



THE 2011 *MARKETING NEWS* DIRECTORY OF CUSTOMER SATISFACTION FIRMS

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2011 DIRECTORY OF **CUSTOMER SATISFACTION FIRMS**

GEOGRAPHIC INDEX

United States

CALIFORNIA

Applied Marketing Research, Inc.
 Decipher
 MarketTools, Inc.
 Maritz Research
 Radius Global Market Research

CONNECTICUT

RTi Research
 SSI
 Toluna

FLORIDA

Mindspot, Inc.
 Radius Global Market Research

GEORGIA

Applied Marketing Research, Inc.
 CMI
 Radius Global Market Research

ILLINOIS

Customer Lifecycle, LLC
 Maritz Research
 MarketTools, Inc.
 Rabin Research Company
 Strategex, Inc.

INDIANA

Loyalty Research Center

KENTUCKY

Abt SRBI, Inc.
 Mystery Shopping Providers Association

MAINE

Digital Research, Inc.

MARYLAND

Abt SRBI, Inc.
 Maryland Marketing Source, Inc./
 Bay Area Research, LLC

MICHIGAN

Maritz Research
 Morpace Inc.
 RDA Group

MINNESOTA

Maritz Research
 MarketTools, Inc.

MISSOURI

Anderson, Niebuhr & Associates, Inc.
 Applied Marketing Research, Inc.
 Maritz Research

NEBRASKA

The MSR Group

NEW JERSEY

MarketTools, Inc.
 ORC International

GEOGRAPHIC INDEX {CONTINUED}

NEW YORK

Applied Marketing Research, Inc.
B2B International
GfK Custom Research North America
MarketTools, Inc.
Radius Global Market Research

NORTH CAROLINA

Bellomy Research, Inc.

OHIO

Burke Inc.
Convergys Experience Applied Analytics
Directions Research, Inc.
Maritz Research
MarketTools, Inc.
MRSI (Marketing Research Services, Inc.)
Quality Solutions, Inc.

OREGON

Decipher

PENNSYLVANIA

Focus Forward
National Analysts Worldwide
Panel Direct
Radius Global Market Research

TEXAS

Decision Analyst
Mystery Shopping Providers Association

VIRGINIA

BARE International, Inc.
GMI (Global Market Insite, Inc.)

WASHINGTON

MarketTools, Inc.

WISCONSIN

Market Probe, Inc.

Canada

ONTARIO

Maritz Research
MarketTools, Inc.

South America

BRAZIL

BARE International, Inc.

CHILE

BARE International, Inc.

Europe & Asia

BELGIUM

BARE International, Inc.

CHINA

B2B International
BARE International, Inc.
Maritz Research

FRANCE

Puzzle

GERMANY

Maritz Research

INDIA

BARE International, Inc.
MarketTools, Inc.

PHILIPPINES

Convergys Experience Applied Analytics

UNITED KINGDOM

B2B International
Maritz Research
MarketTools, Inc.

SPECIALITY INDEX FOR THE DIRECTORY OF CUSTOMER SATISFACTION FIRMS

FULL SERVICE

Abt SRBI, Inc.
Anderson, Niebuhr & Associates, Inc.
Applied Marketing Research, Inc.
Bellomy Research, Inc.
Burke Inc.
CMI
Convergys Experience Applied Analytics
Decipher
Decision Analyst
Digital Research, Inc.
GfK Custom Research North America
Maritz Research
MarketTools, Inc.
Maryland Marketing Source, Inc./
Bay Area Research, LLC
Mindspot, Inc.
Morpace Inc.
MRSI (Marketing Research Services, Inc.)
The MSR Group
National Analysts Worldwide
ORC International
Quality Solutions, Inc.
Rabin Research Company
Radius Global Market Research
RDA Group

BENCHMARKING

Loyalty Research Center
MRSI (Marketing Research Services, Inc.)
ORC International
Quality Solutions, Inc.
Strategex, Inc.

BRAND RESEARCH

Mindspot, Inc.

BUSINESS-TO-BUSINESS CUSTOMER SATISFACTION STUDIES

Anderson, Niebuhr & Associates, Inc.
B2B International
BARE International, Inc.
Bellomy Research, Inc.
Customer Lifecycle, LLC
Directions Research, Inc.
GfK Custom Research North America
Loyalty Research Center
MarketTools, Inc.
Maryland Marketing Source, Inc./
Bay Area Research, LLC
ORC International
Quality Solutions, Inc.
RDA Group
Strategex, Inc.

COMPANY IMAGE STUDIES

Anderson, Niebuhr & Associates, Inc.
MRSI (Marketing Research Services, Inc.)
Quality Solutions, Inc.

COMPETITIVE DISSATISFACTION

Quality Solutions, Inc.

COMPUTER ANALYSIS, MODELING, PROCESSING, AND/OR SORTING OF CUSTOMER COMMENTS

Quality Solutions, Inc.

CONSULTATIVE ASSISTANCE IN DEPLOYMENT

Customer Lifecycle, LLC
Loyalty Research Center
MRSI (Marketing Research Services, Inc.)
ORC International
Quality Solutions, Inc.

