

# X Services Path-to-purchase

Subtitle



# Table of Contents

## Sample Parameters

- Survey of Americans, sourced through Research Now online panel
- Respondents must have used at least one of the qualifying [Service] services in past year or consider using in next year to qualify
- Used “least filled” quota approach to randomly assign respondents to one [Service] service type

## Fieldwork

- Survey fielded from ?????????????? To ???????
- Total of ??? Respondents, as follows:
  - Business-to-business: xxx
  - Business-to-consumer: xxx
  - Considerers: xxx

## Questionnaire

## Reporting Notes

# Background and Objectives

A blue rectangular graphic consisting of a solid blue box on the left containing the text 'Objective 1' and a light blue shaded area extending to the right.

Objective 1

A green rectangular graphic consisting of a solid green box on the left containing the text 'Objective 2' and a light green shaded area extending to the right.

Objective 2

A yellow rectangular graphic consisting of a solid yellow box on the left containing the text 'Objective 3' and a light yellow shaded area extending to the right.

Objective 3

# Respondent profile

# Technology usage

# Devices Owned



B2B

B2C

Considerers

%

%

%



%

%

%



%

%

%

**B2B** [Service] Services Path-to-Purchase





# Reason for seeking [Service] services & services used

Did you know which provider you wanted to work with?

38%

Yes, and did not consider others

36%

Yes, but open to working with others

26%

No, didn't know who to work with

Worked with same provider in past?

60%  
Yes

37%  
No

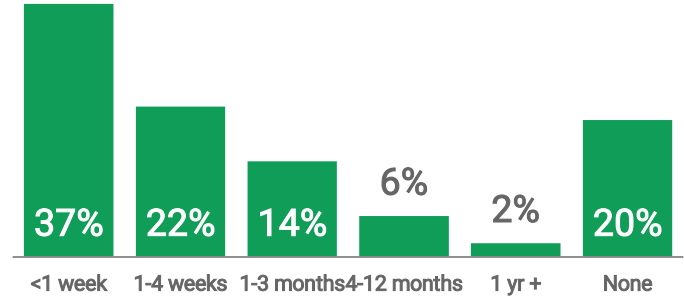
1.7

Average number of providers considered before choosing one used most recently

1.5  
Used same service before

2.0  
New Service Used

Time spent researching prior to selecting service



4.2  
Average time spent on each action

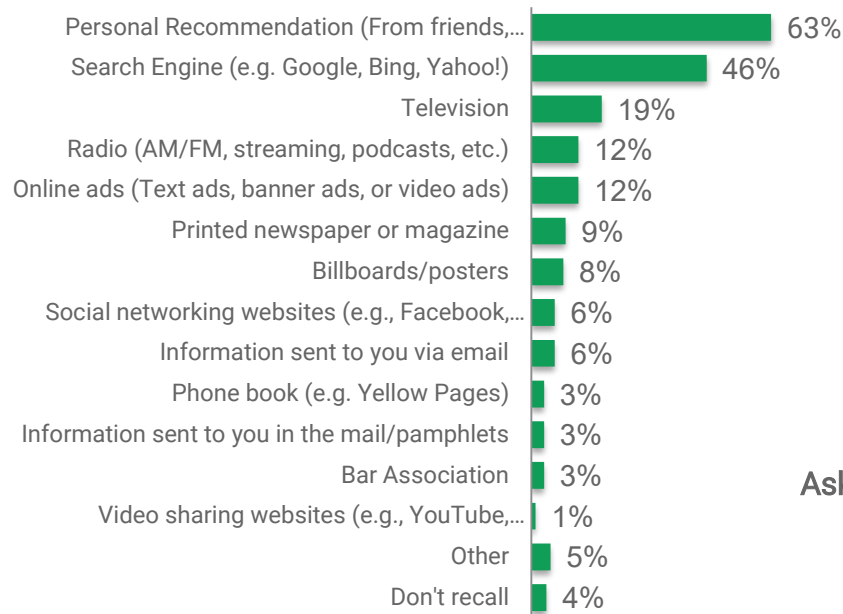
37%  
Spent less than one week researching which [Service] services to use

