



Using Customer Focus Groups to Look Beyond the Survey Data

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What are the Key Steps in Developing and Conducting a Focus Group?

- Clearly define the purpose(s) of the Focus Group(s)
- Develop open-ended questions to ask participants
- Define the structure and number of participants
- Clearly define the targeted demographics
- Insist upon a detailed feedback report with recommendations

Clearly Define the Purpose(s) of the Focus Group(s)

- Turn quantitative data into Action Items
- Use qualitative questions to deep dive into an issue or question
- Clarify customer “Satisfaction Survey” comments
- Obtain detailed input from a target market or customer group
- Enhance Strategic Communication Plans through customer input

Develop Open-Ended Questions to Ask Participants

- Survey Says..... Do you agree? Why or Why not?
- What 3 words would you use to describe Organization ABC?
- Do you have any particular positive experience with ABC?
Negative?
- What is the last communication you recall from ABC?
- Do you agree with this statement? Why or Why Not?
- If you could wave a magic wand and change one thing about ABC, what would it be?

Decide on the Structure and Number of Participants

- Will the Focus Groups be virtual or in-person?
- What will be the size of the group (8-12 is recommended)?
- Will the sponsor(s) attend? (Typically, not recommended)
- How much time is allotted?
- Two or more Focus Groups? Multiple locations?

Clearly Define the Targeted Demographics

- What is the Target Market? Millennials? New Customers?
- How will you recruit? Social media? In-Person?
- Will you provide incentives? Meal?
- Consider timing of Focus Group to align with Target Audience

Examples of Report Feedback



- Account Management (Process & People) is the key driver of high engagement ratings
- “Non-Core” Products & Services has very low recognition
- Community based appreciation events and sponsorships are highly valued
- Partnership brand and logo had no recognition in a targeted market
- One logo option kindled negative memories from several participants

Examples of Report Recommendations

- Expand the use of Social Media and measure effectiveness of the platforms
- Assess the value of existing products and services; create an exit strategy
- Create a new Marketing Plan that leverages the Brand Recognition and credibility of Partner A
- Create a robust Communications Plan to manage customer expectations
- Improve the functionality of the Company's App and track ratings