CONSUMER RESEARCH

Anderson, Niebuhr & Associates, Inc.
Bellomy Research, Inc.

Decipher
Decision Analyst
Digital Research, Inc.
Directions Research, Inc.
Focus Forward
GfK Custom Research North America
MarketTools, Inc.
Morpace Inc.
MRSI (Marketing Research Services, Inc.)
ORC International
Panel Direct
Puzzle
Quality Solutions, Inc.
SSI

CRITERION-BASED CUSTOMER SATISFACTION AND PAY-FOR-PERFORMANCE SYSTEMS

ORC International
Quality Solutions, Inc.

CUSTOMER LOYALTY

Loyalty Research Center

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SPECIALITY INDEX FOR THE DIRECTORY OF CUSTOMER SATISFACTION FIRMS {CONTINUED}

NOTE: The advertiser-paid listings in this index and the directory are in order by company name.

CUSTOMER PORTFOLIO ANALYSIS AND IDENTIFICATION OF THE DECISION-MAKING PROCESS

ORC International

CUSTOMER RETENTION RESEARCH, EXPECTATIONS ANALYSIS, AND GAP PROFILING

Bellomy Research, Inc.
Customer Lifecycle, LLC
Morpace Inc.
ORC International
Quality Solutions, Inc.
RTi Research

CUSTOMER SATISFACTION

Anderson, Niebuhr & Associates, Inc.
Applied Marketing Research, Inc.
B2B International
BARE International, Inc.
Bellomy Research, Inc.
Burke Inc.
CMI
Customer Lifecycle, LLC
Decision Analyst
Digital Research, Inc.
Directions Research, Inc.
GfK Custom Research North America
Loyalty Research Center
Maritz Research
Market Probe, Inc.
MarketTools, Inc.
Maryland Marketing Source, Inc./
Bay Area Research, LLC
Mindspot, Inc.
Morpace Inc.
MRSI (Marketing Research Services, Inc.)
The MSR Group
ORC International
Quality Solutions, Inc.
Rabin Research Company
RDA Group
RTi Research
SSI

CUSTOMER SATISFACTION OR SERVICE INDEXES

Convergys Experience Applied Analytics
MarketTools, Inc.
Morpace Inc.
ORC International
Quality Solutions, Inc.
RDA Group

DATA COLLECTION — QUANTITATIVE

Toluna

DATA MANAGEMENT/ DATA PROCESSING

Quality Solutions, Inc.
SSI

EMPLOYEE LOYALTY

Loyalty Research Center

EMPLOYEE SATISFACTION STUDIES

Anderson, Niebuhr & Associates, Inc.
BARE International, Inc.
Customer Lifecycle, LLC
Loyalty Research Center
Maritz Research
MarketTools, Inc.
MRSI (Marketing Research Services, Inc.)
ORC International
Strategex, Inc.

ETHNOGRAPHIC RESEARCH

Mindspot, Inc.

FOCUS GROUP FACILITIES

Maryland Marketing Source, Inc./
Bay Area Research, LLC
The MSR Group
Puzzle

FOCUS GROUP ONLINE

Mindspot, Inc.

IMPLEMENTATION/TRAINING

Customer Lifecycle, LLC
GoToWebinar
Quality Solutions, Inc.

INTEGRATED VOICE OF THE CUSTOMER (VOC) SYSTEM

Maritz Research
The MSR Group
Quality Solutions, Inc.
RDA Group

INTERNATIONAL/GLOBAL CUSTOMER SATISFACTION RESEARCH

B2B International
BARE International, Inc.
Customer Lifecycle, LLC
GfK Custom Research North America
Market Probe, Inc.
MarketTools, Inc.
Morpace Inc.
ORC International
Quality Solutions, Inc.
RDA Group
SSI
Strategex, Inc.

LOST CUSTOMER RESEARCH

Anderson, Niebuhr & Associates, Inc.
Customer Lifecycle, LLC
Loyalty Research Center
Morpace Inc.
MRSI (Marketing Research Services, Inc.)
ORC International
Quality Solutions, Inc.

MALCOLM BALDRIGE NATIONAL QUALITY AWARD ASSESSMENTS

Quality Solutions, Inc.

MARKETING EFFECTIVENESS

Anderson, Niebuhr & Associates, Inc.
Quality Solutions, Inc.

MEASUREMENT OF CUSTOMER FEEDBACK OF PERFORMANCE OVER TIME (ON-GOING TRACKING)

Anderson, Niebuhr & Associates, Inc.
Bellomy Research, Inc.
Convergys Experience Applied Analytics
Loyalty Research Center
MarketTools, Inc.
MRSI (Marketing Research Services, Inc.)
ORC International
Quality Solutions, Inc.
RDA Group
RTi Research
Strategex, Inc.

MEASUREMENT OF INTERNAL CUSTOMER NEEDS

Anderson, Niebuhr & Associates, Inc.
Loyalty Research Center
MarketTools, Inc.
Morpace Inc.
ORC International
Quality Solutions, Inc.

