The Market Perceived Quality Profile enables a team of individuals to gather a consistent set of useful data from a variety of people in a market. One of its most powerful features is that it begins in an open-ended fashion, asking participants to use their own words to name the attributes of quality that are important to them about a type of supplier (or product, or whatever). (Another way of thinking about this is that you are asking them to name what characteristics of a supplier they value most.)

The technique takes about ten minutes, and is should be an interesting exercise for both parties. The conversation should not be used as a precursor to any attempt to sell something. Your purpose and your tone should be that you are there to listen and to learn what they think and why. That information is important to your firm, and will be used to identify priorities for improving the value of your offers. What the customer tells you is confidential to your company and will be used for internal purposes only.

Data from each interview should be stored in a safe, central location, where it can be compiled and analyzed properly.

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|  | **What is in it** | **Why this is needed** |
| **Header** | Company name (interviewee)Market segmentDateCompany (interviewer) | To index data by the right attributes of the interviewee’s company. (If you are asking about a product, the product name should be in the header.) |
| **Attributes** | Ask the interviewee to take a few minutes and think about the most important attributes or qualities (to them) about suppliers of \_\_ABC\_\_ (what your company offers). If you are in person, you can ask them to list the ones they think of in the left-most column. If you are over the phone, write them yourself.  | Asking the interviewees to use their own words avoids “leading the witness”, which is a mistake in research. You want to learn the words they use, and to identify the attributes which interviewees from various market segments agree on. Absence of agreement is important data also.  |
| **Weight** | Ask the interviewee to assume they have 100 1 lb coins. They are to distribute the coins among the attributes. The most important attribute gets the most coins. Each can have as little as one coin, but the total must = 100.  | Companies need to clearly understand the relative importance customers place on various attributes because it governs how much return is possible from various potential changes or improvements.  |
| **Your Co.\_\_\_\_** | Ask them to write your company at the top, and to rate your performance on a 1 – 10 scale (with 10 being best). Apply the same score to many, if desired. | This is a valuable contrast to the weight variable above, because it tells you how the customer perceives you against each attribute.  |
| **Competitor A.****Competitor B.****Competitor C.** | Ask them to write a competitor’s name at the top, and rate their performance on a 1 – 10 scale (with 10 being best). Apply the same score to many, if desired. | This information enables your firm to understand how people perceive you relative to your competitors.  |
| **Weighted Ratings** | These sections are for calculations based on the data gathered in the earlier columns. Gap is the perceived difference between your company and your competitors.  | Data is gathered from enough participants in various geographies and market segments provides systemic market insights to changes that can create improvements in customer behaviors.  |
| **Gap** |
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\* From “*Managing Customer Value,*” by Bradley T. Gale

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| **Company Name** | **Market Segment** | **Date of Interview** |
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| **Interviewee Name** | **Department / Role** | **Interviewer** |
|  |  |  |
|  | **Weight** | **Performance ratings: Scale 1 - 10** | **Weighted Ratings** | **GAP** |
| **Attributes** |  | Your Co:**\_\_\_\_\_\_\_** | Competitor A:  | Competitor B:  | Competitor C: \_\_\_\_\_\_\_ |  |  |  |  |
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|  | Must Total 100 |  |  |  |  |  |  |  |  |