



## Summer Time Check-in

It's hard to believe that the first half of this eventful year is already behind us. We hope you have been enjoying your summer and making good progress toward your business goals in this challenging business environment.

Unfortunately, economic recovery has not yet arrived. Per *Inside Research's* July issue, internet research growth in both the U.S. and Europe has plateaued – this on the heels of news of first-quarter revenue declines for several global market research firms.

Some of you have shared your challenges in meeting your organization's needs in the face of constrained budgets. Our conversations have spawned a number of ideas and approaches we are happy to share.

### CMI News

On a brighter note, we are very excited to announce that CMI has joined the ranks of the Honomichi Top 50 at number 45. We'd like to thank all of you for the confidence and support you've given CMI – without it we would not have achieved this goal.

Also, we are proud to announce that the CMI family has expanded recently. Congratulations to Angela Wells on the addition of a baby boy and Christina Liao and Drew Hysong on the addition of baby girls to their families. Mazel tov!

### Resource for Legislative Information

Developments on the legislative front continue to affect the research field in a variety of ways. The Council of American Survey Research Organizations (CASRO) is actively working to provide valuable information to the industry. A new information page pertaining to pharmaceutical research is available on the member area of their website.

### New in Analysis: A Hybrid Modeling Approach to Gain Deeper Customer Insights

In developing new products or product line extensions, Conjoint Analysis or Discrete Choice Modeling is often employed to evaluate which product features and bundling will be most attractive to customers and generate the most market share. While this approach offers powerful insights into *stated* needs for products, it doesn't uncover customers' underlying needs, perceptions, or expectations. While we know **what** customers want, it doesn't tell us **why** customers prefer certain features or bundling.

A hybrid modeling approach provides a more realistic and holistic picture of the customer. It incorporates what the customer wants (through Discrete Choice or Conjoint exercises) with the reasons they want it (through Structural Equation Modeling, a pathway modeling approach to understand the influencers of customer decisions). This approach yields deeper customer insights that not only help the product development team understand what features and bundling to focus on, but help the marketing team understand how to communicate the resulting product features more effectively by addressing customers' underlying needs and expectations.

If you would like to know more about this approach, please ask your CMI contact or call or email Chet Zalesky ([czalesky@cmiresearch.com](mailto:czalesky@cmiresearch.com), 678 805-4001).

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We have many plans for expanding our resources and capabilities to support your needs, and we are eager to put our forward-thinking expertise to work for you. Please call us with questions about our news or to help you keep your research relevant and brainstorm solutions for a business question you're facing.

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