

## President's Corner

*Lori Laflin, C. J. Olson Market Research,  
Chapter President*

Thanksgiving is my favorite holiday. I love the time of year with the first snow and thoughts of the holidays ahead. I love the food—for my money you can't beat turkey and stuffing and mashed potatoes and, best of all, pumpkin pie! I love having a long weekend. I love seeing family and friends. But, most of all, I love the intangible part of Thanksgiving—the moment we take out of our busy lives to stop and pay attention to those things that are really important.

So, with Thanksgiving approaching as I write this, let me take a moment to give some thanks.

THANK YOU TO THE BOARD.  
THANK YOU TO THE COMMITTEE VOLUNTEERS.  
THANK YOU TO EACH AND EVERY MEMBER.

This has been a great year for our chapter, so far. New membership and retention levels are high. We've had several great programs and newsletter is back on track. We are financially stable and are meeting our commitments to National.

I look forward to another six months serving this dynamic and growing chapter, and thank you for your support.

Have a wonderful, and thankful, holiday season.

— Lori

## 2000 Upcoming Events

January 12 Board meeting

February 2 Board meeting

February 8 Education Seminar

March 8 Roundtable Event at the Metropolitan

**(Watch your mailbox for details)**

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## Coming in the next issue:

The Future of Market Research.

### Advertise in *The Verbatim*

Interested in advertising in *The Verbatim*? As an additional benefit to the members of the MRA the chapter has decided to make advertising space available. There are four different sizes and rates for you to select from.

- Business card size \$25  
(members)/\$50 (non-members)
- Double business card size \$50  
(members)/\$75 (non-members)
- Half-page \$75  
(members)/\$100 (non-members)
- Classified Ads \$25  
(members)/\$35 (non-members)

Please call Lindsay Hansen at (612) 545-6620 for more information.

***The Verbatim***  
**The Verbatim is published four times a year by the Marketing Research Association Minnesota/Upper Midwest Chapter Newsletter Committee. Comments, suggestions, and editorial contributions are welcome.**

**Submissions can be sent to Lindsay Hansen at [lhansen@barlowresearch.com](mailto:lhansen@barlowresearch.com)**

## Reporting on the Internet: highlights of Wally Balden’s presentation on November 15, 2000.

By Lindsay Hansen, Barlow Research Associates

Wally discussed four basic research tools the Internet offers:

- \*communication (online proposals, etc)
- \*project management
- \*data collection
- \*data reporting (the basis of his presentation)

In data reporting, the two main options are Interactive Reporting of Summarized Data, or Inactive, Read-Only (PDFs, etc) The information is always *summarized*, not raw.

Benefits of Web reporting:

- \*global, anytime access
- \*user defines information needs
- \*user can work with numbers, not just view them (efficient use of research department time)
- \*links to other related content
- \*secure: ability to control who sees what

Challenges of Web reporting:

- \*information overload: don’t create more
- \*technical skills of users
- \*summarized vs. raw data access
- \*securing the information without making it hard for user
- \*frequency of delivering data
- \*managing transition from paper to Web

Maritz builds custom sites from a number of templates. These cost from \$40K to \$500K. They offer the same kind of functionality we do, but a little more. Maritz has it set up so that users can create their own charts and graphs online and then save them. The saved files are automatically updated when new information is there. The user can then export to Word, Powerpoint or Excel.

They have summary-type reports. Navigation is kept easy by having a tree map on the left column (showing how to get back to previous pages).

Users are barred from creating bad charts: if the parameters are not set up right, they can’t make the chart. For example, a user can’t set up a satisfaction chart based on 3 respondents.

## From the Editor!

Hello and welcome to the December newsletter! We started the year off to a late start but have managed to get our four issues in. Although I had intended for this issue to focus on a lighter side of market research, quirky field experiences, I can't seem to escape from research and the Internet. Thank you to Wally Balden, who presented his views on online data reporting last month. Look for a summary of that event in this issue. Also, Maritz is growing and seeking more talented marketing research individuals. There is information about who they are looking for.

As always, please send your submissions to me. The next issue will come out in February, so you cannot send your articles too soon!

In addition, please notify me if you have any personnel changes at your organization, or have hiring needs—I am happy to incorporate this news into upcoming issues. The same goes for ads for your services.

Finally, I hope that you all renew your memberships to the MRA. For information about its benefits and goals, please visit the main Web site at [www.mra-net.org](http://www.mra-net.org)

Thank you and happy holidays,

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## Reporting on the Internet: (continued)

Wally discussed a program communication area, controlled on Maritz's end by used by clients: they submit questions and those are answered by client or Maritz, depending. Frequent questions go into a FAQ.

