

Research & Consulting Focused on Brand & The Customer Experience



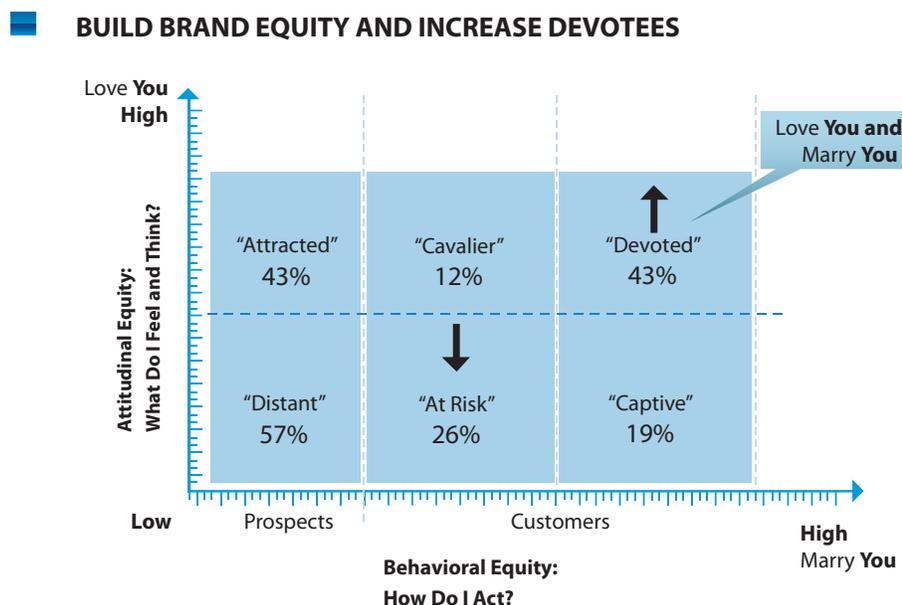
HANSA  **GCR**

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 services in areas relating to Customer Experience, Brand Solutions, Market Assessment and Segmentation, and Product/Service Innovation. For further information about Hansa 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.

COMPANY OVERVIEW

Hansa|GCR specializes in brand and customer experience research and consulting, bringing a focused lens on the customer experience and a set of tools and state-of-the-art capabilities to assist companies in attracting and retaining customers. Beneath everything we do is the application of the principles of psychology to human motivation. We think deeply about how companies can create greater bonds with customers, bonds that are grounded in both behavioral and attitudinal dimensions.

Our lens for thinking about customers and prospects is represented in the following exhibit, which displays our industry-leading concept of “brand equity.” Customer relationships and brand loyalty are defined as the combination of both attitudinal and behavioral bonds. *Attitudinal bonds* are comprised of both cognitive, or thinking, motivators like customers’ perceptions of cost and quality plus affective, or emotional, factors like trust, confidence, and many others. *Behavioral bonds* are comprised of historic behaviors like past purchase experience as well as present and future behavioral intentions and actual behavior.



Hansa focuses on four major domains of research expertise: Customer relationships; brand; market assessment and segmentation; and product and service innovation. We also provide consulting support to clients in two discrete areas: Customer experience management and brand development and execution. We have additional expertise in green and sustainability issues.

HANSA CUSTOMER EXPERIENCE RESEARCH



Our objective is to help our clients create deeper, more profitable relationships with their customers through a differentiated customer experience.

Hansa principals have decades of experience assisting companies with their toughest issues in finding market opportunities, uncovering customer unmet needs, developing and testing new product concepts, and developing go-to-market strategies. We have partnered with executive teams to create strategies, new brand positions, and organizational improvement plans and actions to implement differentiated customer experiences.

Hansa has worked with both global and domestic clients and conducted research around the world in over 80 countries. We conduct research in any local language with sensitivity to cultural differences, and employ any research method including web, phone, mobile, in-person, or paper modes.

We constantly strive to innovate methods to understand customers at a deep level. We have a broad spectrum of qualitative research capabilities, including unique methods like ExperienceBoards™, emotive maps, and customer journey maps, as well as traditional methods like in-depth interviewing, on-line bulletin boards, focus groups, ethnography, and more.

Our PhD-level statisticians and methodologists are grounded in solid academic backgrounds and practical application of techniques like structural equation modeling, Shapley value analysis, Monte Carlo simulation, hierarchical Bayesian analysis, and the spectrum of traditional statistical methods. Our view is “right method for right problem.”

FULL RANGE OF RESEARCH SERVICES

QUALITATIVE

ISSUES	TECHNIQUES
<ul style="list-style-type: none"> • Fundamental & unmet needs • Customer expectations & preferences • Purchase process dynamics • Customer experience & motivations • Pain points, delighters • Customer personas • Emotions analysis 	<ul style="list-style-type: none"> • One-on-one in depth interviews • Focus groups, dyads • Ethnography • Online bulletin boards and moderated discussions • Customer journey maps • ExperienceBoards™ • Emotive maps • eSensity™



QUANTITATIVE

ISSUES	TECHNIQUES
<ul style="list-style-type: none"> • Customer experience drivers, emotional vs. cognitive • Product feature & attribute priorities • Optimized product/ service bundles • Price sensitivity • Segmentation & profiling • Competitive analysis • Customer personas 	<ul style="list-style-type: none"> • Concept testing • Discrete choice modeling • Conjoint; MaxDiff • Shapley value analysis • Price cascades • Tipping points analysis • Structural equation modeling • Monte Carlo simulations • Markov decision analysis



Pervading all we do is an old fashioned but too rare asset – “thinking.” We take our clients’ business issues seriously, and work with both fervor and dispatch to partner in solving their problems and bringing our best thinking to every engagement. Our most senior consultants work actively on our client issues, supported by experienced teams of researchers and analysts.

The Hansa research 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.