

## What Do Your Customers Really Want?

by Vince Raimondi,  
Manager of Marketing Sciences



With today's tough economy, understanding and responding to your customers' wants and needs is more important than ever. MaxDiff makes it easy to know exactly what your customers need and want to keep them satisfied and loyal - and to help your organization survive in these challenging times.

### So what is MaxDiff?

Imagine walking into an ice cream parlor, and instead of simply choosing your favorite chocolate ice cream when ordering, you were required to indicate your degree of preference for each of the 31 different ice cream flavors available. Then you would automatically select the flavor with the highest preference rating. Sounds ridiculous, right?

It may sound ridiculous, but all too often researchers ask consumers to rate their preferences on a scale from 1 to 5, with 5 being most preferred. Instead we should replicate the real world shopping choices consumers experience in their day-to-day lives. The way to do this is to use a choice-based preference exercise, such as Maximum Difference Scaling (commonly referred to as "MaxDiff").

With a MaxDiff exercise, respondents choose their most and least preferred colors, flavors, styles or any other attribute. MaxDiff can also be applied so that respondents choose both the most and least important attributes that influence their purchase decision.

The analysis of each respondent's selections is both challenging and critical, but that's where The Marketing Workshop, Inc. can help. Our advanced in-house analytics affords you the ability to utilize scaling algorithms and arrive at results that are more realistic and actionable than simple ratings.

[Click here to learn more about defining what your customers want using MaxDiff.](#)

Or contact one of our senior research experts for complimentary consultation on your specific needs

**Jim Nelems**, CEO

[jinelems@mwshop.com](mailto:jinelems@mwshop.com)

**Lorri Sidoti**, Senior Vice President

[lsidoti@mwshop.com](mailto:lsidoti@mwshop.com)

**Carolyn Garfein**, Senior Vice President

[cgarfein@mwshop.com](mailto:cgarfein@mwshop.com)