

# The BMS Competitive Advantage

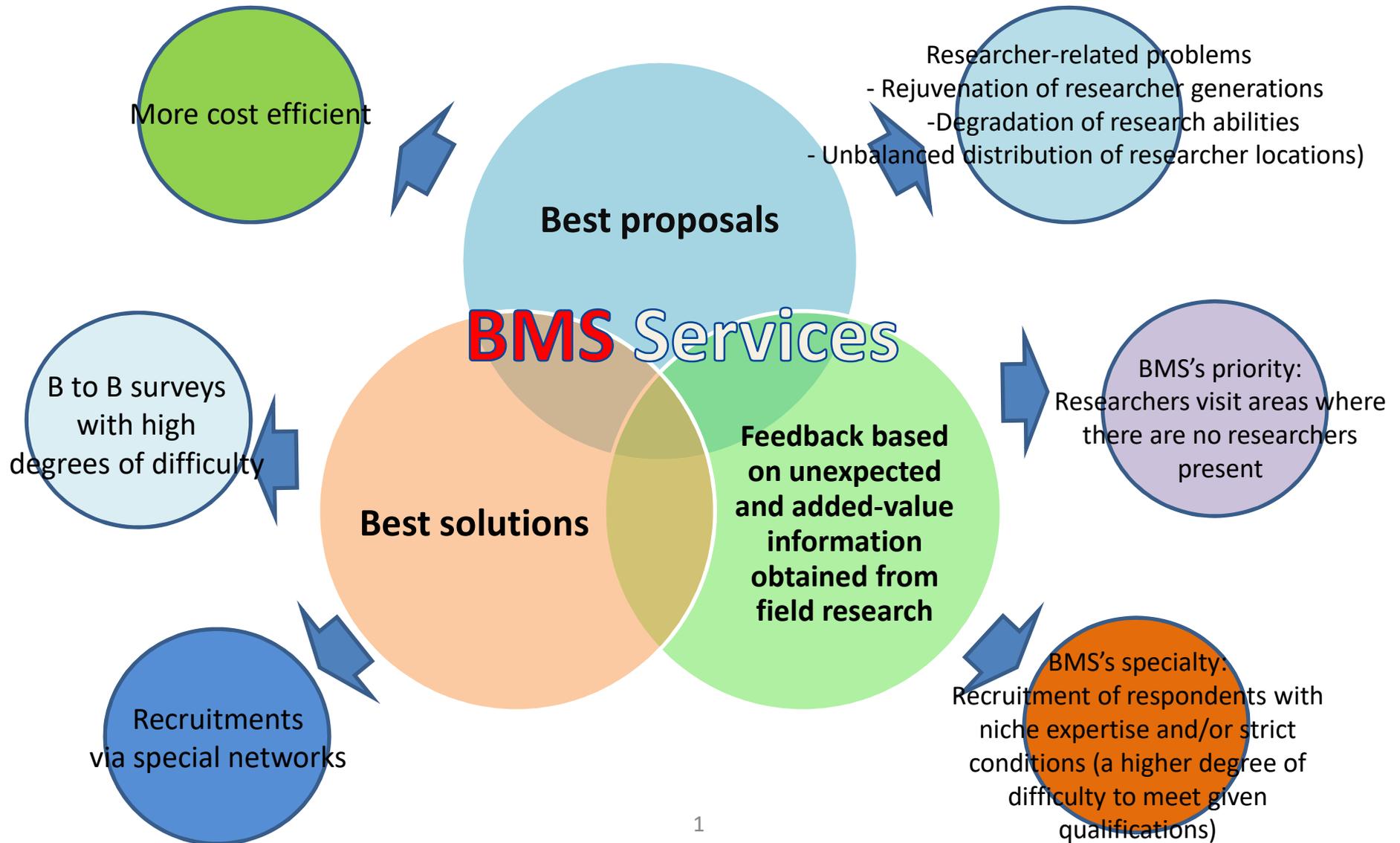
– A ‘Customer-First’ Approach –

2017

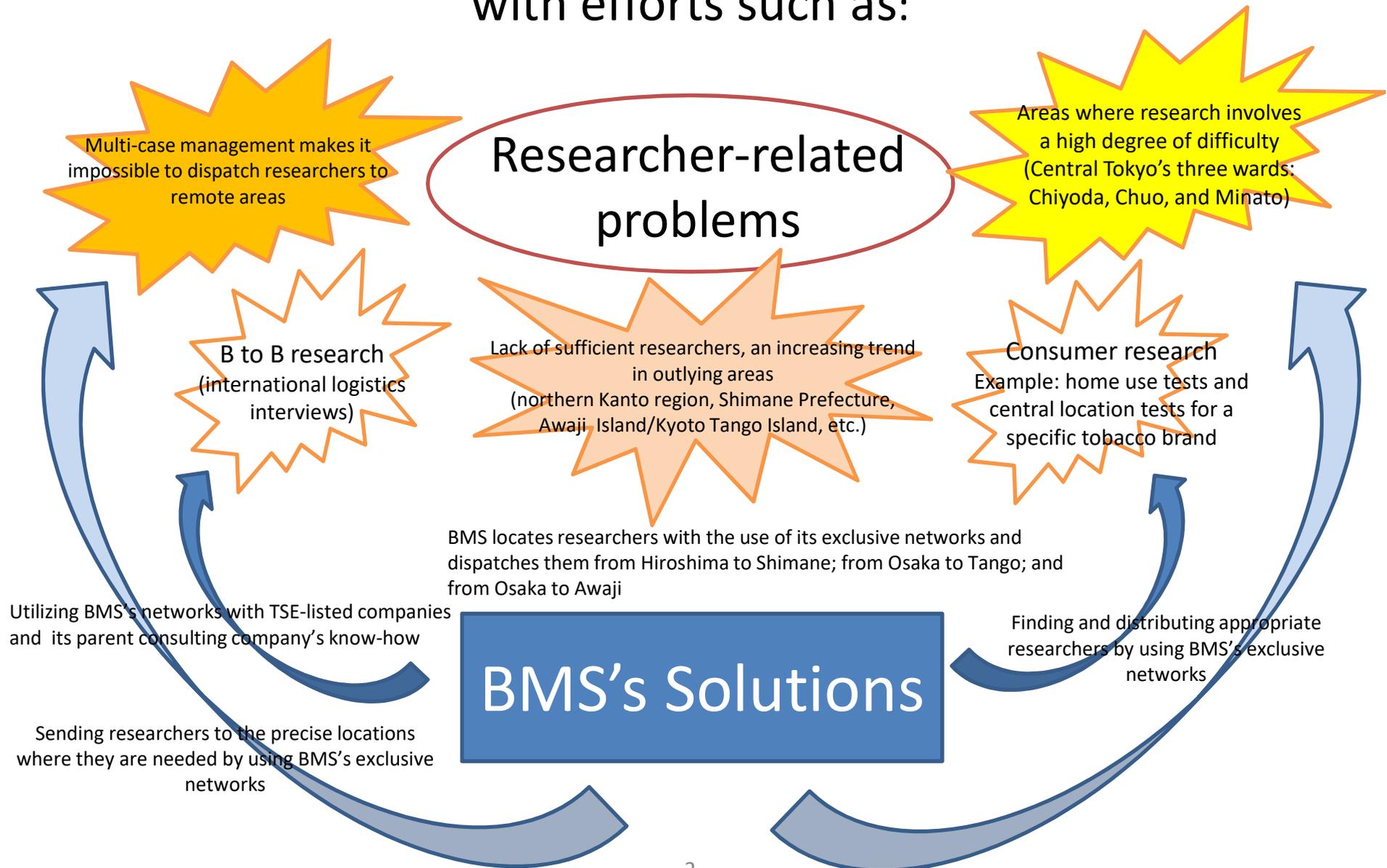
Bell Marketing Service, Inc.