# Action taken when seeking [Service] services

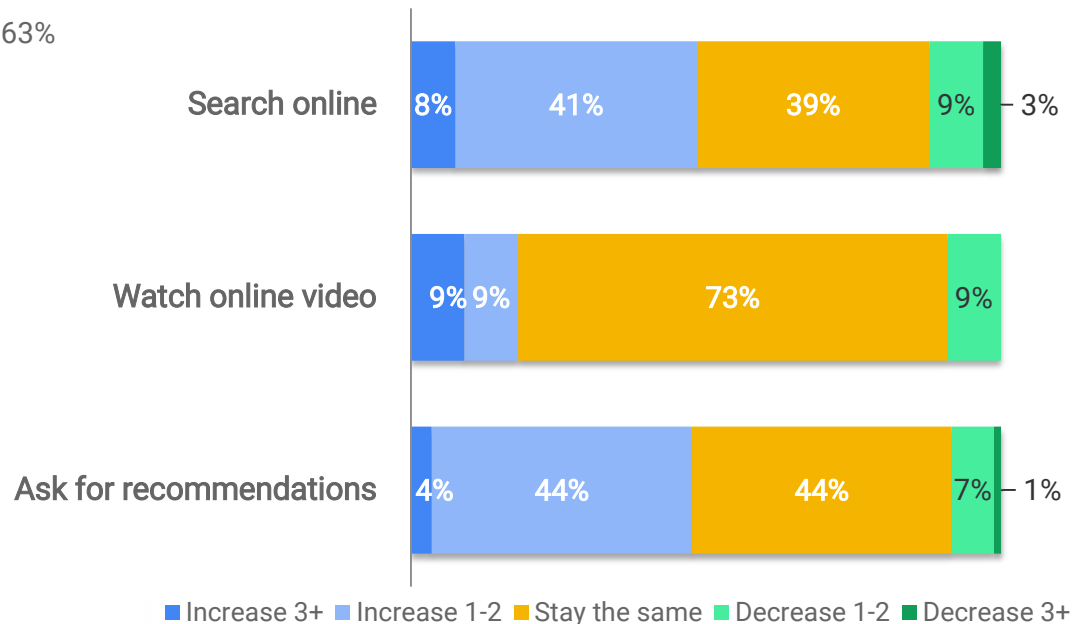
Action Taken	Importance			Phase			How Soon Taken				
	%	% Top 3	% "Most important"	Beginning	Middle	End	Within Hour	Within Day	Within Week	Within Month	Over 1 Month
Visited the [Service] service provider's website	40%	77%	20%	61%	42%	17%	8%	32%	38%	17%	1%
Asked friends/family/colleague for [Service] service provider recommendations	39%	81%	43%	75%	33%	6%	7%	19%	52%	13%	6%
Searched online for information about	37%	82%	52%	65%	44%	17%	21%	30%	36%	6%	3%
Searched online for the [Service] service provider	35%	68%	19%	65%	40%	6%	16%	35%	35%	10%	2%
Contacted a representative by phone	34%	80%	34%	39%	57%	30%	5%	10%	56%	23%	7%
Started a discussion with family member or friend	25%	73%	36%	76%	33%	9%	16%	22%	44%	7%	2%
Asked an expert for [Service] service provider recommendations	21%	84%	63%	66%	42%	-	5%	26%	42%	18%	5%
Requested information via online form	16%	55%	10%	62%	34%	3%	10%	24%	48%	7%	7%
Contacted a representative by email	12%	38%	10%	38%	48%	29%	-	19%	52%	24%	5%
Watched a video online about	6%	27%	18%	55%	27%	18%	9%	27%	55%	-	9%
Contacted a representative by live chat on their website	4%	50%	13%	63%	38%	-	13%	25%	38%	-	13%
Started a discussion with a budget holder or decision maker at my company	4%	88%	63%	50%	50%	25%	25%	13%	25%	25%	13%
Followed/Liked the [Service] service provider on a social network	4%	71%	29%	29%	57%	29%	-	29%	43%	-	14%
Watched a video online about the [Service] service provider	4%	57%	14%	43%	57%	-	-	57%	-	14%	14%
Other	2%	100%	100%	25%	75%	50%	-	50%	25%	25%	-

Base: B2B [Service] Services Users who considered more than one provider

# Sources consulted and impact of actions on consideration set

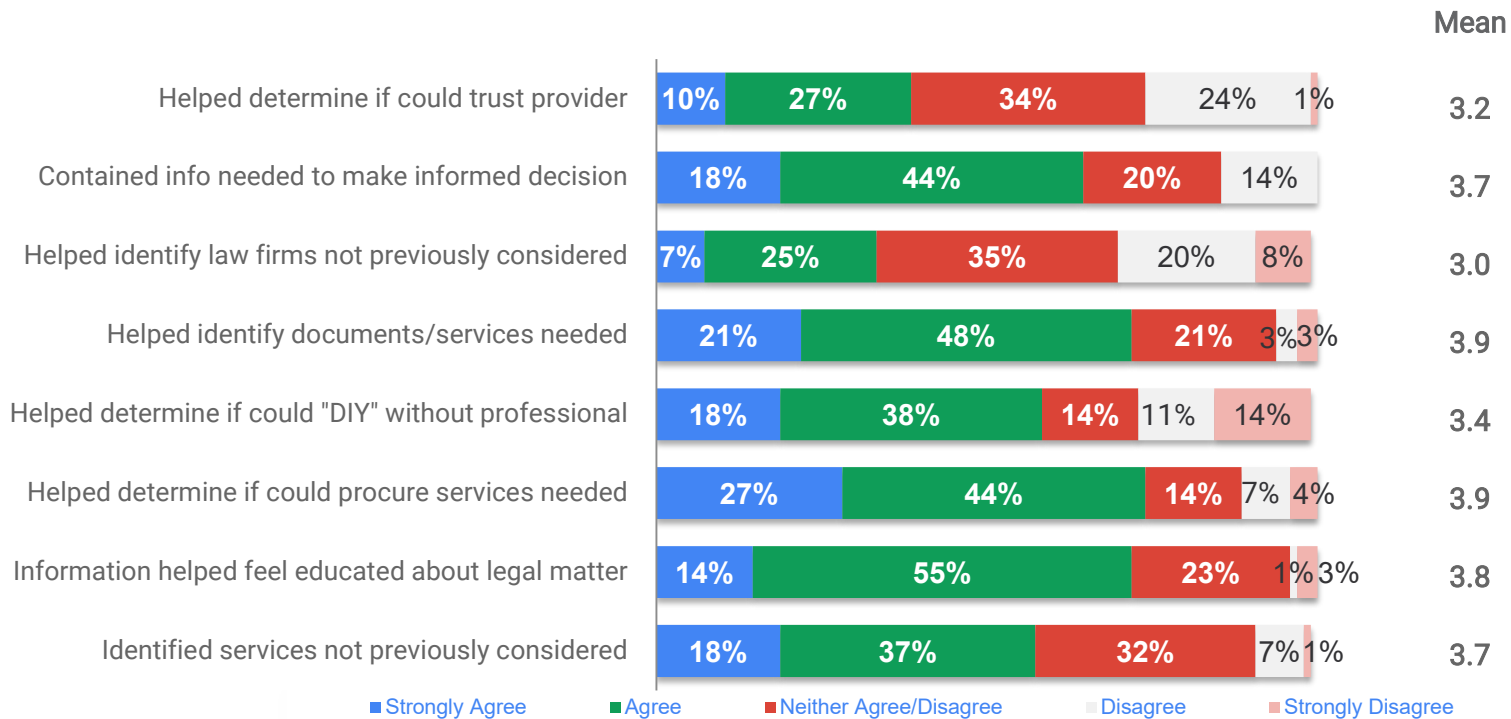


A6. Through which of the following sources do you recall seeing or hearing information about **[Service] service providers** when you were deciding which provider to use for **[QUALIFIED SERVICE]**? Base: B2B [Service] Services Users (n=178)



A12a-c. Base: B2B [Service] Services Users who took specific actions. (Base varies)

