

Hansa QUANTITATIVE RESEARCH

Complete Range of Fundamental to Advanced Statistical Methods

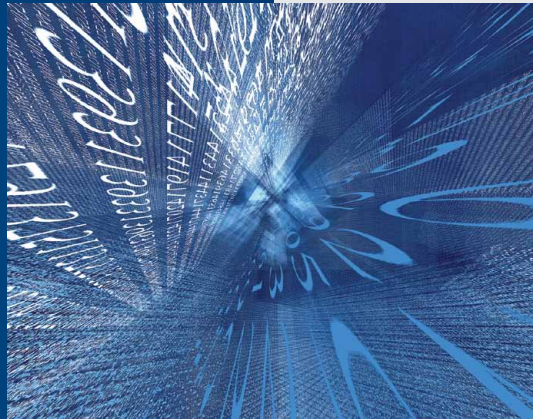
When you need to know the size of your market, what it needs or wants, how it segments, and how your products and services can perform within it, a quantitative research approach can give you the answers.

Using advanced analytic techniques and state-of-the-art analysis tools, Hansa can draw insight from large, global sample pools that would otherwise not be possible. We use an innovative suite of quantitative methodologies to form answers and recommendations to guide your business decisions.

Sample methodologies we incorporate into quantitative research include paired comparisons, choice modeling, price cascading, conjoint and MaxDiff exercises, and build your own product exercises.

Our quantitative analysis capabilities:

- Structural equation modeling (SEM)
- Shapley value analysis
- Tipping points analysis
- Market segmentation
- Factor analysis
- Drivers analysis
- Price elasticity
- Latent class segmentation
- Derived importance mapping
- Importance/performance mapping
- Volumetrics and forecasting
- Emotive and cognitive attribute analysis
- Hierarchical Bayesian decision analysis
- Monte Carlo simulations



Recent Hansa quantitative projects span both business and consumer audiences and encompass the following:

- Brand equity measurement
- Customer equity measurement
- Market share assessment
- Market positioning studies
- Purchase barriers and enablers
- Voice of the customer measurement
- Simulated shopping experiences
- Market appeal assessment
- Purchase likelihood evaluation
- Ideal product configuration
- Product development
- Market segmentation
- Brand loyalty measurement
- Price sensitivity studies
- Brand strategy and brand image assessment
- Brand performance measurement
- Customer loyalty studies

HANSA QUANTITATIVE METHODS

ISSUES

- Customer experience drivers, emotional vs. rational
- Product feature & attribute priorities
- Optimized product / service bundles
- Price sensitivity
- Segmentation & profiling
- Competitive analysis
- Customer personas

TECHNIQUES

- Concept testing
- Discrete choice modeling
- Conjoint; MaxDiff
- Shapley value analysis
- Von Westendorp, Price Cascades
- Tipping points analysis
- Structural equation modeling
- Monte Carlo simulations

Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team, including PhD-level statisticians, uses innovative, data-driven methodologies tailored to our clients' research needs.

We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.



Hansa GCR is a full-service market research and consulting firm. Looking through the lens of the customer experience and applying psychological principles of human motivation, it offers best-in-class research in areas relating to Customer Relationship Equity, Brand Solutions, Market Assessment, Green and Sustainability, and Product/Service Innovation. Hansa GCR is part of R K SWAMY HANSA, an emerging global group with 1,100+ professionals offering Creative Communication, Market Research, Data Analytics, Brand Consulting, Interactive and Healthcare Communication Services.

For further information about Hansa GCR, please visit us on the Web at www.hansagcr.com, contact us via email at customresearch@hansagcr.com, or call us at +1 503.241.8036.