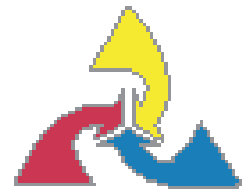


Working Hand In Hand...
To Create Your Future



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Customer Deep Needs Analysis

THE NEXT GENERATION IN CUSTOMER RESEARCH – A MAJOR LEAP BEYOND FOCUS GROUPS

To keep up with turbulent and unpredictable change and surge ahead of competition, companies must be able to effectively stimulate and direct the creative potential of their people. Innovation within the organization in today's fast-paced world, must include all areas of the business, not just research and development but also marketing, manufacturing, distribution, finance, planning and management itself. The big question is not just how to inspire and implement creativity, but how to keep it on track with the customer's changing needs and the company's strategic and tactical thrust.

GAINING VALUABLE MARKET INFORMATION:

Acquiring qualitative information about customer needs and wants is vital to product and service success in the marketplace. Unfortunately, such subjective information has been difficult to attain because of its dependence on moderation and interpretation. Our processes are designed to virtually eliminate moderator influence, enabling their ideas, desires, and needs effectively.

- AIT Farsight's CDNA utilizes revolutionary methods to analyze customer group information and personal interviews objectively, more quickly, and less expensively than conventional techniques. By involving customer groups in product and service design, users are able to get closer to their customers, understand their needs, identify strategic advantages, and gain a competitive edge in dynamically changing markets.

OUR APPROACH TO ATTAIN MEANINGFUL, QUANTIFIABLE CUSTOMER INPUT:

- Uses a creative method to evoke deep intuitive/implicit needs and desires from customers.
- Facilitators and interpreters often don't agree on the meaning of customer feedback since their perceptions are largely based on group dynamics and subjective data. As a result, the information is not quantifiable, and relative importance of criteria remains uncertain. Our CDNA service allows information to be elicited impartially, privately, with entire group input, and presents clear, understandable results.

BENEFITS OF CUSTOMER DEEP NEEDS ANALYSIS

- Clearly identifies customer needs and wants, how important these are relative to each other, and how well they are received in the marketplace.
- Quantifies subjective information, making it clear and understandable - creating intelligence, not just data.
- Identifies emerging needs not yet in the marketplace.
- Identifies emerging market segments and trends.
- Interpretation and analysis of data are made by customers, not by consultants and facilitators.
- Includes all participants' opinions without moderator influence.
- Clarifies and compares demographic differences.
- Creates custom reports quickly and easily, directly from customer inputs.
- Allows a quick evaluation and comparison of competitive products and services.

DELIVERING TOMORROW'S RESULTS TODAY

AIT Farsight Customer Deep Needs Analysis service enhances any organization's in-house creativity and innovation program through better understanding the existing and emerging customer needs, including "customers" within the company itself. Our CDNA service has evolved creative processes and technologies that directly and efficiently involve the customers' own creativity. By synergizing concepts from an innovation team with the user's own needs, unworkable ideas can be eliminated and winning solutions can be shaped. With this new kind of market "pre-search," the usual ratio of success to failure of new ideas is turned around!

"Farsight Innovation has helped our organization better understand the creative thinking and decision-making processes we need to follow to design breakthrough solutions for our customers' needs. It is robust without being too rigid, adding to the creativity and wisdom found in our company."

Greg Clark, Sr.VP
Jonhson Diversey

For more information on
AIT Group's Innovation
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888-826-2484

AIT Group Service Areas



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