

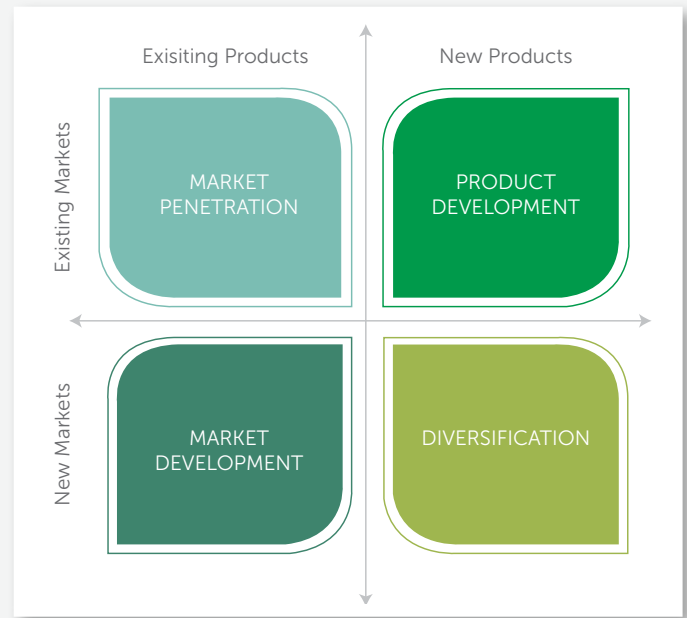
# MAKE EVIDENCE-BASED DECISIONS

## UNDERSTAND YOUR MARKETS

Leverage ISR's experience and institutional knowledge to create a fit-for-purpose market research project that addresses the business decisions you need to make.

Are you:

- Developing a new product or service?
- Evaluating a new market?
- Targeting a new customer segment?
- Entering a new geography?
- Need a deeper understanding of your customer or potential customer base?



## UNDERSTAND YOUR CUSTOMERS

Who makes the decisions and in what contexts? ISR can help you gain a deeper understanding of your customers' decision-making units (DMUs) and decision-making processes (DMPs).

Key Questions Addressed:

- What motivates the purchase decision?
- How are companies, products, solutions, and/or brands evaluated?
- What factors drive the final buying decision?
- Where are your customers won or lost in the purchasing process?
- Why were specific opportunities won or lost?
- How do you keep customers engaged and manage their loyalty over time?



Call or email ISR to find out how we can help.