

In business, poor visibility is the norm.

This lack of clarity, be it in understanding business practices, estimation of market potential or in failing to gauge the customer's expectations, can hinder the growth of your business.

Fog lights for your business

You need clarity. Feedback meets with market stakeholders, collects information, analyses and interprets it; but above all, it comes back with insights. So, your task of taking a decision becomes easier.



Feedback has conducted over 1900 business to business engagements since 1985. Feedback's over 100 qualified professionals operate out of 5 offices in India.

| OFFERING | VALUE PROPOSITION | CUSTOMER NEED ADDRESSED |
|--------------------|-------------------------------------|--|
| Market Feedback | Assessing opportunities | Research based consulting for business to business markets in India and select countries |
| Customer Feedback | Beyond Satisfaction measurement | Stakeholder (Customer, Channel, Employee, Vendor) satisfaction assessment in India and other countries |
| Global Feedback | Harnessing information out of India | Global firms considering India as an outsourcing base for business and market research needs |
| Implement Feedback | Your India office | Roll out of desired initiatives in the Indian market, including build, operate and transfer models |
| Field Feedback | Feet on the ground | Global firms wanting data collection to be done in India |
| Feedback 365 | Your partner 24 x 7 | Extension arm of the customer for research based consulting services |

Feedback, a research based consulting firm has enabled over US\$ 5 bn investment decisions by providing key insights to firms about the Indian market. This extends beyond market information, analysis, and recommendation to implementation assistance. Feedback also serves the global market for research needs out of India.

Market Feedback

- ▶ Opportunity assessment
- ▶ Market size estimation
- ▶ Competitive analysis
- ▶ Next practices
- ▶ Location analysis
- ▶ Business Plan creation
- ▶ Product usage mapping
- ▶ New concept acceptance

Feedback's core competence built over 1900 engagements lies in assessing market opportunities for diverse products and services. Leading Indian and International firms have repeatedly used Feedback's expertise to hone their business strategies and operational plans. Feedback undertakes an independent evaluation of markets to fine-tune existing marketing strategies or develop appropriate new strategies. Having identified the market potential and the opportunity, Feedback assists in formulating and structuring business plans with a view to successfully roll out fresh ideas.

Feedback sets out the best practices to be adopted by a company to address markets more effectively. These could pertain to any specific functional area like sales, marketing, distribution, pricing, servicing or could address all areas of a company's operation in the market place.

Customer Feedback

- ▶ Critical expectations and fulfilment
- ▶ Brand promise
- ▶ Customer Value Index
- ▶ Core customer constituency
- ▶ Benchmarking
- ▶ Client actionability framework

Beyond customer satisfaction, the greater challenge is to measure the "customer disposition" which could be dependent on issues of satisfaction, loyalty, advocacy and perceived value for money. Feedback provides actionable outcomes based on customer responses, which lead to positive orientation on the disposition continuum.

Feedback's domain knowledge built across diverse sectors helps bring a fresh perspective, which goes 'behind the numbers' and the stated responses. It views the entire customer disposition exercise as a strategic tool for increasing business performance. This service is offered only in cases where Feedback has built an understanding of the business domain issues. Similar exercises are undertaken for other stakeholders –investors, employees, channel partners and vendors.

Global Feedback

- ▶ Competitive intelligence
- ▶ Quarterly performance tracking
- ▶ Company profiles
- ▶ Industry analysis
- ▶ News and blog monitoring
- ▶ Back office operations
- ▶ CATI and data analytics

This is an independent division at Feedback focused on catering to international firms for their business and research needs out of India. Resources and expertise in market research engagements developed at the parent firm since 1985 are leveraged to meet client needs.

Business needs such as competition tracking, company information, industry outlook across countries, tracking customers and media / blog reports are addressed by Global Feedback. The market research needs addressed cover feedback on global market opportunities, customer satisfaction studies, telephone interviews and data analytics.

More information on the specific service offerings can be got at www.feedback-global.com

Implement Feedback

- ▶ India implementation engagements
- ▶ Build Operate and Transfer models
- ▶ New ventures
- ▶ Channel management
- ▶ Setting up India office
- ▶ Consulting led implementation

Field Feedback

- ▶ Primary interviews
- ▶ Data coding
- ▶ Data analysis
- ▶ SPSS outputs
- ▶ Reports
- ▶ Field audits

Feedback 365

- ▶ Extension arm of the client
- ▶ Ad hoc engagements
- ▶ Customized studies
- ▶ Telephonic consultations
- ▶ Regular updates
- ▶ Breaking developments

Client Feedback



"Our experiences with the services of Feedback Consulting have been wholly positive. We have been working with them since 1999. The Feedback team has carried out a wide range of bespoke market research projects, all of which were delivered to a high standard. They helped set up meaningful one on one meetings for Enterprise Ireland and it's clients during such events as the Trade Mission of Irish companies to India led by the Irish Prime Minister. In this specific case they were required to generate up to 350 one to one business meetings over 5 days in 3 separate locations, and produced exceptional work on what was a very difficult and complex task, and one of central importance to the success of the mission. We continue to use the services of Feedback for specific pieces of work."

*Gabriel McCarrick,
Director India, Enterprise Ireland*



"When METRO Cash and Carry, Germany, decided to start operations in India, it was imperative to understand local conditions and business practices to fine-tune our entry strategy – Feedback assisted us in this regard. The dynamics of the market in terms of business issues, operational aspects, profitability, customer mindsets and the likely business potential from each market segment were set out with clarity. The coverage was intensive, in-depth and achieved under severe time constraints. The top management at METRO is very appreciative of the final outcome which is now being used as an international benchmark for understanding new markets."

