Customer research that tells you what to do next.

Freeform Strategy is a Melbourne-based customer research and strategy consultancy, working Australia-wide across qualitative and quantitative research. Founded in 2017 by Will Anderson, who brings more than 20 years in brand planning and research, Freeform works with government, utilities and commercial organisations on the decisions that depend on understanding customers.

WHAT WE DO

- **Brand and CX tracking:** ongoing measurement of brand health and customer experience
- **Customer satisfaction and NPS surveys:** consumer and B2B, with the analysis behind the scores
- **Focus groups and in-depth interviews:** senior-moderated, in person or online, Australia-wide
- **Customer segmentation:** behavioural or attitudinal, built to be used
- **Customer journey mapping and service design:** current state to future state, plus CX capability workshops
- **Concept testing and product development:** ads, messages, products and services
- **Research synthesis and strategy:** existing research pulled into one clear direction

WHY FREEFORM

Senior researcher on every project
The person you brief designs the study, runs it, analyses it and presents it. No account management layer.

Quality controlled end to end
Surveys scripted and hosted in-house on an Australian platform, with panels supplying sample only.

Our own loyalty measure
The Customer Value Indicator works where NPS can't: when customers don't get to choose their provider.

Findings you can act on
Clear headlines, real customer voices, plain English, and a straight answer to "so what?"

Clients across sectors

Energy and water	Aurora Energy, Yarra Valley Water, South East Water, Melbourne Water, Solar Victoria
Government	Department of Parliamentary Services, DEECA, TasRecycle, Victoria University
Building and construction	Metricon, ABC Homes, Reece, Central Steel Build
Financial services	NAB, AIA, BankVic, NTI, SilverChef, 1835i, St Luke's Health
Consumer, retail and B2B	Australian Made, Britax, White Pages, NEC
Early learning and health	Lady Gowrie Tasmania, St John of God

Agency partners include VML, McCann, Hive, Hard Edge, Creativeworks and GreenHat.

How we work

Every project starts with the decision you need to make. We choose the method to fit the question, drawing on current marketing and behavioural science: Ehrenberg-Bass on how brands grow, COM-B on behaviour change, published decision-making research for segmentation, and our own Customer Value Indicator. When a project needs more hands, Freeform brings in trusted independent researchers and specialists. You still deal with Will.

Selected results

$20m
Australian Made
Tested two national campaign routes in metro and regional groups across three states. The recommended route became a $20 million national campaign.

Since 2019
Aurora Energy
Brand and customer experience tracking program, run every year since 2019.

12 weeks
Medibank
Research-and-design sprints took a new service from paper concept to working digital prototype in 12 weeks.

Since 2015
Metricon
A research partner for more than a decade, across a range of customer research.

Full case studies at freeformstrategy.com/work

Standards, registrations and insurance

Professional standards	Working to The Research Society Code of Professional Behaviour and the Australian Privacy Principles
Privacy	Privacy Act 1988 (Cth)
Data	Surveys hosted on HumanListening, an Australian platform that primarily processes data in Australia
Government registers and panels	Victorian Government Marketing Services Register; Commonwealth Management Advisory Services (MAS) Panel
Professional indemnity	$5 million (Vero Insurance), current to 20 February 2027
Public and products liability	$20 million (QBE Insurance), current to 20 February 2027

Certificates of currency available on request.

BUSINESS DETAILS
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