MYSTERY SHOPPERS

BARE International, Inc.
GfK Custom Research North America
Maritz Research
Mystery Shopping Providers Association

MYSTERY SHOPPERS — COMPETITOR SHOPS

BARE International, Inc.
Mystery Shopping Providers Association

MYSTERY SHOPPERS — INCENTIVE PROGRAMS

BARE International, Inc.
Mystery Shopping Providers Association

MYSTERY SHOPPERS — INTEGRITY AUDITS

BARE International, Inc.
Mystery Shopping Providers Association

MYSTERY SHOPPERS — INTERACTIVE VOICE RESPONSE (IVR)

BARE International, Inc.
Mystery Shopping Providers Association

MYSTERY SHOPPERS — MERCHANDISING/PRICE AUDITS

BARE International, Inc.
Mystery Shopping Providers Association

MYSTERY SHOPPERS — ONLINE REPORTING

BARE International, Inc.
Mystery Shopping Providers Association

MYSTERY SHOPPERS — RECORDER SHOPS

BARE International, Inc.
Mystery Shopping Providers Association

NAME/NAME DEVELOPMENT RESEARCH

Mindspot, Inc.

ONLINE RESEARCH/SURVEYS

Mindspot, Inc.

ONLINE SURVEYS SAMPLE

Toluna

ORGANIZATIONAL ASSESSMENT (READINESS TO IMPROVE QUALITY)

ORC International
Quality Solutions, Inc.

POSITIONING

Mindspot, Inc.

QUALITY ASSESSMENT OF VENDORS

Quality Solutions, Inc.

QUALITATIVE IDENTIFICATION OF EXTERNAL CUSTOMER NEEDS & SATISFACTION

Loyalty Research Center
ORC International
Quality Solutions, Inc.
RDA Group

QUALITATIVE RESEARCH

Mindspot, Inc.

QUANTIFIED MEASUREMENT OF EXTERNAL CUSTOMER NEEDS & SATISFACTION

Customer Lifecycle, LLC
MarketTools, Inc.
The MSR Group
National Analysts Worldwide
ORC International
RDA Group

QUANTITATIVE RESEARCH

Mindspot, Inc.

SAMPLE PROVIDER

SSI

SATISFACTION AND/OR SERVICE EVALUATIONS (INCLUDES CUSTOMER SERVICE TRAINING, FINANCIAL, HEALTH CARE, MEDIA AND UTILITIES)

BARE International, Inc.
ORC International
RDA Group

SOFTWARE FOR MARKET RESEARCH

Decipher
MarketTools, Inc.

WEBINAR HOSTING

GoToWebinar

LISTINGS FOR THE DIRECTORY OF
CUSTOMER SATISFACTION FIRMS

A



Abt SRBI, Inc.

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EMAIL: d.clement@srbi.com
WEB: www.srbi.com
CONTACT: Duane Clement, President,
Market Insights Division

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Silver Spring, MD 20910

PHONE: (301) 608-3883
FAX: (301) 608-3888
EMAIL: j.boyle@srbi.com
CONTACT: John Boyle, Ph.D., Senior Partner,
Government Services Division

Abt SRBI, Inc. is a leading full-service research and consulting firm. Abt SRBI's research and industry experts tailor customer measurement solutions to fit the unique needs of leading service companies and government agencies. We provide insights, analysis and consultative support to help our clients strengthen their organizations, engage their employees and improve customer satisfaction. Abt SRBI connects with millions of customers in over 12,000 locations providing daily feedback that keeps the customer top-of-mind and improves business results.

satisfaction, future needs/wants research, Customer Value Analysis (CVA), and much more. Expert questionnaire design, rigorous methods (phone, mail, web, focus groups), and high response rates to customer satisfaction surveys ensure accurate, unbiased results. Extensive experience working in a variety of sectors such as industrial/high-tech, healthcare, association/non-profit, education, and professional services



Applied Marketing Research, Inc.

420 W. 98th Street
Kansas City, MO 64114
PHONE: 1-800-381-5599
FAX: (816) 442-1020
EMAIL: d.phipps@appliedmr.com
WEB: www.appliedmr.com
CONTACT: Donald L. Phipps,
Chairman, CEO

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New York, NY 10001-7604
San Francisco
101 A Hickey Blvd.
Suite 118
South San Francisco, CA 94080-1145

Atlanta
3645 Marketplace Blvd.
Suite 130-301
East Point, GA 30344-5748

Applied Marketing Research, Inc. provides

a full range of marketing research services including: in-home product testing; web-based survey research using advanced techniques (conjoint, discrete choice, max-diff, Hierarchical Bayes); online tabulations, analysis, chart exports, and real-time data reporting; advanced in-house multivariate and statistical analysis; certified focus group moderator with expertise in online focus groups, projective techniques and perception analyzer methods; bi-lingual Spanish interviewing and moderating; executive in-depth interviews; reports formatted to meet your company style preferences, mixed-mode survey capabilities (combining mail, phone and on-line data collection); digital 24-station phone room with predictive dialing.

