

# LINK ANALYTICS

In-depth answers to your research questions

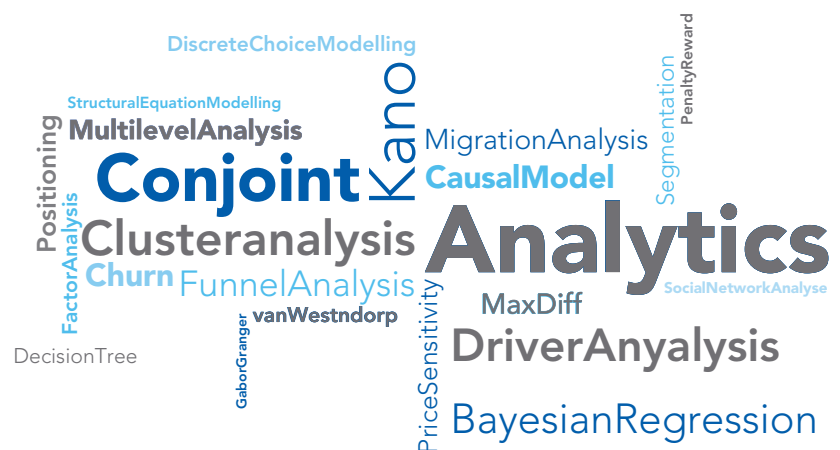
Cutting-edge analysis tools: individually customised to your research questions.



An experienced team of analysts condense your data and develop a meaningful model using bespoke analysis methods.

LINK Analytics unlocks your data's full potential.

From study design to collection through to analysis and interpretation, LINK is a one-stop shop when it comes to taking care of all project steps. LINK Analytics shines the spotlight on data contexts and consumer behavioural patterns. Your benefits: a more in-depth understanding of your customer, as well as clear and relevant recommendations for action.



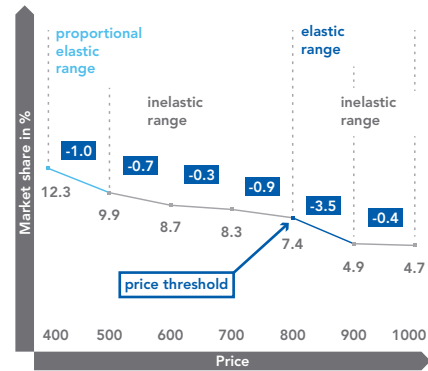
## Several example tools

**LINK Customer Satisfaction Navigator – for measuring and actively shaping customer satisfaction**

- We offer you a wide range of methods for analysing customer and staff satisfaction.
  - › The KANO model of customer satisfaction for identifying delight, performance and basic factors
  - › Driver models for evaluating the key drivers of satisfaction or recommendation (NPS)
  - › Customer migration segments show customer migration and customer groups in danger of migrating
  - › Benchmarking – comparisons with your competitors
  - › Constructing an index to observe the development of customer satisfaction
  - › Multi-layered analysis of hierarchical data structure to identify the effects of all layers, enabling data to be analysed in all their depth and complexity (customer → branch → region or staff → department → company)

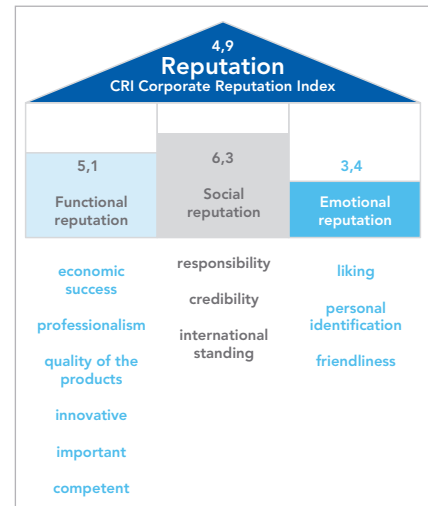
**Product and pricing research – optimal pricing in an optimal portfolio**

- Realistic market modelling and potential analysis using conjoint analysis for product, price and portfolio optimisation according to the „what-if“ principle: which product attributes need to be changed and how in order to optimise market share, product portfolio or revenue/earnings?
- Selective customer segmentation to identify customer groups with different needs and preferences, enabling a better understanding of their motivation and a differentiated product structure for different target groups
- Analysis of what respondents are willing to pay, for example using the Gabor-Granger or van Westendorp methods:
  - › Gabor-Granger: measurement of what the respondent is willing to pay using different price points (with established price hypotheses)
  - › Pricing according to van Westendorp: measurement of price expectation and acceptance using fewer and simpler questions (without price hypotheses)



**LINK Reputation Analysis – measuring the value of a company for successful reputation management**

- Holistic measurement of the immaterial value „reputation“: calculating the CRI – Corporate Reputation Index – with reputation variables on the emotional, functional and social level
- Driver model to identify the key parameters that have an impact on reputation
- Interpretation in the action portfolio and reputation network



**Interactive results report**

Alongside clearly visualised reports such as action portfolios or decision trees, interactive reporting tools are also available to facilitate visualisation of the results. This makes it possible to analyse at any one time portfolios, causal models and other analytical presentations according to different sub-groups.

LINK Institute – your partner for decision-making fundamentals you can rely on.

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