

# Editor's note

by Nikita James Nanos



The common view expressed in our Measuring Performance articles is quite simply – more. Whether it is moving beyond tra-

ditional customer satisfaction indexes or developing better uses for customer response data, our authors agree that successfully measuring performance must be a dynamic process.

**Dr. Chuck Chakrapani** leads off with an insightful article on the potential pitfalls of customer satisfaction measurement and the importance of moving beyond “vague and insensitive measures such as the customer satisfaction index”. He is followed by **Meredith Paige**, who, in her article “Simulated Test Markets: Planning for Success”, details how Simulated Test Markets (STMs) can help one understand and respond to changing customer needs and expectations.

Also included in this issue is a brief case study written by me which outlines how quantitative telephone research and mystery shopping research can work together to understand and measure impact. It identifies a role for research as a component of program implementation as well as performance measurement.

**David Lithwick**, then shares some new applications for mystery shopping, including the identification of performance gaps.

We wrap up with a brief article by **Ian Wiggins** on how behavioural checks influenced the use and interpretation of the research data. Wiggins shares his experience on the hierarchy of selection factors for a cough/cold remedy.

Overall, February's authors provide a diversity of perspectives, solutions and lessons learned on effective performance measurement.

I would like to take this opportunity to remind members and readers that our April 2003 issue of *Imprints* will focus on Education (deadline February 20th). The May 2003 issue will be on B2B issues (deadline March 20th). I encourage you to share your opinions through either a short letter to the editor or a brief article (600 to 1,200 words).

Until next month.

Nikita James Nanos  
Editor-in-Chief  
nnanos@sesresearch.com

## contents

### Commentary

Editor's note	3
President's Message	4

### Measuring Performance

customer satisfaction measurements: do they really matter?	
by Dr. Chuck Chakrapani	8
simulated test markets – planning for success	
by Meredith Paige	12
understanding impact – the operation I.D. case study	
by Nikita James Nanos	14
mystery shopping – 4 new applications	
by David Lithwick	16
a research noe on the utility of behavioural checks	
by Ian Wiggins	20

### Columnists

a view from the field	
by Dawn Smith	22
Qual Col	
by Natalie Gold	24
The Virtual Factor	
by Arnab Guha	26
The B2B Reporter	
by Ruth Lukawski	28

### Industry News

Letter to the Editor	30
Central files	31
People and companies in the news	32
CAMRO	33
PMRS Connections	34