China

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EMAIL: beijing@
b2binternational.com
WEB: www.b2binternational.com/
China

B2B International is a specialist business-to-business market research consultancy that provides customized b-to-b market research and intelligence studies on a global scale from its offices in North America, Europe and Asia.

Our b-to-b expertise covers all industry sectors — from manufacturing to engineering, chemicals to construction — throughout the world.

Areas of specialization include:

- Customer satisfaction
- Employee satisfaction
- Pricing strategy
- Segmentation studies
- Branding studies
- Competitor intelligence
- Market assessment
- Market entry
- Market tracking
- New product development
- Acquisition research
- Advertising research.

We pride ourselves on turning the information we gather into clear, actionable findings, providing insights that will add value to any business.

The Directory continues on the following page

B



B2B International

707 Westchester Avenue,
White Plains, NY 10604
PHONE: (914) 761-1909
FAX: (914) 761-1503
EMAIL: newyork@b2binternational.com
WEB: www.b2binternationalusa.com
CONTACT: Matthew Harrison, Director

ADDITIONAL COMPANY LOCATIONS:

U.K.
PHONE: +44 (0)161 440 6000
EMAIL: info@b2binternational.com
WEB: www.b2binternational.com



Anderson, Niebuhr & Associates, Inc.

Northpark Corporate Center
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Arden Hills, MN 55112
PHONE: (651) 486-8712 or
1-800-678-5577
FAX: (651) 486-0536
EMAIL: info@ana-inc.com
WEB: www.ana-inc.com
CONTACT: Marsha Niebuhr, Vice
President

YEAR FIRM WAS FOUNDED: 1974

NUMBER OF PERMANENT FULL-TIME STAFF PROFESSIONALS: 14

Full-service research firm conducting customer satisfaction research since 1974.

Specialists in providing high quality, actionable data to clients in understandable form with recommendations for improving customer satisfaction. Services range from complete design and implementation of customer satisfaction measurement systems, to consultation with clients implementing their own systems. Services include external customer satisfaction, internal customer



Find out how to keep
your customers this
loyal and satisfied.

Just follow our lead. With over 30 years of experience, excellent service, high response rates and outstanding customer satisfaction scores, we offer everything you're hunting for in a market research partner. From hand-crafted questions to rigorous, custom designed applications, we are the full-service marketing research professionals that can help you train your customers to be faithful. We would be happy to help with your next research project. We're committed to your success!



Northpark Corporate Center • Suite 200 • 6 Pine Tree Drive • Arden Hills, MN 55112 • Phone: 651.486.8712 • 800.678.5577 • info@ana-inc.com • www.ana-inc.com

LISTINGS FOR THE DIRECTORY OF CUSTOMER SATISFACTION FIRMS

NOTE: The advertiser-paid listings in the directory are in alphabetical order by company name.



BARE International, Inc.

3251 Old Lee Highway, Suite 203
Fairfax, VA 22030
PHONE: (703) 995-3131
FAX: (703) 293-3124

EMAIL: mbare@bareinternational.com

WEB: www.bareinternational.com

CONTACT: Michael L. Bare, President

ADDITIONAL COMPANY LOCATIONS: Belgium, Brazil, China, India, Chile

BARE International is a global firm dedicated to providing organizations with key information regarding customer service, integrity, regulatory and brand standards. BARE International gathers the information needed to improve the overall quality of performance and profitability, while ensuring consistency of measurement and simplified reporting.

BARE International measures key performance, gathers direct customer intelligence, evaluates brand standard consistency and assesses employee engagement through multiple programs including Mystery Customer Visits, Quality Assurance Audits, Customer Satisfaction Surveys and Competitor Evaluations performed in-person, by phone, using video, and online.

BARE International is a woman-owned company and a proud member of the Women's Business Enterprise National Council. BARE International is also a founding member of the Mystery Shoppers Providers Association.



Bellomy Research, Inc.

175 Sunnynoll Court
Winston-Salem, NC 27104
PHONE: 1-800-443-7344
(336) 721-1140

FAX: (336) 721-1597

E-MAIL: chefner@bellomyresearch.com

WEB: www.bellomyresearch.com

CONTACT: Carol Hefner, Vice President
Client Services

Why are some customers repeat customers and some defectors? Are your customers happy? What is the experience your customers have with you, your employees and/or your brand? Knowing the answers to these questions is essential in understanding the customer experience and ultimately to your success.

Bellomy Research, a full-service, national marketing research and consultancy firm, is a leader in Customer Satisfaction Research. With our 35 years experience, we know how to uncover what the customer thinks about your product, brand and/or service and pinpoint key areas of opportunity. Then and only then can you improve your performance and increase loyalty.

Comprised of research professionals from a broad spectrum of industries, Bellomy is distinctively positioned to provide a point of view that incorporates and addresses your unique business challenges. Our in-house phone center (300+ CATI stations) and a fully integrated and proprietary online survey/reporting platform give us the flexibility to customize research specifically for you.

To better serve our clients, Bellomy has offices in Winston-Salem, NC, Cincinnati, OH, Dallas, TX, Boston, MA and Chicago, IL.



Burke Inc.

