

# Client Survey



## The client

Over the last 10 years [medax], a successful German medical and pharmaceutical translating agency, has continually consolidated its market position as a vendor of top-quality translations. Client satisfaction and benefit had traditionally been polled for each translation by mailings and fax feedback. In order to analyze the **clients' needs** in more detail and to research the **clients' exact expectations and requirements** of a specialist medical and pharmaceutical translating agency, [medax] commissioned IMIG to carry out a qualitative market research study.

## The market research

**Telephone interviews** were selected as the method for conducting the survey. This technique is particularly suitable for gaining the acceptance of the demanding and highly competent professional target group (senior employees in the medical departments of pharmaceutical companies) and offers the following benefits:

- Telephone interviews are widely accepted because this medium is most familiar in professional spheres and enables a wide circle of respondents to be reached.
- Pre-arranged telephone interviews the respondents a clear idea of the time involved and enable them to organize their schedule accordingly.

The 45 telephone interviews were based on a semistructured questionnaire which was prepared and discussed with the client beforehand. Some of the questions were kept open to enable the respondents to explain their answers in their own words. The second part consisted of closed questions – with predefined answers – in order to facilitate comparison of the results.

## The Results

Thanks to the successful completion of the study IMIG was in a position to make [medax] concrete recommendations on customer relationships. By implementing these recommendations [medax] has been able to increase sales and gain new clients. The smooth conduct of the study was based on close collaboration with Martin Dunne, the proprietor of [medax]. We would like to thank him for his friendly co-operation.

### IMIG