# Agreement on websites available when seeking service

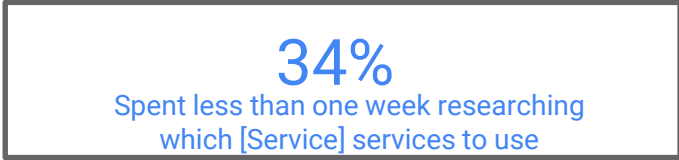
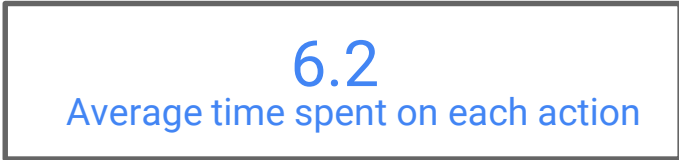
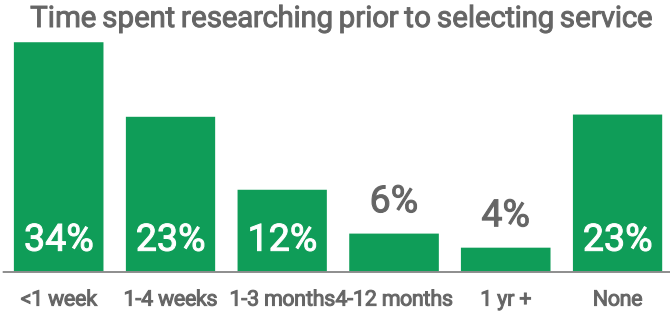
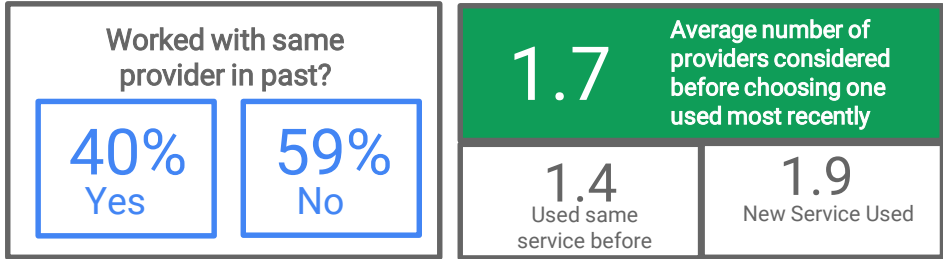
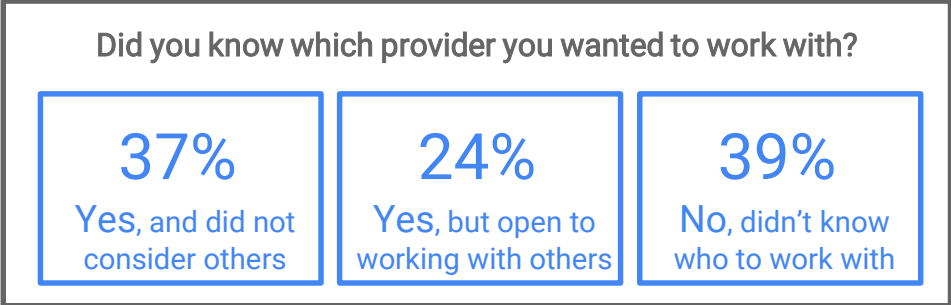


A11. Please indicate the extent to which you agree or disagree with the following statements about visiting the website for specific [Service] service providers.  
 Base: B2B [Service] Services Users who considered more than one provider (Base varies)

B2C [Service] Services Path-to-Purchase



# Reason for seeking [Service] services & services used



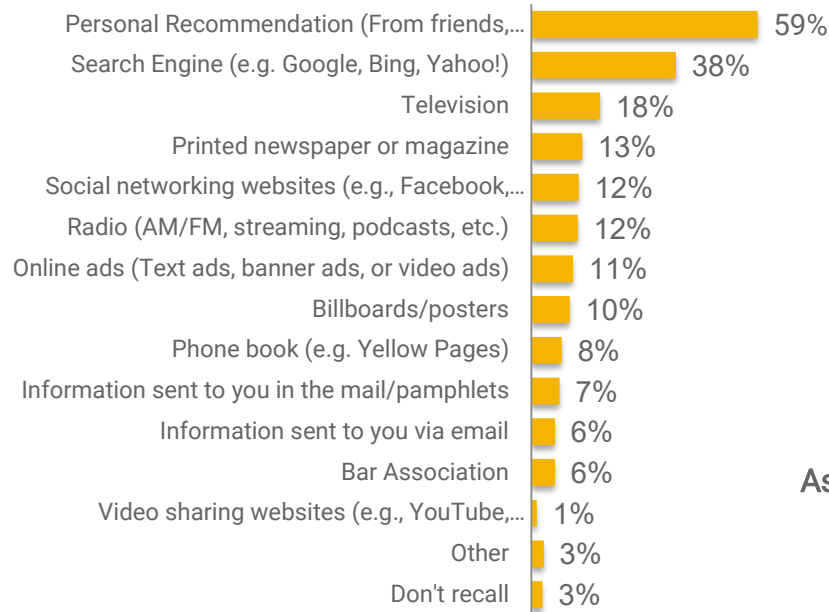
A7-A9  
Base: B2C [Service] Services Users who considered more than one provider

