

Marketing Solutions by AK Insights Ltd.

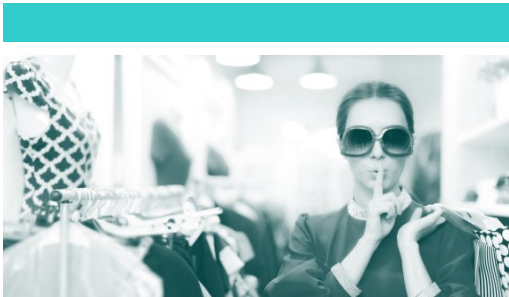
Data ... Knowledge ... Insights!



About Us

AK Insights provides niche marketing solutions with a focus on market research, customer relationship management and digital marketing. Incorporated in 2005, we operate a virtual business model that utilizes a small, core full-time team but with a large pool of part-time associates in Trinidad & Tobago and throughout the Caribbean. We have been honoured to assist a diverse portfolio of clients from Latin America, the United States and the Caribbean. Our management team has over 20 years experience in consumer marketing, business development, market research, creative development and innovation, from a local as well as global perspective.

OUR RESEARCH & CRM SERVICES



MYSTERY SHOPPING

Measure, monitor and improve customer service standards.

Services include: regular mystery shops, telephone shops, audio-recorded shops, promotion audits, competitor shops, photo shops, on-the-spot reward and recognition programs, etc.



MARKET RESEARCH

Consumer and trade research along with market intelligence.

Services include: customer satisfaction surveys, product/category audits, quality audits, executive interviews, market intelligence, etc.



CUSTOMER RELATIONSHIP MANAGEMENT

Development and management of customer loyalty programs.

Services include: database creation (e.g. digitization of paper-based entry forms), data mining, direct marketing, newsletter design, email marketing, social media marketing, etc.

... and more!

CONTACT US

For further information or to request a customized quotation, contact:

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