



## Corporate Strategies Group (CSG)

Innovative Leader in Marketing, Communications and Public Relations.

### Aim

One of CSG's major telecommunications clients was seeking a creative way to gain consumer feedback on a new range of products they were to launch. The charge was to reach out to four different groups by developing targeted questions to gain quantitative and quantitative information that could be quickly tabulated.

### Solution

In conjunction with CSG, CornerWays provided the following:

- ◆ **Online Survey and Reporting Facility:** A branded survey tool was developed for the four different groups. The surveys included single and multiple selection and text entry formatted responses. The survey tool included a reporting feature which presented statistical information "on the fly" for demographics and question subsets.
- ◆ **Question Development:** CSG and CornerWays worked together to draft questions based on the product descriptions.

### Results

The client gained information from approximately 200 participants which assisted in their product development and marketing efforts. From the information received the client was able to assess the best strategies for integrating their new products and leverage them for higher sales potential and exposure.

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Need further information? Please feel free to contact us directly.



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