# Action taken when seeking [Service] services (detailed)

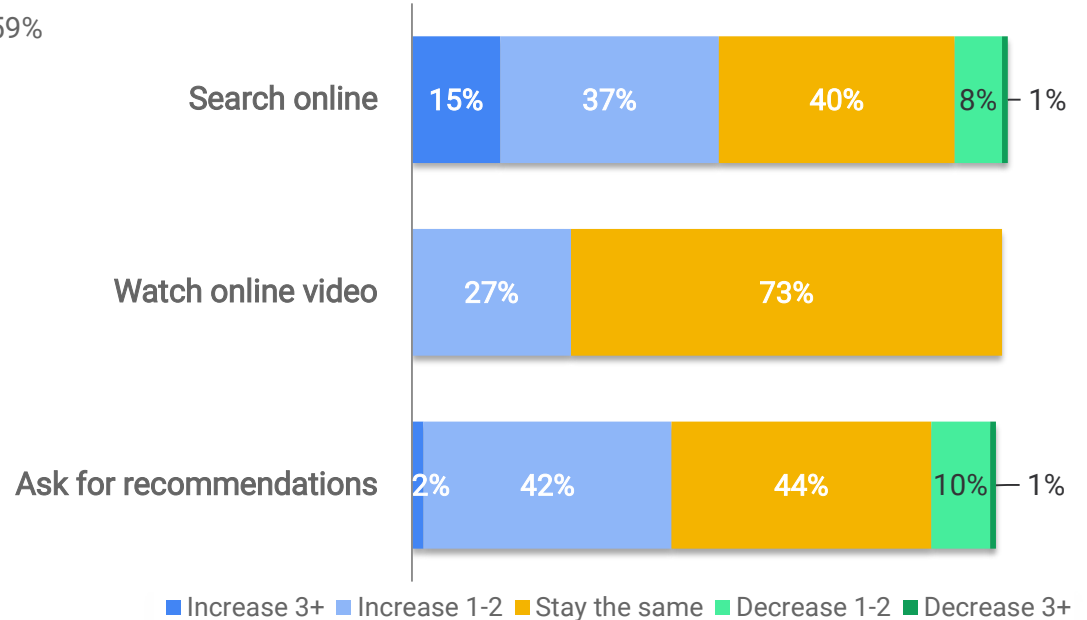
Action Taken	Importance			Phase			How Soon Taken				
	%	% Top 3	% "Most important"	Beginning	Middle	End	Within Hour	Within Day	Within Week	Within Month	Over 1 Month
Contacted a representative by phone	45%	83%	41%	43%	57%	17%	3%	21%	49%	18%	7%
Asked friends/family/colleague for [Service] service provider recommendations	42%	91%	53%	79%	27%	6%	9%	26%	44%	15%	5%
Visited the [Service] service provider's website	35%	74%	22%	51%	50%	13%	11%	21%	43%	18%	7%
Searched online for the [Service] service provider	31%	70%	26%	63%	46%	9%	16%	26%	44%	10%	3%
Searched online for information about	30%	75%	33%	70%	37%	9%	17%	31%	37%	12%	4%
Started a discussion with family member or friend	30%	75%	45%	79%	31%	15%	16%	22%	41%	13%	5%
Asked an expert for [Service] service provider recommendations	22%	91%	55%	57%	44%	5%	7%	17%	51%	13%	8%
Requested information via online form	12%	56%	10%	51%	46%	10%	3%	28%	44%	18%	5%
Contacted a representative by email	12%	54%	18%	51%	54%	21%	5%	26%	41%	18%	10%
Contacted a representative by live chat on their website	5%	50%	13%	50%	50%	6%	6%	31%	31%	19%	6%
Watched a video online about	4%	53%	13%	40%	53%	13%	7%	13%	47%	27%	7%
Followed/Liked the [Service] service provider on a social network	4%	25%	8%	58%	33%	8%	-	8%	67%	17%	-
Watched a video online about the [Service] service provider	2%	50%	13%	38%	75%	13%	-	25%	63%	-	13%
Started a discussion with a budget holder or decision maker at my company	-	-	-	-	-	-	-	-	-	-	-
Other	2%	100%	50%	25%	63%	13%	-	25%	50%	25%	-

Base: B2C [Service] Services Users who considered more than one provider

# Sources consulted and impact of actions on consideration set



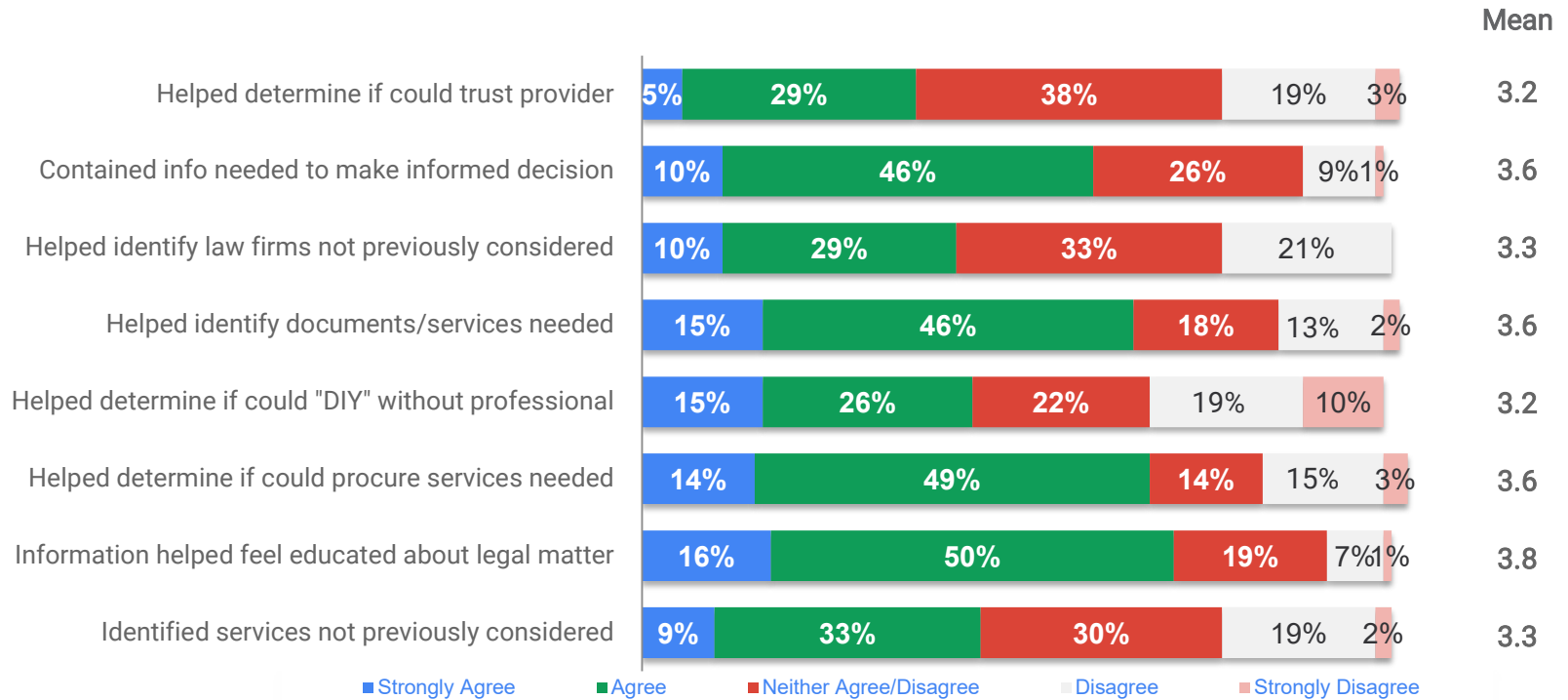
A6. Through which of the following sources do you recall seeing or hearing information about **[Service] service providers** when you were deciding which provider to use for **[QUALIFIED SERVICE]**? Base: B2C [Service] Services Users (337)