500 West 7th Street
Cincinnati, OH 45203
PHONE: 1-800-688-2674

FAX: (513) 684-7500

EMAIL: info@burke.com

WEB: www.burke.com

CONTACT: Diane Surette, Executive Vice President, Head of Client Services

For over two decades, top business leaders have turned to Burke for help in managing and enhancing the relationships they have with their most valuable assets – their customers. As early founders of best practices in customer loyalty and relationship management, Burke has the depth and breadth of experience necessary to construct measurement and management systems that support both strategic and tactical decisions that affect customer retention. Burke is focused on helping companies develop and deploy customer and employee satisfaction measurement and management systems so that internal resources are more effectively directed to improve productivity, competitiveness and profitability. Burke's Secure Customer Index® and Employee Engagement Index® both provide industry "best in class" standards for assessing and improving customer-driven business practices. Burke has offices in all major cities in the U.S. and conducts research for clients worldwide.

C



CMI

2299 Perimeter Park Drive
2nd Floor
Atlanta, GA 30341

PHONE: (678) 805-4000

FAX: (770) 936-0714

WEB: www.cmiresearch.com

CONTACT: Chet Zalesky, President
czalesky@cmiresearch.com

Jean Fasching, Vice President
jean.fasching@cmiresearch.com

Bill Salokar, Vice President
bill.salokar@cmiresearch.com

At CMI, we believe successful companies share an important characteristic – strong customer connection. Since 1989, we have supported B2B and B2C service companies in industries such as pharma, financial services, insurance, communications, healthcare and health plans, utilities and many others, connect with customers and address critical business issues. Our immersive, integrated approaches help you understand your customers' decision pathways to favorably influence their purchase decisions, guide product development, generate stakeholder buy-in, and create messages that resonate. Our proven expertise designing and implementing customer experience programs supports your customer connection on an ongoing basis, enabling you to effectively deploy resources that motivate customers to choose your products and services and achieve your desired ROI. Our experienced staff combines quantitative survey research methods, advanced analytics, ethnography and other qualitative methods to dive deeper into your customers' experience.



Convergys Experience Applied Analytics

201 East Fourth Street
Cincinnati, OH 45202
PHONE: (800) 344-3000

FAX: (513) 784-4785

EMAIL: marketing@convergys.com

WEB: www.convergys.com/solutions/analytics

CONTACT: Ann Georgesen, Director

ADDITIONAL COMPANY LOCATIONS: Makati City, Manila, Philippines

Combining a network of market-leading analytic tools and methodologies, Convergys' expert team of researchers, analysts and consultants takes the guess work out of understanding and improving the customer experience. By focusing exclusively on three core business issues – improving customer loyalty, identifying and driving incremental revenue, and lowering cost of ownership – our integrated model is the strategic answer to transforming customer interactions to be positively memorable.



Customer Lifecycle, LLC

319 N. Weber Road, #360
Bolingbrook, IL 60490

PHONE: (630) 412-8989

EMAIL: kaferenz@

customerlifecycle.us

WEB: www.customerlifecycle.us

CONTACT: Karin A Ferenz, Principal

Customer Lifecycle is a research based consultancy that works with clients to get

more value and better business results from research through significantly improved coordination, deployment and integration of research findings and customer requirements into the day-to-day management and operations of the organization.

Each stage in the customer lifecycle — acquisition, service, growth, retention — has its own unique challenges. CLC helps both B2B and B2C companies plan and conduct primary research to accurately identify and measure customer requirements for satisfaction, loyalty and retention at every stage of the relationship and to deploy and integrate customer requirements for performance into the processes and internal performance metrics of the organization.

We help companies avoid costly mistakes by focusing on thorough front-end planning, appropriate research execution, and in-depth deployment and action implementation at the back end. Outcomes are rigorous and balanced customer-focused performance metrics, improved financial results, and a superior total customer experience.

D



Decipher

7 River Park Place East, Suite 110
Fresno, CA 93720

PHONE: (559) 436-6940

FAX: (559) 436-6944

EMAIL: info@decipherinc.com

WEB: www.decipherinc.com

CONTACT: Kristin Luck, President

PORTLAND

115 SW Ash Street, Suite 323
Portland, OR 97204

PHONE: (503) 488-2200

FAX: (559) 436-6944

EMAIL: info@decipherinc.com

WEB: www.decipherinc.com

CONTACT: Kristin Luck, President

LOS ANGELES

6380 Wilshire Blvd, Suite 1200
Los Angeles, CA 90048

PHONE: (310) 775-2200

FAX: (323) 395-0280

EMAIL: info@decipherinc.com

WEB: www.decipherinc.com

CONTACT: Kristin Luck, President

Decipher specializes in online survey programming and data reporting - either through our fully supported research services or via Beacon, our robust survey programming toolset designed specifically for market research and CRM professionals. With an easy to navigate user-friendly interface, the Beacon toolset can be used to quickly author and deploy professional, customized online surveys. Decipher is solely focused on technology and research systems that bring data to life, and in doing so, we help you reveal how even seemingly small discoveries can yield meaningful insights.

