

International surveys for B2B companies

Increasing global competitiveness through customer and market research



Challenge

Most companies today operate on a global level. This can involve international customer relations and employee structures as well as distributor and supplier networks.

In both day-to-day and strategic operations, it's very common to see tasks that call for a systematic survey of the relevant reference groups in order to work toward objectives in a targeted manner. A survey provides an objective basis for making informed decisions.

Examples of aspects involved:

- ▶ **Satisfaction surveys** completed by the customer to develop the product and service range
- ▶ **Distributor surveys** to improve collaboration and joint evaluation of development potentials
- ▶ **Image analyses** to set a foundation for honing market strategy
- ▶ **Employee surveys** to improve satisfaction and form a basis for fostering motivation and commitment
- ▶ **Supplier surveys** to assess CO₂ emissions (Scope 3)

Special types of requirements imposed on international surveys:

- ▶ **Conceptual:** questionnaire design, selection of the right target contacts, survey timing factors, meaningful derivation of implications for course of action, etc.
- ▶ **Organizational:** translation and programming of surveys in local languages, preparation of tools and databases for distribution, response reporting, targeted deployment of reminders, etc.
- ▶ **Cultural:** regard for intercultural nuances in response behavior, coordinated communication with target groups and relevant stakeholders, consideration of local factors influencing survey results, etc.



Our background

We have many years of experience in conducting international surveys for companies and are very familiar with its various challenges. We also work closely with international subsidiaries and local partners as needed.

This wealth of experience enables us to tailor the process to the needs of our customers in an optimal way while tying up as few internal resources as possible.



Our offer

- ▶ We take over the project management, conceptual design, and implementation and analysis of your international surveys.
- ▶ Our services involve quantitative surveys as well as qualitative interview studies (for select languages), for example with lead users.
- ▶ We are not a market research agency – rather, we work alongside you in support of strategic direction, conceptual guidance, and derivation of the pertinent strategic implications.



Your benefits

- ▶ **Targeted surveys on a global level** – from classic customer satisfaction surveys and market analyses to individual surveys in the context of business model expansion, distribution channel structuring, mergers, and more.
- ▶ **Guaranteed consideration of cultural nuances** and avoidance of misinterpretations and unnecessary missteps.
- ▶ **Sparring partner** for the successful development of your business both on a strategic level and in day-to-day business operations.

Have questions?

Contact Mareike Ahlers or Karsten Hadwich to get the conversation started.



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