



Product & Service Overview



What is a “Voice of the Market Survey”?

The “Voice of the Market” is the term to describe the stated and unstated prospective customer needs or requirements. At Alliance Group International we specialize in capturing market driven data by creating and executing surveys. The VOM will help your organization learn:

- The needs & preferences of your target markets, and how they can be satisfied
- To continue to uncover & understand the root needs
- To clarify the specific requirements
- To address priorities related to each need
- To understand how the needs & preferences influence purchase decisions

What is the value of a “Voice of the Market Survey”?

This knowledge provides your organization a first hand understanding of target market customer needs. This allows you to clearly define and address those needs and requirements. The diverse “voices” can be considered, reconciled and balanced to develop truly exceptional products and services. We optimally gather this data from:

- New Markets:
Information source for products aimed at new markets
- Competitor’s Base:
Information source for competitors’ strengths, weaknesses and reasons why they don’t buy from your company
- Industry Leaders:
Information source from most advanced users and innovators of the product and those adapting products to new uses
- Current Markets:
Information source for products aimed at current markets

How do we work with your organization?

- Establish target market groups and acquire contact data
- Determine the key measures
- Design the survey
- Test the design
- Execute the survey
- Analyze the data

Deliverables:

- Survey instrument(s)
- All data collected
- Analysis report & recommendations

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