ignore it or misunderstand it! ”

WE HARMONISE THE NEEDS OF ALL INTERESTED PARTIES

EXPLORE REALITY

EXPLORE MATERIAL



EXPLORING REALITY

RECRUIT; SKIMMERS, BROWSERS, SCRUTINISERS
RECRUIT; BOTH MASS MARKET & THE VULNERABLE
OPEN MATERIAL FOR THE FIRST TIME IN THE INTERVIEW
READ AT THEIR OWN PACE – REPLICATES REAL WORLD

- FILMED OBSERVATION RECORD THE GUT RESPONSE
- DETERMINE NAVIGATION AND ACCESSIBILITY
- DOES IT OVERCOME THE 3 CONSUMER B'S

BORING?

BALDERDASH?

BLEEDING OBVIOUS!

EXPLORING THE MATERIAL

RECRUIT; SKIMMERS, BROWSERS, SCRUTINISERS
RECRUIT; BOTH MASS MARKET & THE VULNERABLE
READ ALL THE MATERIAL IN ADVANCE OF THE INTERVIEW
MARK UP AREAS OF CONFUSION AND CLARITY
IN THE RESEARCH SESSION THE MATERIAL IS SCRUTINISED LINE BY LINE

THIS IS NOT A TRADITIONAL RESEARCH INTERVIEW, THE MODERATOR AND RESPONDENTS WORK TOGETHER TO IDENTIFY WAYS TO IMPROVE THE OVERALL CLARITY

“ I've been let down many times that I've learned to expect the worst so I won't be disappointed. ”

THE RESULT

✓ REALITY CHECK ON HOW DIFFERENT TYPES OF USERS AND THE VULNERABLE REALLY READ AND UNDERSTAND THESE COMMUNICATIONS. **WHAT DO THEY TAKE AWAY?**

✓ CONCISE RECOMMENDATIONS THAT PINPOINT AREAS OF **MISPERCEPTION** AND **SPECIFY** ALTERNATIVE LANGUAGE

✓ NAVIGATIONAL ANALYSIS DETERMINES LINE BY LINE DETAIL OF **WHEN AND WHERE** DIFFERENT CONSUMER SEGMENTS OPT OUT OF THE COMMUNICATION

✓ TONAL TUNING SIGNPOSTS THE APPROPRIATE **BALANCE** AND **POSITIONING** – WHAT NEEDS TO BE DIALED UP / DIALED DOWN

“ Employing the 'Micro Communications Evaluation' reduced our inbound queries by 20% ”