A12a-c. Base: B2C [Service] Services Users who took specific actions. (Base varies)



# Agreement on websites available when seeking service



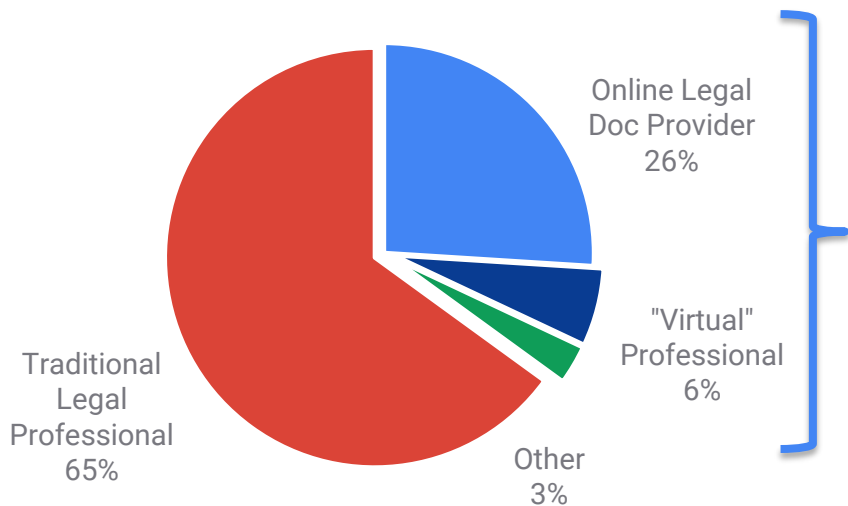
A11. Please indicate the extent to which you agree or disagree with the following statements about visiting the website for specific [Service] service providers.

Base: B2B [Service] Services Users who considered more than one provider

**B2B** [Service] Service Provider Used



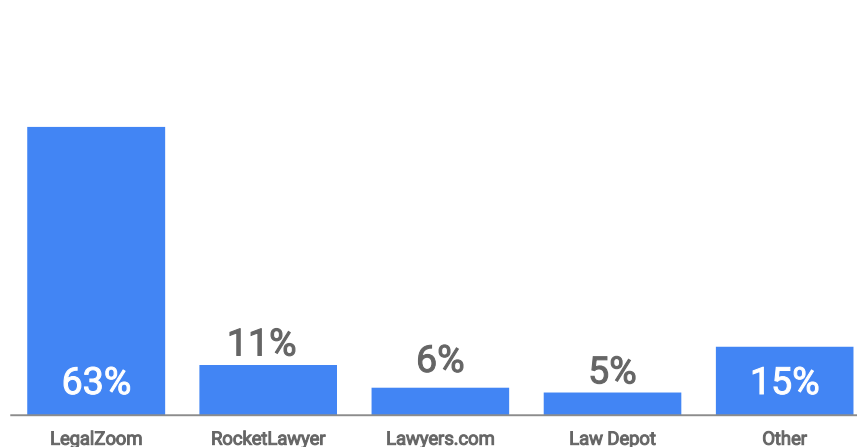
## B2B [Service] Service Used



B1. Which of the following best describes the type of [Service] service provider you used most recently for [INSERT QUALIFIED SERVICE]? Click on the statement to see a full description.

Base: B2B [Service] Services Users (n=288)

## Virtual/Online [Service] Service Used\*



B2. [if B1 = 1 "Online" or "Virtual"] Which online/virtual [Service] services provider did you use most recently?

\*Caution: Small base size. Base: B2B [Service] Services Users (n=94)

# Reason for using online/virtual [Service] service



B3. [if B1 = 1 or 2 Online or Virtual for most recent service]. You indicated you used [COMPANY in B2] for your [Service] matter related to [INSERT QUALIFIED SERVICE]. What made you first choose [COMPANY in B2], instead of a traditional [Service] professional who you meet with in-person at least some of the time? *Select all that apply.*

Base: B2B [Service] Services Users who used online [Service] service (n=94)

# Reason for using traditional [Service] service

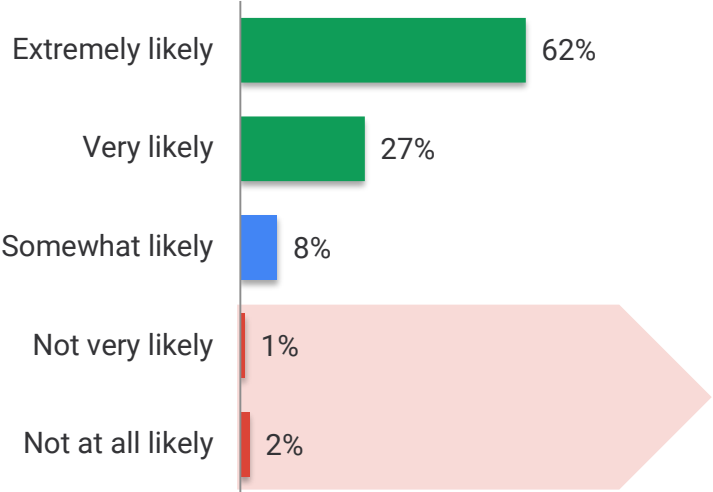


★ Top 3 Most Important

B4. [if B1 = traditional for most recent service]. You indicated you used a traditional [Service] professional for your [Service] matter related to [INSERT QUALIFIED SERVICE]. What made you choose a traditional [Service] service most recently? *Select all that apply.* B5. [IF MORE THAN ONE REASON SELECTED IN B4] What was the most important reason for choosing to use [Service] services from [COMPANY IN B4]?

