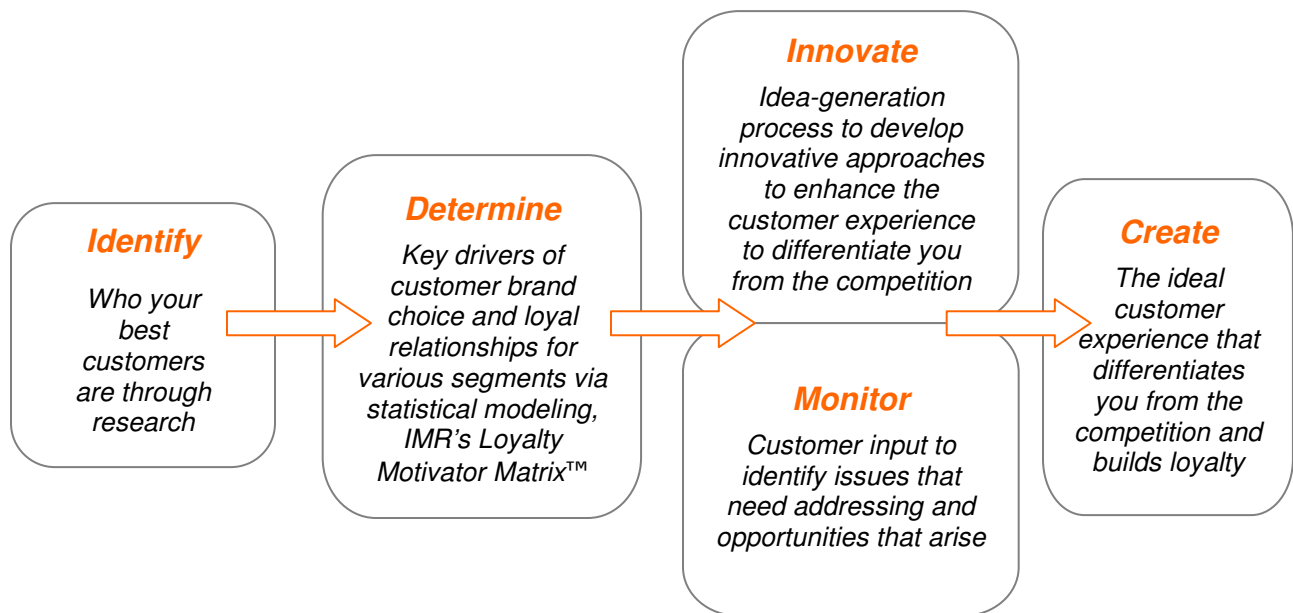# touchpoint

The primary objective of TouchPoint, IMR Research Group's 360 degree customer loyalty tracking process, is to deeply understand what drives satisfaction, loyalty and retention, differentiates you from competitors and creates the ultimate customer experience. The result is a clear framework for new strategies that focus precious resources and leads to business success into the future.

IMR's approach was developed based on two decades of work into the correlation between a company's characteristics and bottom-line success. It is designed to dig deeper and get at underlying factors that make people tick, combining multiple consumer research tools and creative problem solving, to tap into what drives customer loyalty. The process identifies what you can do to stand out from the crowd and produce a larger base of loyal customers, as well as track satisfaction and loyalty over time to assure those factors most important to customers are continuously being provided.

Identify
Who your best customers are through research

Determine
Key drivers of customer brand choice and loyal relationships for various segments via statistical modeling, IMR's Loyalty Motivator Matrix™

Innovate
Idea-generation process to develop innovative approaches to enhance the customer experience to differentiate you from the competition

Monitor
Customer input to identify issues that need addressing and opportunities that arise

Create
The ideal customer experience that differentiates you from the competition and builds loyalty

IMR's exclusive LOYALTY MOTIVATOR MATRIX™ model reveals the customer decision-making process and identifies the levers you can use to increase loyalty to your company or brand. IMR also conducts a 'gap analysis' to identify how well you currently perform on the attributes that are most important to various customer segments, as well as other analytics.

Going forward, we track customer satisfaction and loyalty by measuring the service or product attributes that most drive satisfaction and loyalty as well as capture customer input from our 360 listening process that includes market research as well as social media monitoring, other user-generated communications, and other input.

And IMR professionals don't just hand you pages of tables and pie charts. We work with you to make sense of the findings and put them into action and we continue to monitor customer input to identify issues that may need addressing.

**For more information, contact Riley Kirby
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