# Inquiries and Requests from Customers are Increasingly Varying

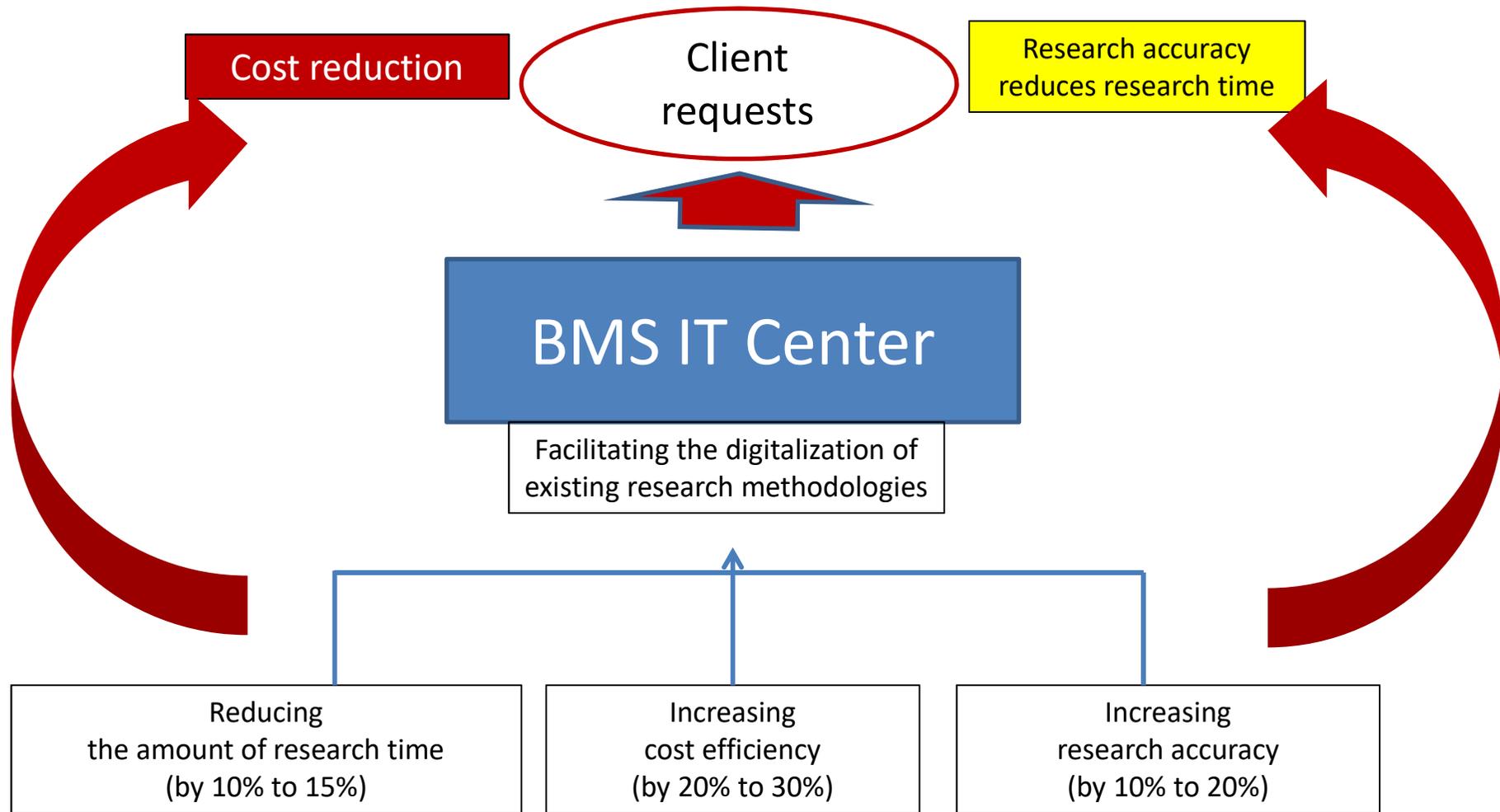
BMS proposes best solutions to customers of various needs



# BMS tackles researcher-related problems with efforts such as:



# BMS meets the expectations of its clients from a cost aspect



# Achievements

## ◎ We will responsibly accommodate difficult, high-level surveys

Key Topic	Research Methodology	Problems	Solution
Visibility and Image of Commercials	Door-to-door and placement survey	Targeted points: Three Tokyo Wards (Chiyoda, Chuo and Minato), one of the most difficult areas in which to secure researchers	Searched and trained talented researchers who were then assigned to be in charge of the area
Radio Listening Rate	Door-to-door and placement survey	Research was conducted in 50 areas of Utsunomiya-shi, Tochigi prefecture. It was difficult to secure the required number of researchers	Requested that the supervisor secure the maximum number of researchers needed. Sent 26 researchers from Tokyo to the area
Minicar Utilization Study	Door-to-door and placement survey	48 researchers needed in an area that included Tokyo, Saitama, Kanagawa, Chiba and local regions including Tochigi, Ibaraki, Tottori, Shimane, Kagawa, Nita, and Shimane prefectures. We could not find a researcher in Oku-izumo.	Sent a researcher from Hiroshima (150 km away)
TV Viewing Rate	Door-to-door and placement survey	Among the 41 research points in Tokyo and Osaka were the remote areas of Kyotango-shi, Kyoto Prefecture (Tango Island in the Japan Sea) and Tanro Island, in which it was difficult to secure researchers	Called for researchers to travel from Osaka. Provided a travel allowance
Eating Attitude	Door-to-door and placement survey	Client was conducting fieldwork on its own, but could not secure one researcher in Tsukuba-shi, Ibaraki Prefecture	Called for researchers to regional research points in Saitama Prefecture in time
Survey on Hearing Aid Service	Group Discussion (B to B)	A highly difficult case of respondent recruitment. Client provided store list and our researcher walked into each store without an appointment to request store's cooperation	Halfway through the survey, researchers switched to searching for respondents by using a special network, but could not gather the sample size. The problem was solved when an industry organization executive was introduced and was able to secure two groups of respondents
Tobacco Taste Evaluation	HUT (Special network recruitment and telephone interview)	Respondent sample size was difficult to secure as there was a quota for the tobacco brand and gender/age and the sample size was n=1,250	The survey was successfully conducted with the required number of researchers by dividing the research area into seven cities and searching for new supervisors in Tokyo and Osaka
Tobacco Taste Evaluation	CLT	The survey was conducted by asking each respondent to visit the CLT venue three days in a row, but as field days included Sat/Sun plus one weekday, it was difficult for respondents to cooperate	Secured the required sample size by utilizing multiple recruiters
International Logistics Survey	Door-to-door interview (B to B)	As a list of company names and addresses was the only information provided by the client, the cooperation rate was extremely low, and securing a sample size was difficult	We initially approached the companies on the list through door-to-door visits and telephone calls, but progress was slow. The sample size was still low after concurrently utilizing our and parent company's (IFC's) special networks, so we utilized multiple resources and secured n=270
Survey on Sustainability of Beverage Manufacturers	Door-to-door interview (B to B)	The respondents were selected from a major beverage company which made the recruitment hard	Staff members who were skillful at respondent recruitment were able to secure sample of n=8

