



Testimonials for Clientmind Research



Standard & Poor's Testimonial

“Standard and Poor's Fund Services have engaged Clientmind Ltd over a number of years on several market research projects.

We have found Clientmind's domain knowledge, ability to work collaboratively with us, to truly understand our needs and objectives are paralleled by their professionalism and delivery-focused approach to all projects.

Although a small company, their techniques and commitment are on par with much larger organisations.”

Paul Barnes
Marketing Director Europe
Standard & Poor's Fund Services



Liontrust Testimonial

"Liontrust commissioned some attitudinal research among our various customers and contacts on the occasion of our tenth anniversary. After having looked at and interviewed various companies we selected Ian McKechnie's Clientmind to undertake this research project for us.

Right from the start Ian and his team helped shape the scope of the project, giving us a useful insight into the various techniques used for soliciting responses from the interviewees.

Their experience in this field was invaluable and meant that the actual process of drawing up a questionnaire and agreeing interview techniques was made much easier for us.

The actual fieldwork was carried out with no interruption to us and the feedback we got from our customers interviewed by Clientmind showed us that their work was being conducted in a thoroughly professional manner.

When we got the results Ian and his team presented it in a very comprehensive way, guiding us through the Research Reports they had compiled. They came into Liontrust several times to give the various teams here some very useful debriefs on key findings which we have already started to utilise. All in all, a very professional and well conducted job. I would recommend Clientmind to anybody looking to undertake a similar exercise."

Jonathan Harbottle
Marketing Services Director
Liontrust PLC



Dow Jones Testimonial

"We valued Clientmind's knowledge and understanding and focus on B to B retention: it meant the work wasn't "just another customer survey". Clientmind's personal approach, and the rapport they were able to build with clients, was impressive.

They managed to elicit a lot of very valuable information for us. We didn't just get statistics, we got real stories, which gave us a much better understanding of the situation and what we needed to do. Clientmind's understanding of sales, account management and marketing was good: they contacted us immediately when they spotted a major issue or an opportunity to follow up throughout the period of the survey. Good presentation of results and helpful suggestions from Clientmind's retention experience for us to implement."

Ernie Wright
Global Director, Inside Sales
Dow Jones



BT Testimonial

“We have used a number of market research companies over the years with mediocre results, but Clientmind are in a class of their own. Because they have worked in the City for many years, they really understood the product marketing issues and the competition we were up against with our target sector. They used their network of fund managers and banking contacts to get out and interview the senior decision-makers we needed feedback from.

The final report was delivered on time and the quality of the final recommendations exceeded our expectations. The unbiased client feedback has enabled us to re-think our product marketing strategy and build a service that buy-side firms really want and need. We thoroughly recommend their services to any firm trying to enter a new market when they need to find out how their company and their proposition are perceived by target clients.”

Yours faithfully,

Gonzalo López Burgos
Proposition development consultant
BT Syntegra financial services



“We asked Clientmind to provide an industry-level report based on client feedback. There was clear evidence that our client base responded positively to the process, reflecting well on our firm for taking the trouble to explore their mindset.

Clientmind managed to uncover a great deal of information about how our service is perceived – especially versus the competition, and this has been valuable to both strategy and product development. The final report was well constructed, easy to read, and with plenty of models and diagrams to support the findings. The project caused no disruption to IntraLinks and was finished on time – a job well done.”

Jason Hemingway
Marketing Manager EMEA
Intralinks