Base: B2B [Service] Services Users who used online [Service] service (n=186)

# Reason for using traditional [Service] service



**Why unlikely?**

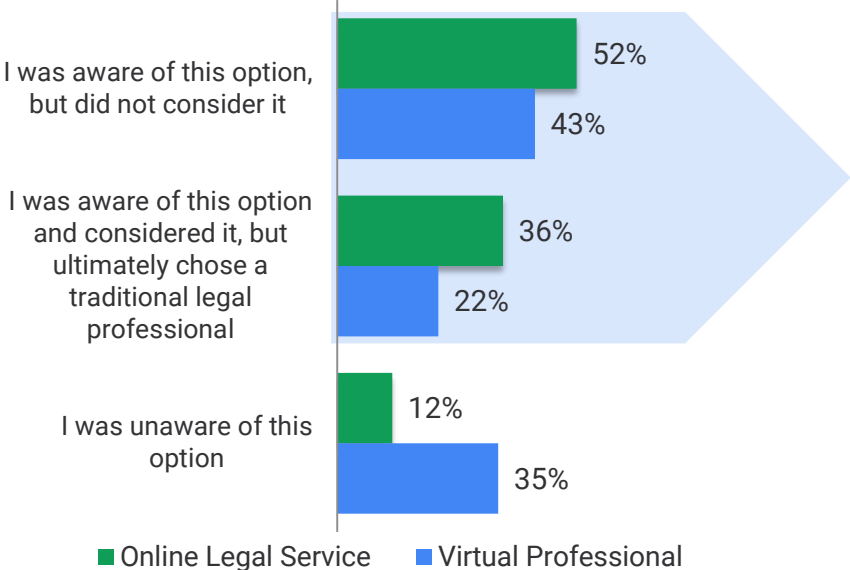
Be honest	22%
Lower their price or offer a discount	11%
Another main point of contact /customer service representative	11%
Others	11%
Nothing/NA	44%

B6. All things considered, how likely are you to recommend the [Service] service provider you used for [INSERT QUALIFIED SERVICE] to your friends, family or colleagues?

B7. [IF B6=4 OR 5] Is there anything that the [Service] service provider could do to make you more likely to recommend them?

Base: B2B [Service] Services Users who used online [Service] service (n=288)

# Reason for using traditional [Service] service



### What discouraged you from using?

Preference to meet in person with someone when discussing [Service] matters	65%
Concern that the service can't provide the level of support needed	35%
Concerns about quality of the work produced	36%
Concern that the service is not reputable or legitimate	27%
Concerns about data privacy/security	27%
Concern that the work won't be completed to my satisfaction	25%
Concern that the work will be completed in another country	18%
Concern that the work won't be completed on time	12%
Concerns about the digital savvy needed to use this kind of service	6%
None of these	9%

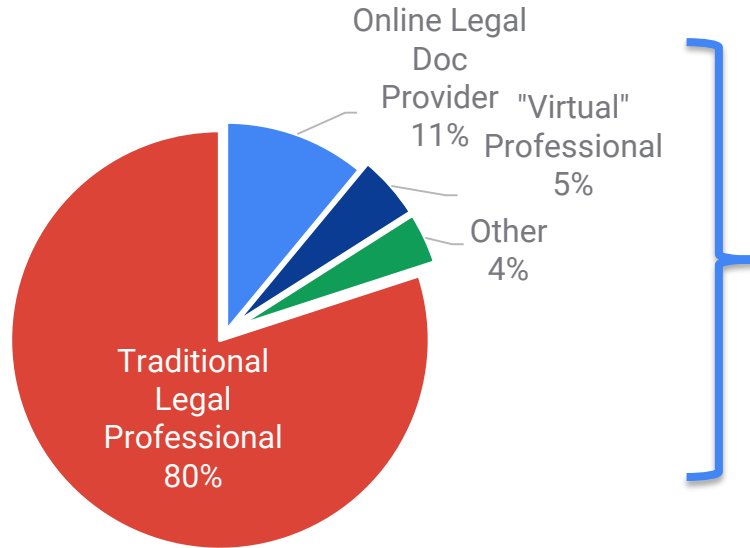
B8. [IF B1 = Traditional [Service] Professional AND (S6 ~= Accident/Injury Matters OR S6 ~= Defective Products/Recalls)] Before choosing a traditional [Service] professional, did you consider using any of the following options? B9. [IF B8 = 1 or 2] What, if anything, discouraged you from using an Online [Service] Document Provider or Virtual [Service] Professionals?  
 Base: B2C [Service] Services Users who used [Service] service for accident/injury / defective product recall (n=178)

B2C [Service] Service Provider Used





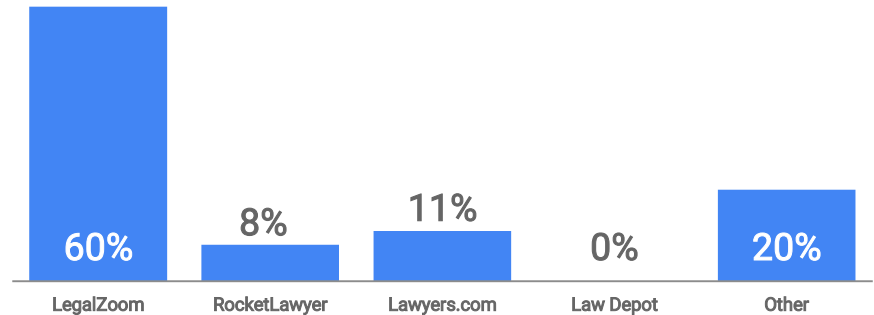
## B2C [Service] Service Used



B1. Which of the following best describes the type of [Service] service provider you used most recently for [INSERT QUALIFIED SERVICE]? Click on the statement to see a full description.