This was a great presentation. There was an excellent turnout, although this may have been due to the program's original place in the Fall Conference schedule. If you missed this program or would like to supplement your own notes, please let me know and I will contact Wally to send you the slides.

### 2000/2001 MRA Upper Midwest Chapter Board Members

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## Principles of Marketing Research Now Online

The Principles of Marketing Research (POMR) is a distance-learning course, intended to meet the need for basic education in marketing research. Designed in 1996 by an expert group of practitioners and academics, this course is composed of 10 modules structured around the Marketing Research Core Body of Knowledge (MRCBOK<sup>®</sup>). Focused on the fundamentals of the research process, this course is a comprehensive and complete program. Today, it remains unique in its curriculum and direction.

The course is intended for individuals currently in marketing research who wish to obtain well-rounded knowledge of the research process as well as those who wish to enter the industry. The MRCBOK<sup>®</sup> modules touch on every aspect of the research process from the definition of marketing to marketing research management. It provides the basic skills necessary to understand the entire research process.

In July, this program was released online. A student can log on to their studies anywhere, anytime. A new benefit is that students will be matched to a mentor who will follow them throughout the program and assist the student in making the most of the program. Other new benefits are chat sessions, bulletin boards and links to the rich resources of the World Wide Web designed to further enhance the learning experience.

Throughout the program, a student can check on their understanding by taking self-tests. This provides immediate feedback making students aware of any gaps in understanding. It is simple to review material and retest at any time.

Since its first release, an Advisory Board of professionals representing key associations and industry leaders along with the Continuing Education Department at the University of Georgia has steered this program to international acceptance. The program's appeal is widely accepted because it answers the need for quality educational material on the essentials of marketing research. The basic concepts and methodologies outlined in the course are applicable to any marketing researcher, regardless of geographic location or area of specialty.

Registration details for the program are available online through the University of Georgia at [www.gactr.uga.edu/is/mr](http://www.gactr.uga.edu/is/mr) or by calling 1-800-325-2090. The cost of the program is \$549 as a member of MRA. Marketing Research Association and the European Society of

Opinion and Marketing Research, ESOMAR, endorse this program and concur that graduates have a basic understanding of the process of marketing research. Other well respected Associations who support the Principles program are the American Marketing Association and the Advertising Research Foundation.



**CJ Olson** Market Research, Inc. of Minneapolis is delighted to announce the promotion of Gayle Belkengren from senior account executive to Vice President, Marketing. Gayle has been with the company since 1986 and had been a senior account executive for the last two years.

## Getting the most out of customer satisfaction survey: customer input from the beginning

By Bob Hansen, Professor of Marketing, Carlson School of Management, University of Minnesota

Part I in a series.

Part II will cover how to help your client sell the results.

When designing a customer satisfaction survey, it is often difficult to imagine how the customer will answer questions, and which topics or issues of importance to the customer might be overlooked in the questionnaire. The traditional pretest, which involves sending the survey to a sample of the target audience and checking to make sure all the questions are answered prior to fielding and analysis does not address these issues. This traditional method gives too much control to the management of the study, and not enough to the other user of the survey results: the person who fills out the questionnaire. As a result you end up with surveys that may be completely filled out but do not tell the complete story that the customer would like you to know.

An alternative way to ensure that you receive the complete story is to work more with the customers as well as with the project managers. By going through questions with respondents and making sure that critical questions aren't missed. This works best if you can sit down with the respondents and ask them to evaluate the questionnaire after they have finished answering the questions. Just ask them if they were able to say everything that they wanted to say or were there other things they would have liked to say but were unable to given the way the questions or response options were presented on the questionnaire.

It takes a little bit more of an investment of the researcher's time to do this on the front end of a project, but the investment saves time on the back end of the project and it pays off in another way as well. I always share the results of the user-oriented pretest results with the person who will pay for the study and I have noticed two interesting results. It makes it easier for the manager to appreciate my role as a researcher and the managers often learn new insights into their customers thought processes based on the new questions or response options that are added to the pretest questionnaire.

## Member receives Distinguished Alumni Award for 2000.

**Judy Corson**, a 1960 Wayzata High School graduate, has been selected to receive the Distinguished Alumni Award for 2000. This award, selected by the Student Council, recognizes an individual who has made significant contributions to their community, profession, and/or nation. On behalf of her company, Custom Research Inc., Judy had the privilege of receiving the Malcolm Baldrige Quality Award from President Clinton. Having served either as a board member or an officer of many major organizations, including the Council of Marketing and Opinion Research, World Presidents' Organization, Center for Ethical Business Culture and the University of Minnesota Carlson School of Management Center for Entrepreneurial Studies, Judy has shown her commitment to her career. Various community as well as educational organizations have also benefited from Judy's time and talents. Judy has proven herself to be a good citizen, community leader and a consummate professional.

