

POPULUS

Business Insight and Insight Track

Innovation – Information – Insight

POPULUS combines a rich portfolio of technologies, methodologies, and acumen to customize a Business Insight System for growth-oriented companies. Business Insight helps organizations clarify their vision and strategy and translate the strategy into affordable, accessible, and actionable information and insight. **POPULUS** then provides its clients with an ongoing feedback system, *Insight Track*, to supply the metrics needed to measure outcomes and improve strategic performance and results.

As part of the *Business Insight System*, **POPULUS**,

- Develops research-based strategies
- Employs targeted and effective tactics
- Maximizes successful tactics
- Measures and reports effectiveness of effort
- Refines strategies and tactics
- Executes improved plans and programs

Business Insight System includes the following:

Feature	Advantage	Benefit
Strategic Insight	Matches business resources to opportunities	Increases likelihood of your business success
Affordable System	Allows growth-oriented businesses access to valuable information and insight	Fits easily into your operational budget
Actionable Information	Focuses on what is important to your business	Helps you prioritize use of your valuable resources
Timely Feedback	Acts on opportunities and threats quickly	Gives your business a competitive advantage
Flexible Process	Allows ongoing modifications to meet changing needs and market conditions	Gives your business a competitive advantage
Tactical Plans and Execution	Focuses operations on strategic objectives	Increases your revenue

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POPULUS phases to delivering a *Business Insight System*:

Phase I – *Discovery & Design*

Understand Strategic Position

POPULUS meets with clients to identify current and desired strategic position and discover the issues that will determine success, such as marketing and sales, employee retention, customer loyalty, and communications, etc. In this initial consultative meeting, **POPULUS** will assist in the identification of primary business objectives that will result in a set of strategic research objectives. These research objectives will guide the design of the custom benchmark study and will determine the content of the research.

Define Strategic Research Objectives

POPULUS defines strategic research objectives based on a client's current or desired strategic position. This guides the design of the *Business Insight System* and determines the content of the design and measurement tools. Some of the areas that POPULUS can assist a business in evaluating include:

- Evaluate customer perceptions
- Understand customer behaviors and motivations
- Determine competitive positioning
- Identify customer experiences (positive and negative)
- Assess referral business
- Identify barriers to business acquisition
- Discover emerging customer needs
- Evaluate potential new products and services
- Measure product and service usage
- Ascertain the appropriateness of product and service offerings
- Understand lost business
- Evaluate employee contentment
- Improve employee retention

Phase II – *Benchmark Study*

Design Measurement and Reporting Tools and Collect Data

POPULUS works with clients to create targeted databases that include customer decision makers, administrators, end-users, non-users, employees, or any appropriate population that meets the client's strategic needs. POPULUS applies research techniques that best reach the defined populations and allow execution of the necessary measurement tools while employing state-of-the-art technologies to design, conduct, and analyze research projects. Among the techniques used are:

- Web-based interviewing, including Conjoint Analysis and MaxDiff Analysis
- Computer-assisted telephone interviewing
- Scannable paper surveys
- Virtual and traditional focus groups
- Individual in-depth interviews

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Phase III – Analysis and Report

To meet your strategic research objectives, POPULUS employs a range of analytic techniques, such as conjoint, cluster, factor, and regression analysis depending on a client’s specific information needs.

POPULUS will present the findings of the benchmark study and provide meaningful insight into the implications of these findings. The presentation will include solutions and means for reaching various target audiences, discuss implications of findings for strategic and tactical planning, propose effective communications messages, and suggest steps for strategic business and communications planning.

Implement Next Steps

Following the delivery of actionable recommendations, POPULUS will assist in the planning and execution of the steps and specific deliverables necessary to achieve a client’s desired strategic direction. POPULUS will implement specific communications deliverables and provide metrics to measure success.

Execute Quarterly Tracking – Insight Track

POPULUS will conduct quarterly tracking surveys among a subset of target populations. The findings from these subsequent waves of research will be presented in a dashboard presentation – *Insight Track* – which will include key metrics to measure key communications messages, identify emerging issues, relay customer experiences, and meet the needs of the identified primary business objectives. The Insight Track will report these key metrics in chart and table format.