

The key points are:

- 1) WordPerfect users must believe that Word will make their word easier before they ~~stop~~ switch.
- 2) WordPerfect users still love the company
- 3) They know about us, but still favor WordPerfect
- 4) Office is a hard sell.

Thoughts?
RMSO



WordPerfect User Survey
Summary Report
 Conducted October, 1992-January 1993
 MSI International

Executive Summary

The results of this study reaffirm our belief that WordPerfect for MS-DOS users are brand loyal and consider the investment in learning too significant to leave behind. They are happy with their relationship with WordPerfect Corp, and they are happy with the way the product meets their needs. The areas they find difficult are related to the manual nature of the product and see it as a difficult product to learn, but is precisely this investment in training that keeps them with the product once learned.

TSP plugs into this in a way with Auto Contact - format

Our efforts to convince these customers should be focussed on getting their typical work done with relative ease. Demonstrations and seminars remain a great way to help users see a better way to work (~~marketing programs don't do much for them~~), as well as evidence that users such as themselves found the migration painless. We also need to work on the customer/vendor relationship that WordPerfect nurtures with their customers.

Background

A survey of 300 WordPerfect users was conducted to better understand how they perceive the product. Questions were asked regarding product usage, likes and dislikes, the possibility of switching word processors, and the characteristics of a vendor that they think important. We asked them to keep track of their word processing activities for a week, and to document their difficulties or efficiencies as they experienced them. We also asked customer perceptions of the recent WordPerfect ad campaign that promotes its cross-platform support.

The users were selected from the PC Watch customer base, and we asked that they target normal word processing users. Influential users or computer professionals were successfully avoided.

Customer and Company Profile

The sampling of WordPerfect users was just what we wanted; folks who use a word processor as a tool to complete a task, with most indicating their knowledge level to be moderate (64%). Only 18%

considered themselves a computer professional, and 59% said they gave more word processing advice than they received. Only 1 in 4 read any sort of computer magazine on a regular basis. These users are long time WordPerfect users (avg: 3.2 years) and long time word processing users (avg: 6.5 years). Though each person asked used the WordPerfect for DOS product, 8% also owned the Windows version. It is relevant to mention that 4% of the WordPerfect for DOS customers moved to the Microsoft Word for Windows product; i.e., half of the people going to Windows changed products along the way.

As is usually the case, the type of company by which they are employed range in type and size. Coming in at the top of the list, education users represented 15% of the sampling, with Government comprising 13% and Financial/Accounting at 7%. At the bottom of the list were law firms (4%) and Engineering/R&D at 2%. About 43% of the respondents worked at companies of less than 250 employees, and 22% were from companies that employed over 5000 people.

Most of the users we surveyed did not have a choice as to which word processor they used at work, only 32% said they had input into the decision process.

Word Processing Usage

As expected, this survey indicated a high level of loyalty and commitment to WordPerfect as a company and as a product:

- 96% were satisfied/extremely satisfied with WordPerfect for DOS. Reasons cited:
 - Ease of Use (40%)
 - Features (12%)

The type of documents produced were:

- External letters/memos (26%)
- Internal letters/memos (22%)
- Reports of up to 15 pages (13%)

Because of the high degree of satisfaction with their word processor, and presumably because the type of user profiled in this study don't require alot of sophistication from their processor, the majority (54%) indicated they would be resistant to switching to another word processor.

- Training/learning (70%)
- No time to switch (18%)
- No reasons to switch (13%)

As they kept track of typical word processing chores throughout a sample week, they documented areas that could be improved as well as areas they found helpful. The things they indicated were their most used/liked features are:

- Document editing (49%)
 - Liked power of editing features (16%)
 - Spell checker useful (15%)
 - Moving text around (8%)
 - Easy and fun once learned (6%)
- Setup of a document (19%)
 - TAbs (4%)
 - Formatting (3%)

Need to add Word Perfect help!