LISTINGS FOR THE DIRECTORY OF **CUSTOMER SATISFACTION FIRMS**



Decision Analyst

604 Avenue H
East Arlington, TX 76011
PHONE: (817) 640-6166
FAX: (817) 640-6567
EMAIL: jthomas@decisionanalyst.com
WEB: www.decisionanalyst.com
CONTACT: Jerry W. Thomas, President and CEO

Decision Analyst is a full-service marketing research and analytical consulting firm with a specialty in satisfaction and loyalty programs. Our holistic approach to satisfaction and loyalty combines the many elements of the customer experience and brand perceptions with the many different points of communication with the customer. Transactional databases, ("enriched" with satisfaction, demographic, and direct contact information) combined with research data often provides an excellent basis for this holistic approach. The goal is to first determine the key drivers ("predictors") of repeat purchase and profitability and then manage these relationships in a CRM framework. Decision Analyst's has the resources and expertise to design and manage the most complex online Point of Sale/Property Management Systems (POS/PMS).



Digital Research, Inc.

2 Storer Street
201 Lafayette Center
Kennebunk, ME 04043
PHONE: (207) 985-7660
FAX: (207) 985-5569
EMAIL: Jane.Mount@digitalresearch.com
WEB: www.digitalresearch.com
CONTACT: Jane Mount, President

Digital Research, Inc. (DRI) is a full service marketing research company, consulting with a wide range of Fortune 500 clients on their marketing and strategic issues. DRI is a pioneer in online research, collecting data via the web since the mid-1990's. DRI's latest launch is Waggle, a flexible platform for conducting market research online communities (MROCs). DRI is the 2010 EXPLOR Award winner for Innovation in Research and is also the 2011 Gazelle Company of the Year, awarded by the Technology Association of Maine. We conduct customer satisfaction studies for a wide range of clients, both in the US and around the globe. Ask us about our white paper on conducting and evaluating cross-cultural satisfaction research.



Directions Research, Inc.

401 East Court Street
Suite 200
Cincinnati, OH 45202
PHONE: (513) 651-2990
FAX: (513) 651-2998
WEB: www.directionsresearch.com
EMAIL: Rbrooks@directionsresearch.com
CONTACT: Randolph N. Brooks

Established in 1988, Directions Research, Inc. is a privately-held company headquartered in Cincinnati, OH. DRI is a full-service research firm that provides custom designed solutions tailored to meet client information needs with respect to timing, content, budget and strategic criteria. These solutions include product and concept testing systems, as well as a wide variety of studies including conjoint, discrete choice, demand forecasting and modeling, price testing and optimization, brand strategy and tracking, awareness tracking, attitude and opinion, market segmentation and structure and customer value/customer satisfaction. With extensive experience handling research for packaged goods, restaurant, retail, financial services, technology and pharmaceutical companies, DRI executes studies globally among consumers, professionals, medical staff and other business-to-business respondents using a broad selection of data collection methods.

Employing a team of experienced research professionals, DRI is able to meet the most demanding time schedules with polished, presentation-ready conclusions and recommendations. And, with a deep bench of talented marketing scientists and research analysts, DRI provides unique insight and interpretation, not just data.



Focus Forward

515 Pennsylvania Ave.
Suite 110
Fort Washington, PA 19034
PHONE: (215) 367-4000
FAX: (215) 367-4102
EMAIL: RFP@focusfwd.com
WEBSITE: www.focusfwd.com
CONTACT: Becky Harrison, Vice President of Qualitative Services
Liz Granahan, Vice President of Transcription Services
Meghan Surdenas, Account Manager
Nationwide Recruiting – Independent recruitment center working from our nationwide database or client list. Physicians, Medical Professionals, B2B and Consumer recruitment for nationwide urban, suburban and rural markets. Recruiting for online

boards/web chats, phone interviews, in-person, ethnos, juries, and more.

Focus Forward Transcription – English & Spanish, Live note takers, 200+ US-based transcribers, fast turnaround, high volume, 7 days per week, experts in every accent and topic.

G



GfK Custom Research North America

401 Park Avenue South
8th Floor
New York, NY 10016
PHONE: (212) 993-5300
WEB: www.gfkamerica.com
EMAIL: info@gfkamerica.com
CONTACT: Don Simons, Managing Director, GfK Customer Loyalty

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EMAIL: info@gmi-mr.com
WEB: www.gmi-mr.com
CONTACT: Kathy Miller

GMI (Global Market Insite, Inc.) provides access to the right people at the right time to deliver the right results, empowering researchers and marketers worldwide to generate reliable, consistent and actionable information that enhances their decision-making capability. GMI's industry-leading technology, including, GMI Interactive, GMI Ad Tracker and a host of survey services, plays a central role in our ability to deliver, representative and engaged respondents around the globe quickly and reliably. When you're moving fast and you need it done right, GMI delivers. Founded in 1999 with global headquarters in Bellevue, Washington, GMI has operations in America, Europe and Asia Pacific. For more information, please visit us online at www.gmi-mr.com.

