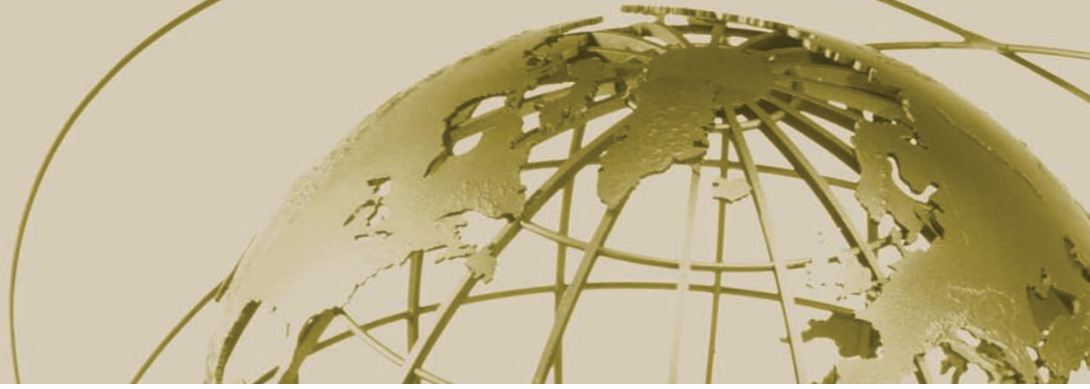




Opinion Research Corporation



*Deliver a  
differentiated  
experience to  
your customers.*

## CUSTOMER STRATEGIES

In today's increasingly competitive global economy, zeroing in on customer satisfaction is no longer enough to ensure success. Instead, companies must place a wider focus on customer equity, aligning efforts to earn trust and build sustained customer relationships to realize continued growth and profitability.

Opinion Research Corporation's Customer Strategies practice offers a comprehensive approach to help you foster customer advocacy, increase loyalty, reduce marketing costs and build the value of your brand. The ultimate goal is to align your marketing efforts with product and service delivery to maximize value, bottom-line contributions and competitive differentiation.

### Issues we can help you with include:

- Developing customer strategies to establish market differentiation
- Improving customer retention, identifying prime buying motives and increasing total customer spend
- Enhancing customer acquisition
- Aligning the actual customer experience with the brand promise
- Gaining an in-depth understanding of your customer's needs and expectations
- Determining why customers utilize different channels of interaction and how well those channels meet their needs

*To learn more, contact ORC's Customer Strategies Practice:*

Phone: 1-800-444-4672, ext. 25478

Email: [answers@opinionresearch.com](mailto:answers@opinionresearch.com)

**Opinion Research Corporation**

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## ABOUT OPINION RESEARCH CORPORATION

Founded in 1938, Opinion Research Corporation (ORC) is the market research industry's only true global boutique, with offices across the U.S., Europe and Asia Pacific region. We help clients achieve success within their markets and with their customers, employees and other stakeholders by providing fact-based, action-oriented intelligence and advice in the areas of Customer Strategies, Employee Engagement, Corporate Brand & Reputation, and Market Planning & Development.

ORC is known for its leadership in the integration of research and technology, as well as for the flexible, nimble and responsive approach we apply to the complex market research challenges facing our clients around the world. We are proud to be an official partner of CNN, the most trusted name in news, on the CNN/Opinion Research Corporation Poll®. ORC is a member of the *infoGroup* family of companies, the leading provider of business and consumer information products, database marketing services, data processing services and sales and marketing solutions.

## BUSINESS ISSUES EXPERTISE

Our team of seasoned research professionals partner with you at every stage of your business' lifecycle to help you address issues such as:

- Building your brand
- Developing stronger relationships with your customers
- Understanding your customer's needs and expectations
- Delivering differentiated products and services
- Entering new markets
- Identifying new and innovative opportunities for growth
- Attracting, retaining and engaging the best employees
- Safeguarding your corporate reputation

## INDUSTRY EXPERTISE

We serve clients in a diverse range of industries, with broad expertise in:

- Financial Services
- Information Technology & Telecommunications
- Healthcare
- Public Services

## RESEARCH PRODUCTS AND SERVICES

Our range of specialized research products and services includes:

- The CARAVAN® suite of shared-cost, multi-client omnibus services, featuring:
  - CARAVAN® International
  - Small Business CARAVAN®
  - CARAVAN® Telephone Omnibus
  - Online CARAVAN®
  - Teen/Pre-Teen CARAVAN®
- IDetailing™—On-line product ideation
- Citimarks™—Citizen satisfaction services
- PR Plus™—"Survey in a box" to generate media coverage
- Out-of-Box Experience™—Critical product development intelligence for new tech products
- CSMPactor®—Customer satisfaction and loyalty measurement tool

For more information about Opinion Research Corporation and to download our latest publications, press releases, survey results and more, visit our website at [www.opinionresearch.com](http://www.opinionresearch.com) or contact us via email at [answers@opinionresearch.com](mailto:answers@opinionresearch.com).

