

MARKETING RESEARCH MADE EASY



LISTEN



DEFINE



PROMISE



DELIVER



REINFORCE

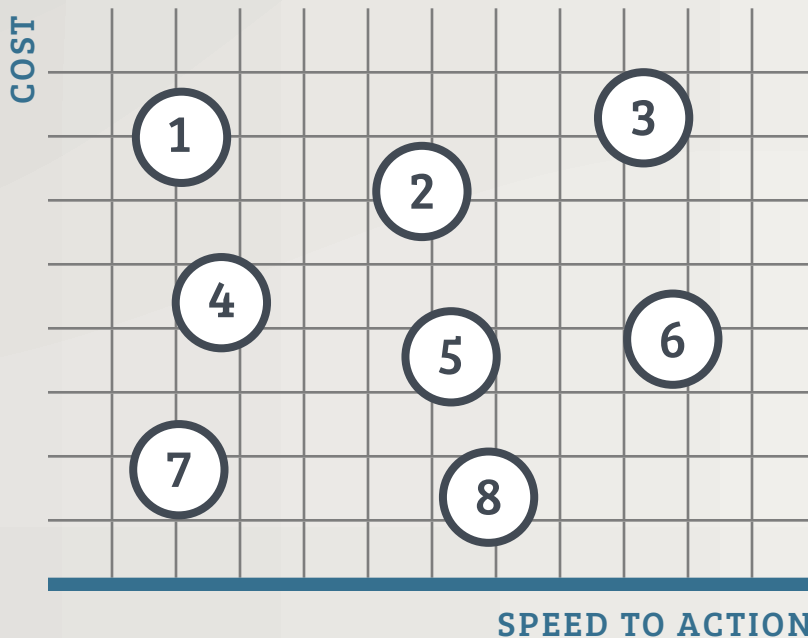
Quick and inexpensive techniques
to capture the voice of the customer

For the complete presentation visit:
http://www.endeavormgmt.com/marketing_research_made_easy

Gelb
An Endeavor Management Company

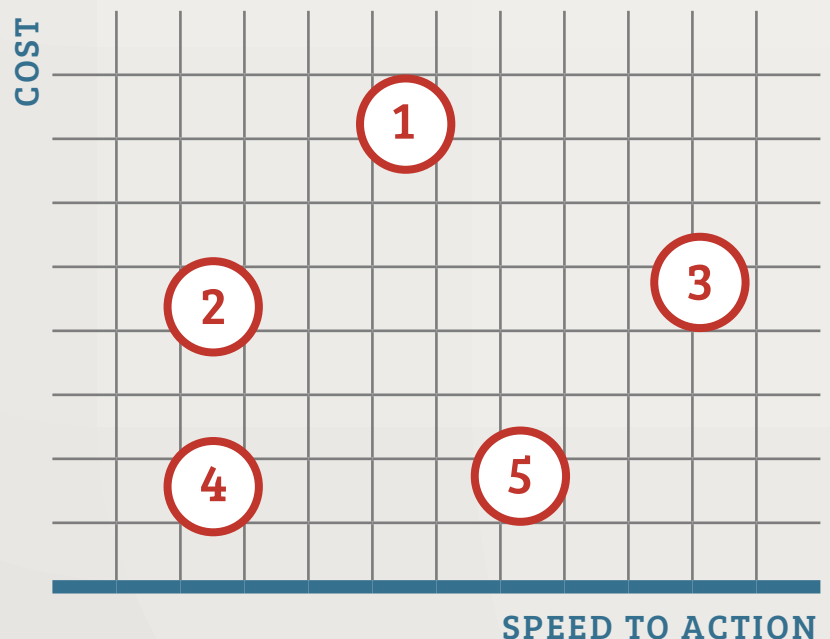
VOICE OF THE CUSTOMER TOOLS

OBSERVATIONAL TOOLS



1. Journaling
2. Process Auditing
3. Team Dynamics
4. Social Meetings
5. Blitz User Testing
6. Volunteer
7. Flip Cam
8. Chair Exercise

