

# T.E.G. Talks

..... THE ENVISAGE GROUP .....



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- Lee's view: do you know your customers?
- Case study: A-Plan insurance
- Why data capture is so important

# LEE'S VIEW...

Now we are in 2020, plans are laid for the rest of the year and budgets set. However, how well do you know your customers? Do you even know who your customers are? What do they need, when do they buy, what are they motivated by?

Having a comprehensive understanding of your customers is key to achieving core business goals.

There are so many ways to help you find more information about them, and here are just a few.

**Data capture** is the best way of doing this if it is possible. You can find out so much more about them; their interests, their demographics. We provide promotional staff who are great at stopping your target audience and asking them a short series of questions. If you are business to business, you could pre-arrange a visit with your top 10 customers, find out what they like/don't like.

**Feedback** – this could be via Google Reviews, reviews of your product or perhaps just

emailing them afterwards and giving feedback. Constructive feedback is really useful too, although some companies shy away from this.

**Social media** – well this was bound to feature! Check out which of your posts they like/interact with, this will give you an idea of your customers' interests, you can also see if specific posts interested them enough that they have clicked on your link and gone through to your website.

**Google Analytics** – your website often holds the key to who your customers are, and it's completely free. Use it, check out bounce rates, pages most viewed, review it regularly and change your website depending on results.

My last piece of advice though would be to **use** this information in your plans, and repeat data collection on a regular basis... if it's out of date it's just useless information...



## Why is data capture important?

We work with many clients on data capture projects whether that is street marketing teams canvassing opinions from shoppers or as part of promotional staff services at trade shows and exhibitions. But what is data capture, why is it important and what does it really tell you?

### What is data capture?

It is the process by which information is collected from a certain set or group of people. The more detailed your objectives and aims, the more useful the information you capture will be.

### Why is data capture important?

You may have a clear idea of who your customer is but nothing stays the same forever. It's always worth finding out what your target market think of your brand, products, services.

It can give you the information and evidence you need that making changes or additions will be well-received by customers.

### How can a brand capture data and feedback?

There are various ways of seeking opinions and feedback from people;

- **Online** – you can ask people to fill in a short survey.
- **Telephone** – it's not uncommon for telephone surveys to be carried out.
- **In-person** – from on-street marketing teams to promotional staff at trade shows, events and exhibitions, capturing information from people face-to-face can be incredibly useful.

### How to get people involved?

- **People talking to people** – online surveys are all well and good but people will naturally limit the information they give. If you want detailed information, data capture staff engaging with people is the route to go down.
- **Offer a reward or incentive** – from a voucher for money off their next purchase to being entered into a competition to win a prize; incentives encourage people to stop and share what they think about something.

### Is data capture useful to your brand?

Data capture can be about anything related to your brand and the insight it offers you brand can be the launchpad for many exciting new projects!



We do things differently (#trustenvisage)

# Insurance with a personal touch!

**A-Plan are an insurance broker, who have been around for over 50 years and have over 95 branches on the high street.**

Local branches are what make A-Plan unique – they work with their clients and help them get the best deal – and their customer retention rates are really high. Imagine how many times you go on a site comparison site in a year for home, car, life, travel insurance... the list goes on!

**Data capture** for A-Plan is the start of the journey. When A-Plan opens a new store or wishes to promote a current store or a new A-Plan deal, they call Envisage Promotions.

Data capture is the start of the journey, says Paul Ensor, the Marketing & PR Manager at A-Plan Insurance. “Because we aren’t online, our main objective when opening a new store is to engage with the local community and generate awareness of the branch. Most people’s default is online, so promotional activity is about letting them know how easy life can be with us.

We find promotional activity and data capture has a positive impact on enquiry levels, for a significant period after it’s finished and we definitely see a return on investment – or we wouldn’t keep doing it.

The promotional teams are engaging with potential clients, not just trying to find out the basic details of their name, address and when policies are due to expire, but some information about them – could be what car they drive, past insurance experiences etc.

This means that when we call or they come in to branch, we are able to personalise the service more; it creates positive emotional engagement.

For us, the most important thing is that the data is complete and accurate. If the data isn’t complete it’s not worth the time.



That is why I always emphasise how important it is that promotional staff really talk to the customer.

Sometimes people's expectations of service can be quite low but A-Plan pride themselves on providing qualified advice so that clients receive the best possible policy to suit their requirements!”



## Promo staff spotlight - Terri Ann Hayes

**Q1. Name and region you work in:**

Terri-Ann Hayes, Manchester, Liverpool – the North West basically

**Q3. Promo work specialism**

I act, present, I can event manage stands, experiential work, brand ambassador work... loads really!

**Q4. Time in the promotional industry**

8 years

**Q5. What do you like most about your job?**

It's really flexible, I can work as and when,

and fit it around my own business, which is perfect. And the different people you meet really can make your day.

**Q6. What has been your favourite job so far?**

I presented at the Gold Marathon in Manchester; the job involved marshalling and some presenting, and I had to really get people involved – I absolutely loved that part of the job, it's great when people really engage with the event and you!