# Marketing Proposal Achievements and Results

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Business Classification	Key topic	Business type	Outline	Method, Analysis Method	Practicing Solution	Achievements/Remarks
CRM	Brand evaluation and maintenance of customers (DM strategy to maintain and stabilize customers)	Cooking Ingredient Delivery Service	Extracted elements considered to be the core of the client's products and services to handle an increase in users and prevent user outflow. We also analyzed yearly user data within a limited area and designed individual measures.	- Measured important elements by Applied factor analysis and quantification class I - DM strategy by utilizing a Decision Tree - Ranked clients using the RFM method <Questionnaire, CRM>	- Effective DM distribution - Granted awards to good customers - Proposed new product development	- CRM structure plan
University Branding	Core value development and structuring of future path	Undisclosed university	Evaluated the potential and explicit values of the university client, and created a grand design to elicit pride, both inside and outside, for the university	- Delineated the decisive factors for university selection through factor and hierarchical analyses and the features that differentiate it from its competitors <Questionnaire, hearing and interviews with stakeholders>	- Advertisement creation and yearly ad placement in order to establish university images to stakeholders	- Adopt basic planning of grand design
Promotion	Distributed efforts to be a healthy company as a company message and conducted a coupled campaign	Daily commodities and toiletries	Conducted a store promotion campaign as a pilot project in a major sales enhancement area	Recognition of company image <Shop interview survey>	Held fairs <guided visitors to web questionnaires, created shop DVD and developed special commemorative gift> → Direct channel	- Promoted products through the Internet - Planned outreach activities
Regional promotion	Regional promotion developed from a successful large-scale sporting event	Local government and others	Verified hard, soft and human-ware generated by the successful sporting event to create new movement	- Interview and hearing regarding achievements - Results of information dissemination by the media	Proposed legacy and succession measures	
Regional product branding	Expand demands for a regional specialty	Local government and others	Created strategic framework for the development of a new regional souvenir by linking it to the promotion of a local industry	- Interviews with tourists - Interviews with manufacturers - Hearings with distributors	Action program	
Regional promotion	Sports-based projects to attract visitors	Fringe organizations	Developed regional sources and media opportunities to take advantage of the strength of sports-based projects to attract more visitors	Survey	- Developed websites (Identified customer needs from surveys, to which respondents were linked by a web banner) - Displayed at a booth in a competition venue → a direct channel	- 1.5 times the number of visitors
Customer satisfaction	Clarified proposals to improve customer satisfaction of task deliverance	Car dealers	- Determined significant factors that heighten customer satisfaction, as well as factors that cause customer dissatisfaction - Obtained information about the profiles and ratios of loyal customers	Investigated significant factors through Quantification method-I <distributed a survey to those on the list of users>	- Wrote reports on survey-participating dealers - Drafted customer-service satisfaction guidelines (general and one-to-one service editions)	• Recorded as No. 1 in customer satisfaction among competitors in the field • Approx. 1,800 participating dealers (approx. 55 samples each)
Measured print advertising effectiveness in newspapers	Investigated actual readership of inserted advertisements through the use of monitors	Newspaper delivery companies	Assessed contact with ads placed during a one-month period (readership, attention, and use) and comments on their attractiveness	Quantification method-I, analyzed variance	Published and distributed survey reports	