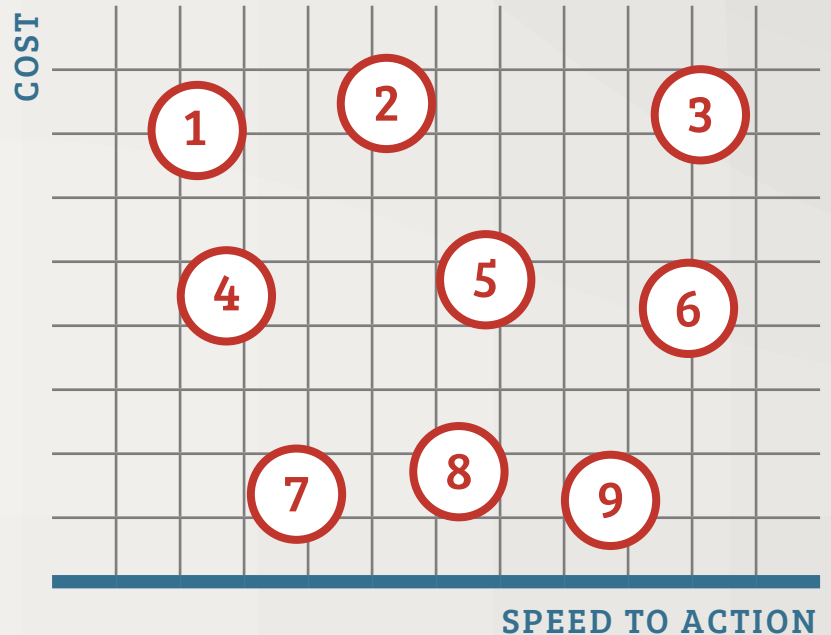
CO-CREATION TOOLS



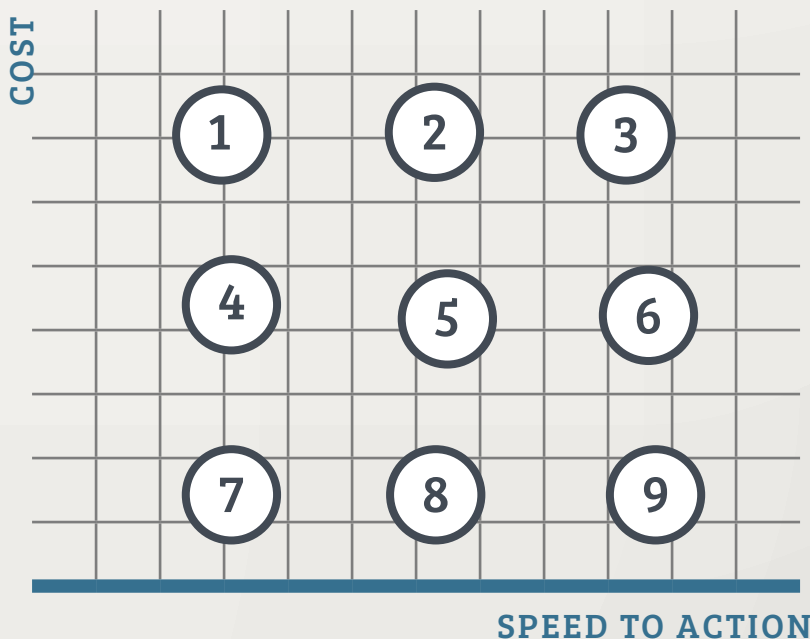
1. Expert Panel
2. Benchmarking
3. Customer Advisory Board
4. Persona Development
5. Story Boarding

ENGAGEMENT TOOLS

1. Trade-off Analyses
2. Concept Testing
3. Decision Factors
4. Change Readiness
5. Organizational Culture Assessment
6. Experience Mapping
7. Boards
8. Customer Panels
9. Personality Profiling



MONITORING TOOLS



1. Brand Equity
2. ROI Modeling
3. Social Media
4. Satisfaction Surveys
5. Patient Queuing
6. Experience Dashboard
7. Comments Wall
8. Dashboard Posters
9. Huddles

ABOUT US :

We create leaders. You can turn to Endeavor to establish a leadership position. Our consultants are focused on making sure you are successful, both individually and for your company. We deploy industry-experts and impart world-class processes to enable your success. Through insights, we help you overcome barriers to get the results you're seeking. We call this insight-driven transformation.

The firm's 40 year heritage has produced a substantial portfolio of proven methodologies, enabling Endeavor consultants to deliver top-tier transformational strategies, operational excellence, organizational change management, leadership development and decision support. Endeavor's deep operational insight and broad industry experience enables our team to quickly understand the dynamics of client companies and markets.

In 2012, Gelb Consulting became an Endeavor Management Company. Combined with our Gelb Consulting experience (founded in 1965) we also offer clients unique capabilities that focus their marketing initiatives by fully understanding and shaping the customer experience through proven strategic frameworks to guide marketing strategies, build trusted brands, deliver exceptional customer experiences and launch new products. Our experienced consultants and analysts use advanced marketing research techniques to identify customer needs and spot high potential market opportunities.

Endeavor strives to collaborate effectively at all levels of the client organization to deliver targeted outcomes and achieve real results. Our collaborative approach also enables clients to build capabilities within their own organizations to sustain enduring relationships.

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For more information, visit www.endeavormgmt.com/healthcare

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