She was honored on December 5th at the Distinguished Alumni ceremony at Wayzata High School.

Way to go, Judy!



Next Verbatim will be out in March. Get your submissions to Lindsay Hansen in February!

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## Gallup highlights: POLL INSIGHTS

Quick take on public opinion in the news

- \* 40% of Americans say that smoking has been a cause of serious health problems in their family. [Nov. 13-15, 2000]
- \* 44% of Republicans and 69% of Democrats say that they are satisfied with the way things are going in the country today. [Nov. 13-15, 2000]
- \* Almost four in 10 Americans (39%) say that the events of the 2000 election have made them more likely to vote in the next presidential election. [Nov. 13-15, 2000]
- \* 88% of smokers say that if they could do it over again, they would not start smoking. [Nov. 13-15, 2000]
- \* Most Americans (65%) say they will not use the Internet to do their Christmas shopping this year, 21% say they will, and another 14% say it is not too likely that they will. [Nov. 13-15, 2000]
- \* George Patton is named as the greatest American military general of all time by 17% of Americans, more than any other general named. [Nov. 13-15, 2000]

## Employment opportunities at Maritz of Minneapolis.

The following are topline summaries: if you would like more information, contact the gentlemen listed on page 7.

### WORKING RELATIONSHIPS:

The senior research manager will report to the director, research services and supervise on a project basis one to four research staff as well as information technology and administrative staff as they relate to assigned projects. In addition, the senior research manager will have significant interaction with account managers; account managers are primarily responsible for business development. Peers in the Minneapolis office will include three other senior research managers, two research managers, and a second director, research services. The members of this peer group serve as the primary contacts for the firm's clients.

### POSITION SUMMARY AND ACCOUNTABILITIES:

The senior research manager will be responsible for the complete execution of research projects from design through presentation of results. The senior research manager will be responsible for ensuring that project execution is in accordance with the firm's quality management system and that client expectations are consistently met and exceeded. The senior research manager will typically manage three to five projects concurrently.

### QUALIFICATIONS:

Candidates for the senior research manager position will likely possess an undergraduate degree along with at least eight years of professional experience in marketing research. Candidates must have an advanced level of technical and professional competency as well as the ability to effectively interface with division clients. A strong commitment to providing quality service is required as are near flawless oral and written communications skills.

Candidates should have proven skills in process management and control and the ability to manage, mentor, and train staff. The ability to profitably direct multiple projects will be critical to success. The senior research manager will be expected to consistently exercise good judgment and decisiveness.

## Employment opportunities (continued)

### WORKING RELATIONSHIPS:

The senior research consultant will report to a senior account manager based in Minneapolis. The consultant will work closely with research management and staff in Minneapolis who are charged with project execution for one of the firm's key accounts. The consultant will have significant contact with marketing and marketing research staff within the client organization.

### POSITION SUMMARY AND ACCOUNTABILITIES:

The consultant position is a newly created role aimed at enhancing client service and maximizing the profitability of a key MMRI account. The primary intent is adding value to this account, understanding client's marketing needs, translating these needs into research design, and reviewing deliverables to ensure maximum "insight" is obtained from the data for the client.

The consultant will oversee the non-project management aspects of research projects to include the "front end" (primarily research design) and "back-end" (analysis, interpretation of results, design of deliverables, written reports and presentation of results) aspects of research, ensuring that project requirements are met and that MMRI's quality management system is fully employed.

### QUALIFICATIONS:

Candidates will likely possess an undergraduate degree along with at least eight years of market research work experience. Advanced technical marketing research competence coupled with exceptional client interface skills is critical to success. Candidates must have outstanding oral and written communications skills and a strong quality of service orientation.

The ability to manage, mentor, and train other staff is important as are adaptability and resourcefulness. It is expected that the successful candidate will have the ability to exercise good judgement and decisiveness.

The ability for 20-25% travel is required.

### ENGAGEMENT CONTACTS:

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## VOLUNTEER OPPORTUNITY

Will you step forward and take charge of advertising sales for the Verbatim?

Position involves soliciting ad sales, overseeing ad preparation and invoicing advertisers after ad placement. Position offers opportunity to work with interesting people.

If interested, contact Lindsay Hansen at (612) 545-6620.



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[www.adaptdata.com](http://www.adaptdata.com)





# *The Verbatim*

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