



CMI – A Brief Overview

**Company
Description:**

CMI is a full-service marketing research company that helps its clients create a competitive advantage by translating research data and information to *drive business results*. CMI's ability to dig deep and develop relevant and often unexpected insights from its research findings is what makes the company different. Many other marketing research companies may simply provide static marketing data and reports that sit on a shelf and fail to drive any business improvements. In contrast, CMI's experienced team members are strategic thinkers who leverage new methodologies and technologies to provide research that guides clients' strategic decisions and aligns their products, services and strategies with their customers' needs.

CMI cultivates a learning environment in which team members develop in-depth knowledge of the client organization, tactical issues, strategic needs, and the competitive environment. Combining this knowledge with research findings, CMI translates information into actionable recommendations that drive company initiatives and profitability. As a result, CMI has earned a reputation as a trusted advisor to and partner with many Fortune 1000 companies in a wide range of industries.

CMI capabilities encompass the full range of marketing research and analytical services – qualitative and quantitative – customized to meet the unique requirements of each project. Research projects range from one-time ad hoc studies to extensive ongoing programs for improving the customer experience. CMI studies address a broad scope of business issues such as advertising effectiveness, channel management, pricing strategy, satisfaction/value, win/loss analysis, branding, new product development, customer retention, and segmentation.

In a typical year, CMI completes more than 200 projects, conducts more than half a million interviews via telephone, mail, the Internet and in person, and produces more than 2,000 reports.

Year Founded:

1989 (as ConsumerMetrics Inc.; dba CMI since 2002)

Revenues:

\$15 million+ in 2008, for the sixth consecutive year of double-digit growth

Employees:

Nearly 50

– more –

Locations: Headquarters

- Atlanta, Georgia

Satellite Offices

- Cedar Rapids, Iowa
- Denver, Colorado
- Long Island, New York
- Raleigh, North Carolina

Markets Served: CMI is a consultant to a wide array of companies in industries such as healthcare, pharmaceuticals, financial services, insurance, utilities, telecommunications, hospitality and many more. Most of these companies are included in the Fortune 1000.

Capabilities: CMI offers a complete range of quantitative and qualitative research methodologies, web-based research capabilities and multivariate techniques. Some interesting and less common methodologies and techniques include:

- **Ethnographic Research** – Beyond focus groups—ethnography is a powerful and insightful research approach that studies a small group of people in their own environment. New innovative approaches to observation offer compelling and insightful solutions to core business issues. Using a longitudinal approach, CMI fosters deeply introspective reflection from respondents to get the “real story” – far beyond what can be observed in an hour or a day. CMI incorporates a wide range of “windows” for evaluating difficult-to-observe behaviors, attitudes and beliefs, ranging from in-person aspects to the immediacy and relative anonymity of online communication. More information about CMI’s ethnographic research process can be found on p. 3 in the **iSight™** section.
- **Facilitation** – Facilitation brings together a cross-functional group of individuals from within a client organization to determine the best way to implement the results of a research study. A professionally trained CMI facilitator leads the session – typically a ½-day to full-day – and uses a variety of techniques to help align the team around one or more company goals or initiatives.

Multivariate Techniques – CMI’s Marketing Science team understands that statistics is a means to an end and focuses on how to best translate the scientific results into business implications to help drive a client’s bottom line. CMI uses a broad range of statistical modeling and analytic techniques such as TURF analysis, conjoint analysis, choice-based modeling, structural equation modeling, and latent class analysis. By leveraging these techniques, CMI provides clients with a variety of sophisticated insights that include: understanding a customer’s decision process, estimating market share, projecting the revenue impact for product modifications, understanding the ROI for improvements in the customer experience, and much more.

Custom Products: **CMI's Web Insights Navigator™** (WIN) embodies the company's philosophy of providing clients with a competitive advantage by designing custom web portals that provide a more intimate understanding of their customers'/clients' needs to all levels of the organization. WIN is ideally suited for organizations that have many customer touch points and want to continually improve their customers' experience. The password-protected web system is designed for easy use by all levels of an organization's management and all functional areas that touch customers. Providing quick access to insights from CMI studies, as well as other sources, the system answers important questions such as: How well are we performing? What actions do we need to take to improve the customer experience? What are our customers/accounts saying? And why are customer/accounts at risk? The system allows users to download their information directly into PowerPoint for customized presentations.

QTabs™ is an interactive web-based product that gives CMI's clients 24/7 access to their survey data via the Internet, and more important, allows them to create a customized set of cross-tabulations that will help answer questions outside the scope of a research study's cross-tabulations or report. For example, a research report on a new product concept may have categorized an age group from 19-25 and from 26-35, but the client organization's brand manager may want to see the results of respondents ages 22-30 to follow-up on a hunch that the product could be best-suited to that age group. With QTabs, the answer is immediately available.

iSight™ is rooted in principles of cultural anthropology and seeks to understand a particular category in new ways and within the full context of customers' lives. This innovative customized approach to ethnography, based on the category, type of behavior and audience to be observed, yields a more authentic and complete view of the customer's reality. iSight is especially critical for organizations with difficult-to-observe products, services and circumstances. The process offers a powerful connection with customers that goes beyond knowing what they do and think, to understanding why -- the foundation for competitive advantage. Most iSight™ studies are comprised of multiple phases structured to:

- Enlist participation and build rapport between the ethnographer and participants
- Foster a deeply introspective reflection via creative assignments designed to illuminate the participants' behaviors and attitudes
- Reveal an authentic view of customers' lives (key themes, observations, and emotional linkages) via longitudinal insights

Senior Management: Chet Zalesky, president and founder; member of the CMI steering committee
Laura Caraway, vice president of operations; member of the CMI steering committee
Ellen Mowbray, senior vice president, business strategy; member of the CMI steering committee
Mike Gray, senior vice president, business development
Hannah Baker, vice president, Qualitative Research Group
Christina Liao, vice president, Marketing Science Group

Awards: *Catalyst* magazine's 2006 Top 50 Entrepreneurs Portfolio (awarded to Chet Zalesky)
MetLife 2005 Supplier of the Year

Web Site: www.cmiresearch.com

Media Contacts: Ann Kohut
Kohut Communications Consulting
770-913-9747
annielk@bellsouth.net
or
Angela Wells
CMI
678-805-4041
awells@cmiresearch.com

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January 2009