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- Indents (3%)
- Special features, like macros, fonts, tables (28%)
 - Macros (8%)
 - Fonts (3%)
 - Importing data (3%)

Things they found most frustrating about WP/DOS:

- Function keys are hard to remember, use (6%)
- Too much manual intervention to set up a document (20%)
 - Tabs (5%)
 - Formatting setup (4%)
 - Spacing/lines (17%)
- Editing features, like the thesaurus, lacking or not useful (8%)
 - Difficulties with table setup (9%)
 - Data integration from other apps (1%)
 - Not fully WYSIWYG on screen (1%)
 - Footnoting (2%)
 - Editing (2%)
 - Deleting (2%)
- None (23%)

WordPerfect Advertisement

A copy of WordPerfect's recent advertisement series, promoting its products across the line of operating systems, was included in the survey. The one chosen for closer scrutiny was "Licensed to Choose", with a picture of a woman and buttons like "sticking with DOS" and "ready for OS/2" overlaid on the picture. Ad text talks about how easy it is to have a WordPerfect product regardless of the platform chosen.

Since only 1 of 4 of the respondents read any trades on a regular basis, it is not surprising that only 38% had seen the WordPerfect advertisement enclosed in the survey. However, when they did see it, 68% found it very/somewhat interesting and 65% found it very/somewhat relevant. Almost half found the message delivered in the ad enticing, and 80% thought it described WordPerfect and its products accurately. Most thought the picture of the woman was non-relevant.

Vendor Relationships

This was a fascinating study in the characteristics felt important by typical users. Customers consistently identified emotional/relationship sorts of factors as important to them, with technology advances or vendor superiority ranked as less important. When asked how important it is that the manufacturer of their word processing program "support people, not systems", 93% responded that it was very/somewhat important.

When asked how important certain characteristics were when considering a word processing company/product, the following were stack ranked by importance (remember, this is of word processing vendors in general) as the first category, how customers perceive WordPerfect ranks in these characteristics, and how much they feel about Microsoft:

Characteristic	General	WP	MS
Makes bug-free products from the start	75%	51%	42%

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Offers good customer support and service	74%	56%	43%
Offers products that are easy to use	67%	41%	35%
Is a company I can trust	65%	61%	48%
Is responsive to customer needs	64%	49%	36%
Understands me and my software needs	49%	36%	26%
Provides a wide range of software products	44%	30%	45%
Is visionary	40%	40%	39%
Is known for technical excellence	36%	44%	38%
Is the leading Word Processing company	17% (1)	57%	38%

Need to get the word out!

In general, WordPerfect achieves the highest rating in the areas considered the most important by these users, such as vendor trust, customer empathy, good support, etc. Microsoft achieved the highest ratings in the areas considered less important, such as vendor superiority and technical excellence. This is consistent with previous satisfaction studies, where Microsoft is not perceived a customer oriented company but one that builds technically strong products.

Conclusions

Though influential users are trend watchers, and have a tendency to try new things and take chances with their software use, the normal word processor user just wants to stay productive and get the work done. They value good, solid products from a company that they can trust. They are resistant to change, because they feel the time and effort will impede their ability to complete the tasks at hand, and unless they come up against a wall when trying to accomplish something with their word processor, they will not switch. "Making it easier" is only relevant if the "it" is relevant to the user, so we must concentrate on individual tasks users can relate to and show them how much easier it can be.

Some implications can be derived to assist in our efforts to convert WordPerfect for MS-DOS users:

- WordPerfect customers struggled through a long, painful learning process to understand WordPerfect for MS-DOS. It is that struggle they remember when thinking about the next word processing switch.
- Continue emphasizing how easy it is to switch. Make sure customers know that their move will be painless, and won't interfere with getting their work done. Create easy training and migration tools that help users quickly acclimate to Word.
- Create a compelling reason to move. Remember that these customers don't switch word processors just to be using the most current product available. But you can talk about some of their common frustrations (function keys, tabs, etc.) and show them how easy it is

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to do it in Windows. Center marketing messages around "easy to use", such as AutoFormat for WP/DOS users frustrated by manual nature of the product.

- Only 18% of these users integrate data from other products. Our "office" messaging may not be interesting unless we spend more time instructing users on how to use it.
- Continue the Word Challenge type of promotion, showing how easy our product is in comparison to others available, but remember that only 25% of this customer base reads any industry periodicals.
- Highlight typical user migrations. Be honest about their concerns at the onset, but show how the additional features of Windows combined with the effortless conversions and retraining minimized the risk involved.
- Be sensitive to these users' key concern. They don't have the desire to learn new stuff - if we can talk about how much time they'll save, and how we care about their migration after the product is sold, they'll be interested.