*Harsh Bahadur, Managing Director
METRO Cash & Carry India Pvt Ltd*



"When Alcan International Network had to select a partner for effective advice on market entry for a wide range of industrial products, we looked at the usual large consulting firms in the business. However it was Feedback's unique combination of primary market research and highly committed teams of knowledgeable professionals and a pragmatic no-nonsense attitude which convinced us to go with them.

It has enabled us to go from market study to entry strategy to full office implementation within less than a year. Today the AIN India office is right on track to achieving our corporate growth objectives, and we recognise the valuable input that Feedback have provided along every single step of the journey."

*Boris Santosi, Managing Director
– IMEA Region
Alcan International Network*



"We have worked with Feedback on various IT assignments over the past few years. Partnering with Feedback helped us get valuable insights into new markets that we wished to address. Their team had considerable market exposure to buyer behaviour for IT products. Recommendations were clear, practical and backed with data points..."

*Bhaskar Pramanik, Managing Director,
Sun Microsystems India Private Limited*



"Kirby Building Systems has worked with Feedback on many market research projects covering existing product lines as well as new opportunities. We found their grasp of our requirement to be very sharp and the data bank sound. They finished the assignments well in time. The degree of interaction has been high. We found their contributions extremely useful."

*Dr. V. R. Rajan, Chief Executive Officer,
Kirby Building Systems India Ltd*



"I have been involved on the boards of a few companies in India as well as on the boards of a few colleges and Universities in the United States. I have also had the opportunity of interacting with research firms and companies in the US. My own experience with Feedback very clearly demonstrates that Feedback brings in a quality of consulting based on research that is second to none. I would say that they have brought much better value for money compared to the experience I have had outside India, as well as in India."

*Mr. N.R. Narayana Murthy
Chairman and Chief Mentor, Infosys Technologies*

Some Clients

- 3M
- ABB
- ACC
- Advani Oerlikon
- AGI Glaspac
- Akzo Nobel
- Alcan
- American Business Council
- APL
- Armstrong, UK
- Asian Paints
- BASF Chemicals, Germany
- Belden
- Bharat Shell
- Bharti
- Blue Star
- Bluescope Steel, Australia
- Bord Bia
- Borland
- BPL
- Bosch Rexroth
- Brain Lab, Germany
- Briggs & Stratton, USA
- Cable & Wireless
- Carborundum Universal
- Castrol
- Caterpillar
- Chubb Corporation
- Cincinnati Milacron, USA
- Concor
- Confederation of Indian Industries (CII)
- CRISIL
- Cholamandalam Finance & Insurance
- Cummins Allison, USA
- Danfoss, Denmark
- Dow Corning
- DuPont
- Elgi
- Elf Gas
- Emerson
- Enterprise Ireland
- Escorts
- ESSAR
- Essel Packaging
- Eureka Forbes
- Exxon Mobil
- Financial Technologies
- GE
- Godrej
- Goodlass Nerolac Paints
- Graco Inc, USA
- Grindwell Norton
- Haden Josts
- Haldia Petrochemicals
- Harcourt
- HP
- Huber Chemicals
- IBM
- ICI
- ICICI Bank
- ICICI Lombard Insurance
- IFC, Washington
- Imations, Singapore
- Indian Oil
- Infosys Technologies
- Ion Exchange
- ITW
- Italian Trade Commission
- Japan Tobacco Inc.
- JD Power, Singapore
- John Deere
- John Fowler
- Kanoria Chemicals
- Kennametal India
- Kimberley Clark
- Kirby
- Kirloskar Copeland
- Komatsu
- Konica Minolta, Japan
- L & T
- Leitz, Germany
- Lenovo, China
- Lucent Technologies
- Lunar Corporation
- Luvata, UK
- Mahindra & Mahindra
- Malayala Manorama
- METRO Cash & Carry
- MICO – Bosch
- Microsoft
- Mondragon
- Monsanto
- NCR
- New Holland Tractors
- New Zealand Trade & Enterprise
- Nordberg International
- Nortel
- Otis Elevators
- Phillips
- Reliance
- Reuters
- SAIL
- Saint-Gobain
- Satyam Infoway
- Shell Renewables
- Siemens
- Smithkline Beecham
- Sterlite Industries
- Sun
- Sundaram Fasteners
- Swagelok
- Symphony
- Tata Steel
- Tata Telecom
- Tecumseh Corporation
- Tech Mahindra
- Telcon Construction Equipments
- Tube Investments
- Timken Engineering
- Toyo Electronics
- Triveni
- TVS
- United Health
- VDMA
- Voltas
- Volvo
- Wartsila
- Wipro
- Zicom

Sectors addressed by Feedback

- Air Conditioning & Refrigeration
- Auto
- Banking & Finance
- Biotech
- Building Materials
- Cement
- Chemicals
- Communication
- Construction
- Electricals & Electronics
- Environment Control
- Fertilisers
- Food
- Gen Engineering
- Healthcare
- Heavy Engineering
- Infrastructure
- IT & ITeS
- Logistics
- Non Ferrous Metals
- Oil & Gas
- Paints
- Paper
- Plastics & Rubber
- Printing & Publishing
- Power
- Refineries & Petrochem
- Refractories & Ceramics
- Retail & Distribution
- Services
- Steel
- Telecom



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We work for our clients globally