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CONTACT: Al Paison, President & CEO

The Loyalty Research Center (LRC) is a full-service research and consulting company specializing in measuring and managing

customer loyalty and employee loyalty. We analyze the strength of the customer relationship, why it exists, and how to improve it. Our scientifically validated model shows how your products and services, employees and processes, as well as your company image impact customer loyalty and ultimately customer retention. Loyal customers will recommend you, stay with you and buy more from you. Behind every loyal customer is a team of loyal, engaged employees. Together they will improve your profitability. LRC's products and services include customer and employee satisfaction and loyalty measurement and management, change deployment consulting, vulnerable/lost customer analysis, segmentation analysis, customer value assessment and major account audits.

M



Maritz Research

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CONTACT: Eric Levy, Vice President,
Global Marketing
Tom Evans, Marketing Director

ADDITIONAL LOCATIONS:

United States – Chicago, IL; Detroit, MI; Kansas City, MO; Kirksville, MO; Los Angeles, CA; Minneapolis, MN; St. Louis, MO; Toledo, OH.

Canada – Mississauga, Ontario.

Europe – Hamburg, Germany; Wiesbaden, Germany and Marlow, U.K.

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As one of the world's largest marketing research firms, Maritz Research, a unit of Maritz Inc., helps many of today's most successful companies improve performance through a deep understanding of their customers, employees and channel partners. Maritz Research designs, launches, and operates custom marketing research programs in a wide range of industries and specializes in customer experience measurement programs that harness and leverage the power of the customer's voice. Our approach helps companies embrace the changing world by better listening to and acting upon whatever customers say, wherever they say it. We apply these solutions to our clients' business so they can attract, retain, and grow profitable customers. Founded in 1973, Maritz Research offers a range of strategic and tactical solutions concentrating primarily in the automotive, financial services, hospitality, telecommunications, retail, and technology

industries. Mystery shopping and audit services are provided to these sectors through Maritz Research Virtual Customers. Maritz Research is ISO 20252:2006 registered with all research projects carried out in compliance with this International Standard. For more information, visit Maritz Research at www.maritzresearch.com.



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CONTACT: Dr. T.R. Rao

Market Probe is a leading global market research firm specializing in stakeholder research. For more than 30 years our mission has been to help our clients achieve their business goals and protect their long-term assets: their customers, their employees and their brands. We have continued R&D efforts in customer retention forecasting systems, resource allocation optimizers, key driver analyses, linkage models, and data mining software so that we can assist our clients with not only directional guidance but also strategic planning. In addition to our corporate headquarters in Milwaukee, Wisconsin, we have offices throughout the United States and in Canada, Belgium, France, the United Kingdom, the United Arab Emirates, Bahrain, India, Singapore, Hong Kong and China.



MarketTools, Inc.

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Marketing

ADDITIONAL LOCATIONS: IL (Chicago Metro Area); OH (Cincinnati); MN (Minneapolis); NY (New York/New Jersey Metro Area); NJ; WA (Seattle Metro Area)

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EMAIL: bbridge@
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WEB: www.mdmarketingsource.com
CONTACT: Barbara Bridge, President

Maryland Marketing Source, Inc. specializes in custom-designed market research. Established in 1986, we are a hands-on organization who believes in high quality, actionable, and reliable results. We do not believe in cookie-cutter research, and although our capabilities are multifaceted, we tailor each project to meet the specific needs of our clients. We know it takes the right hands to mold the right, unique strategy, and because quality is our goal, our senior staff is involved

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Marketing Research &
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FAX: (407) 386-6550

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CONTACT: Lynnette Leathers

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Mindspot is headquartered in Orlando, Florida and is WBENC (Women's Business

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For more information, please visit us at <http://www.MindspotResearch.com> or give us a call. We are happy to answer customer satisfaction or general research questions and can provide our methodology recommendations for specific projects.



**Morpace Inc. Market Research
and Consulting**

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EMAIL: information@morpace.com

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CONTACT: Duncan Lawrence, President

Morpace designs and implements customer and employee satisfaction programs for a broad range of clients in industries such as automotive, consumer products, financial services, healthcare, retail and technology.

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**MRSI (Marketing Research
Services, Inc.)**

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CONTACT: Todd Earhart, President

Since 1973, MRSI has helped clients in industries from consumer products and retail to financial services and healthcare solve business challenges with insightful marketing research designed for their specific needs.

Our research expertise includes customer satisfaction research, benchmarking and tracking studies, and customer loyalty and retention.

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The MSR Group

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The MSR Group is a full service market research company offering complete consumer and business-to-business research services. Services include: customer advocacy and loyalty measurement (the award winning APECS® performance monitor), 150 station CATI call center, web surveys, executive/medical interviews, pre-recruits and mystery shops. Rated one of the world's top focus group facilities. Offering the industry's only Moderator Concierge Service. Independent research services, no outsourcing or affiliation with advertising or PR agencies. Perception Analyzers available. www.theMSRgroup.com.



