



FOLLOW A COMPELLING STORY FEATURING COMPLEX CHARACTERS: YOUR CUSTOMERS.

CMI's Immersive Insights solutions provide a uniquely personal vantage point from which to view your customers, generating insights into behaviors and decision processes that are difficult, if not impossible, to observe using traditional research methods. Through adaptation of classical ethnographic techniques, we gather your customers' stories, helping you understand their attitudes, concerns, and behaviors in the context of their world.

IMMERSIVE APPROACH. UNIQUE INSIGHTS. COMPETITIVE ADVANTAGE.

CMI combines a deep expertise in observational techniques with a unique set of data collection tools to deliver a richer understanding of your customers' needs, motivations and behaviors that helps you gain a competitive advantage. CMI delivers the stories and relevant insights to help you uncover unmet needs, identify touch points and influencers, and improve the customer experience.



Uncover Opportunities – *Discover and Create*

Understand your customers in the context of their world – the people, media, impressions, and attitudes that shape how they address challenges in their everyday lives and fill unmet needs. The goal is to provide you and your team an understanding of how emotions, benefits, information, and messaging converge on customer choices. Growth opportunities and emerging needs are identified and brought to life all in the context of the customer's world.

In addition, the Immersive Insights approach is highly effective in developing and “colorizing” vivid segment personas that guide marketing strategy and refresh messaging.



Optimize Marketing Strategies – *Touch Points and Triggers*

Determine how your target customers make decisions in your category, particularly if the decision process is long, infrequent, or involves multiple influencers. We will identify the emotional triggers that lead to behaviors that move a customer through the various purchase “gates” to choose your brand/service. The outcome is a rich set of strategic insights focused on the emotional linkages to benefits, communication strategies, and messaging elements that best drive customers to choose your brand/service.

**For more information,
contact us at:**

info@cmiresearch.com or
888.311.0936



Manage Customer Experience – *On-Boarding Assessment*

Evaluate the “first 100 days” experience from your customers’ perspectives to ensure you’re delivering the best possible experience and creating a foundation for a greater lifetime value from the start. Understand what’s working and what isn’t – where you are exceeding expectations and where you may be falling short. This solution is perfect for piloting new product or service initiatives.

Generate insights that are difficult, if not impossible, to observe using traditional research methods.

HOW CMI’S IMMERSIVE INSIGHTS WORKS

Our experienced team combines social science and cultural anthropology expertise to develop the optimal approach to address your issues at hand. We guide you and your customers through a journey of discovery that incorporates individual activities with group discussions at various points and using different formats along the way. We utilize the latest offline and online tools and techniques to capture an authentic view of your customer and their world.

An added benefit to working with CMI is our unique Infusion Session™, a multi-media interactive session that enables you and your internal stakeholders to truly experience your customers’ world.

SUCCESS STORIES:

Developing relevant products and services – A leading financial services firm needed insights into young consumers’ attitudes and fears about retirement to guide product development and messaging for sales materials.

Giving the customer center stage – A major pharmaceutical company needed to bring their target customers to life for all their internal stakeholders to identify the key strategic and marketing priorities.

Identifying the purchase pathway for better results – A major healthcare benefits company needed insights on the purchase pathway of health plans to help guide product features, communications, messaging strategies and enrollment alternatives.

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