Base: B2C [Service] Services Users (n=533)

## Virtual/Online [Service] Service Used\*



B2. [if B1 = 1 "Online" or "Virtual"] Which online/virtual [Service] services provider did you use most recently?

\*Caution: Small base size. Base: B2C [Service] Services Users (n=87)

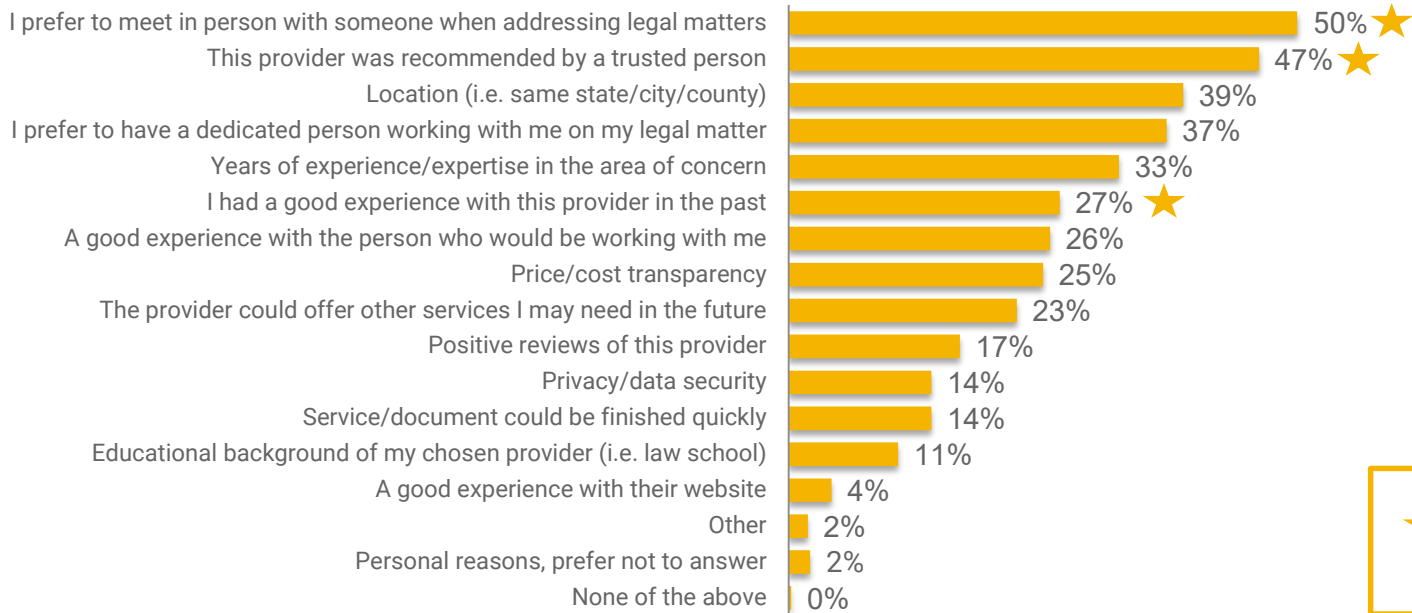
# Reason for using online/virtual [Service] service



B3. [if B1 = 1 or 2 Online or Virtual for most recent service]. You indicated you used [COMPANY in B2] for your [Service] matter related to [INSERT QUALIFIED SERVICE]. What made you first choose [COMPANY in B2], instead of a traditional [Service] professional who you meet with in-person at least some of the time? *Select all that apply.*

Base: B2C [Service] Services Users who used online [Service] service (n=87)

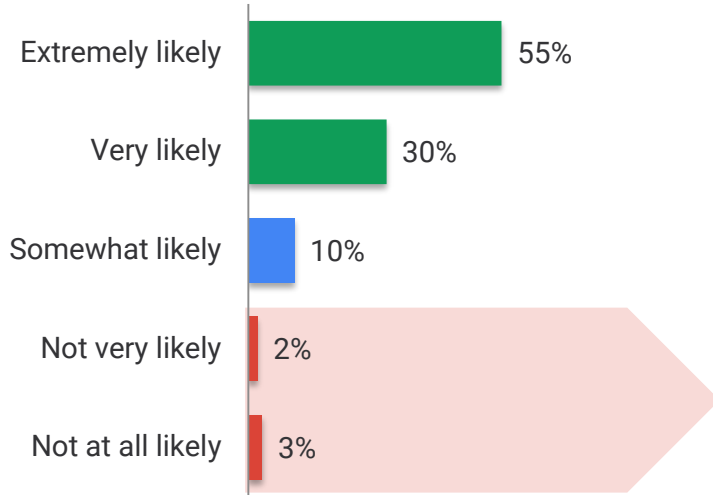
# Reason for using traditional [Service] service



B4. [if B1 = traditional for most recent service]. You indicated you used a traditional [Service] professional for your [Service] matter related to [INSERT QUALIFIED SERVICE]. What made you choose a traditional [Service] service most recently? *Select all that apply.* B5. [IF MORE THAN ONE REASON SELECTED IN B4] What was the most important reason for choosing to use [Service] services from [COMPANY IN B4]?