**Mystery Shopping
Providers Association**

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FAX: (502) 589-3602

WEB: www.mysteryshop.org

CONTACT: Executive Director

The Mystery Shopping Providers Association (MSPA) is the largest trade association dedicated to measuring and improving service quality, and thereby customer satisfaction, using anonymous resources.

With more than 300 member companies worldwide, our diverse membership includes marketing research and merchandising companies, private investigation firms, training organizations and companies that specialize in providing mystery shopping services.

Our member companies work with their clients to establish mechanisms to measure and improve levels of service. Mystery shopping companies can help you measure and evaluate the total customer experience using mystery shopping, surveys and customer satisfaction research. MSPA member companies work with their clients to ensure that clients' standards are being met and that those service standards are aligned with customers' expectations and satisfaction. To find out how your business can benefit from mystery shopping, please visit the MSPA web site at www.mysteryshop.org.

The Directory continues on the following page

All of the listings in the **Directory of Customer Satisfaction Firms** are paid ads. The information contained in each listing was provided by the advertiser. If you would like more information on the products and services described, please contact the company directly. To list your company in next year's Directory, please contact Sandra Wright, **Marketing News**, 311 S. Wacker Drive, Suite 5800, Chicago, Illinois 60606, (312) 542-9063, email: swright@ama.org.

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N

National Analysts WORLDWIDE RESEARCH CONSULTING

National Analysts Worldwide

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CONTACT: Susan Schwartz McDonald, CEO

National Analysts Worldwide provides full service, custom market research and consulting for clients in Information Technology, Communications, Media, Energy, Residential Design, Manufacturing, Healthcare, Financial Services, Consumer Products and other industries. National Analysts' approach to customer satisfaction market research reaches beyond traditional methods by including: (1) detailed measures

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O

ORCInternational

ORC International

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CONTACT: Linda G. Shea, Senior Vice President and Global Managing Director, Customer Strategies

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P



Panel Direct

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WEB: www.puzzleparis.com
CONTACT: Mikael Taieb, Director
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Q



Quality Solutions, Inc.

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EMAIL: results@qualitysolutions.com
WEB: www.qualitysolutions.com
CONTACT: John D. Dickey, President

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Radius Global Market Research

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CONTACT: Chip Lister, Managing Director
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Georgia
California

Companies often have ongoing customer satisfaction tracking systems that yield too little direction for future action. Radius Global Market Research uses LoyaltyDeveloper™ and its advanced modeling approaches to help companies reach their specific business goals. An interactive model allows testing of alternative strategies to determine how to move customers from less to more loyal segments. As strategies are implemented, the Loyalty Spectrum monitors satisfaction shifts over time to measure the success. By arranging customers along a Loyalty Spectrum, Radius can predict a specified business outcome such as enhanced retention or share of wallet. LoyaltyDeveloper™ enables organizations to differentiate the customers to keep, develop strategies to retain loyalists, and build loyalty among the most vulnerable.

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RDA Group

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WEB: www.rdagroup.com
CONTACT: Ron Emmert, Senior Vice President

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We partner with our clients and develop an in-depth understanding of their challenges and business goals, a philosophy which allows us to tailor client-oriented solutions. The company is a recognized leader in customer satisfaction and loyalty for products and services; advocacy and customer engagement; best practices and standards development; and innovative analytics and statistical modeling, including predictive models and data mining. Our corporate culture and integrated team of research and IT professional allow us to provide the expertise and resources of a large company, with the personalized service and flexibility of a small company. Founded in 1969, RDA Group continues to serve clients of all sizes, including Fortune 500 companies for whom we conduct consumer, business-to-business and employee research.



RTi Research

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FAX: (203) 964-8269

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CONTACT: Todd Derene, Vice President

RTi is an innovative, global market research company comprised of seasoned research professionals who provide custom research solutions to a broad and diverse client base. RTi offers a unique combination of analytical skill and business savvy, and we understand the role of research as a critical component in advancing our clients' marketing goals.

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S



Strategex, Inc.

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CONTACT: Tom Taber, Vice President

Strategex has focused on the growth of our business-to-business clients in both domestic and international markets. Our senior

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T



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Toluna enables organizations to generate valuable customer insight by combining its online market research panel and industry leading technology. Toluna provides companies the ability to answer questions of their target audience quickly and efficiently and leverages a unique approach to respondent recruitment and engagement with its online 'community' and proprietary Real-Time Sampling[®] methodology. Toluna guarantees that the data clients receive is of the highest quality.

Toluna provides the latest survey designs to its clients, and leverages new technology to obtain new insights from consumers. We provide quick-feedback offerings including a global omnibus that provides clients with data in 24 hours, and our web-based, DIY survey tool QuickSurveys[™]. Our sample and survey experience is vast, and we have specialized areas of focus on media and customer experience measurement.

Further, Toluna provides the industry's leading online market research technology suite, enabling hundreds of market research organizations and agencies worldwide to create surveys, manage panels and build online communities. Toluna's products include PanelPortal[™], AutomateSurvey[™], BrandSpector[™] and QuickSurveys[™].

Toluna has offices in the US, Canada, UK, France (headquarters), The Netherlands, Romania, Germany, India, Australia, Japan and China.

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