Base: B2C [Service] Services Users who used online [Service] service (n=425)

# Reason for using traditional [Service] service



## Why unlikely?

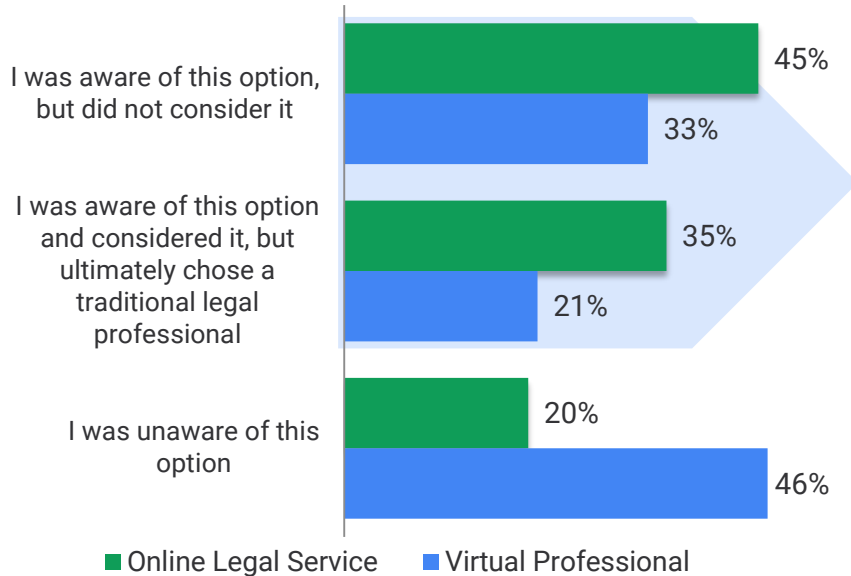
Be responsive/ Informative	20%
Additional customer support	8%
Be caring	8%
Be active	8%
Be honest	4%
Lower their price or offer a discount	4%
Others	40%
Nothing/NA	24%
Don't know	4%

B6. All things considered, how likely are you to recommend the [Service] service provider you used for [INSERT QUALIFIED SERVICE] to your friends, family or colleagues?

B7. [IF B6=4 OR 5] Is there anything that the [Service] service provider could do to make you more likely to recommend them?

Base: B2C [Service] Services Users who used online [Service] service (n=533)

# Awareness of online/virtual services & why not used



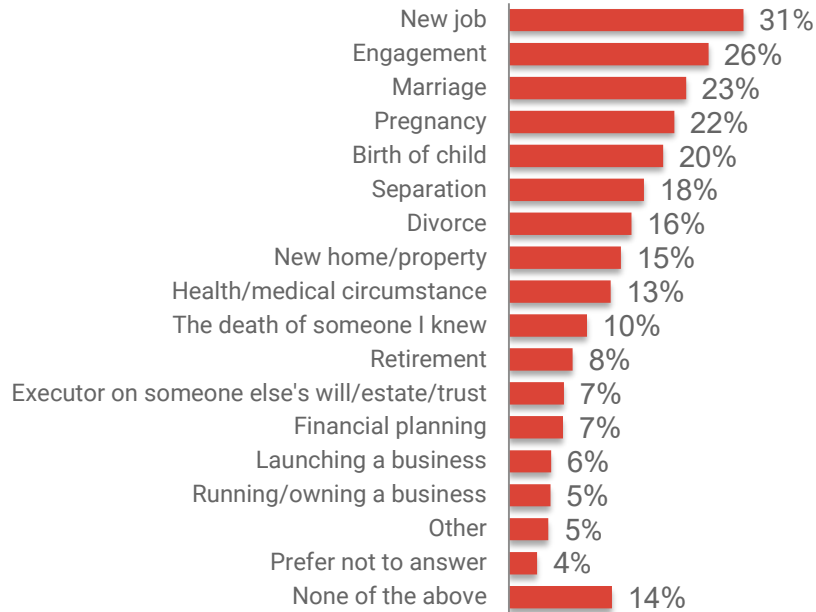
## What discouraged you from using?

Preference to meet in person with someone when discussing [Service] matters	67%
Concern that the service is not reputable or legitimate	28%
Concern that the service can't provide the level of support needed	27%
Concerns about quality of the work produced	27%
Concerns about data privacy/security	24%
Concern that the work won't be completed to my satisfaction	19%
Concern that the work will be completed in another country	12%
Concern that the work won't be completed on time	9%
Concerns about the digital savvy needed to use this kind of service	9%
None of these	7%

B9. [IF B8 = 1 or 2, AND B1 = Traditional [Service] Professional AND (S6 ~= Accident/Injury Matters OR S6 ~= Defective Products/Recalls)] What, if anything, discouraged you from using an Online [Service] Document Provider or Virtual [Service] Professionals?

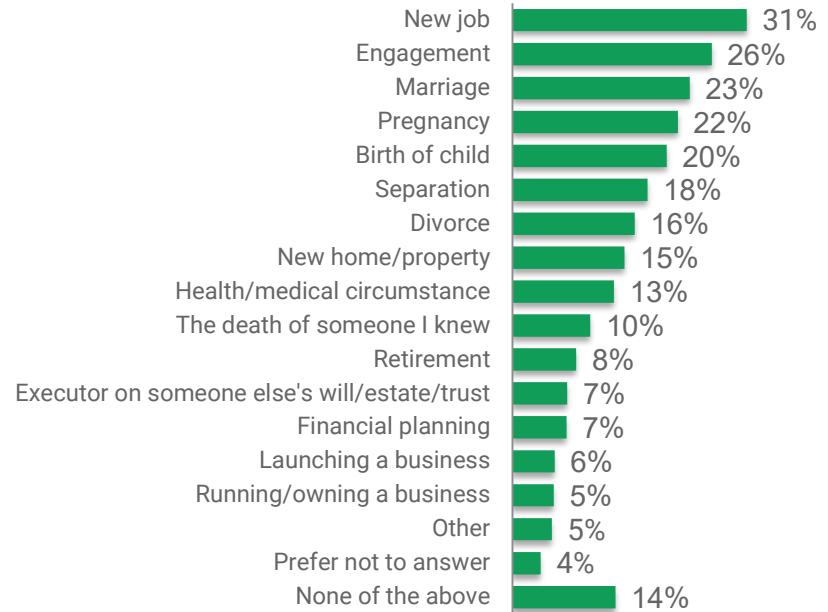
Base: B2C [Service] Services Users who used service other than accident/injury / defective product recall (n=375)

# Reason for seeking [Service] services



A1. Which of the following, if any, prompted you to seek out [Service] services related to [Wills, Estates & Trusts]? Please check all that apply.

Base: B2C [Service] Services Users



A2. Which of the following, if any, prompted you to seek out [Service] services related to Corporate/Business Formation? Please check all that apply.

Base: B2B Business Formation Services Users