



STRATEGIC
VISION

Qualitative Research

How Strategic Vision Can Help Improve Perceived Quality In US Market

ValueCentered™ Qualitative Research

When researching anything from new products to key communications, ValueCentered® Interviews can provide leverageable insights: not just what customers say is important—but what truly is linked to motivations.



Our **proprietary computer program Cuology™** guides our **ValueCentered® Interviews** to assure that every project has our consistent quality process and data recording while allowing for in-depth interviews that are completely personalized to the respondent's experience and the research question.

- ▼ We hear the issues you need to address.
- ▼ We gather the data first hand.
- ▼ We use our proprietary analytical programs to do the analysis and make the presentations on request.

ValueCentered™ Qualitative Research

Software was originally developed in 1978 to assist Strategic Vision in qualitative research and analysis. These programs have been updated continuously through today.

- ▼ We train interviewers and analysts in ValueCentered™ methods of interviewing and data analysis and report writing.
- ▼ Our ValueCentered™ interviews are completed with the assistance of our software program (Cuology™).
 - Thus creating consistent, quality, in-depth interviewing in each and every location where interviews are conducted by trained staff.
- ▼ The data is analyzed with the ValueCentered™ data analysis section of the same Cuology™ program.
 - Allowing any trained team member to adequately analyze the data and generate solutions to complex client questions with a consistent high degree of quality and reliability.

ValueCentered™ Mapping

Some things you must do to support the experience (Foundation) while others set you apart in positive ways that impact customer choices (Leverage).

▼ ValueCentered™ Mapping

- A highly sophisticated computer program that can be used with qualitative and quantitative data to show clients their strengths and weaknesses and the strengths and weaknesses of their competition.

▼ Foundation and Leverage

- These maps show the foundational profiles of clients vs. their competition on attributes, personal benefits, values and feelings and images.
- These maps show the leverageable profiles of clients vs. their competition on attributes, personal benefits, values and feelings and images

Foundation and Leverage – What Matters



Foundational

Opportunity is built on a firm Foundation.

Foundational issues (including price-of-entry characteristics) define the category ... but allow only temporary advantages



Leverageable

We create a profile from your target customers of what you should Leverage (i.e., influential open opportunities identified from the 'Ideal') to create a winning position.

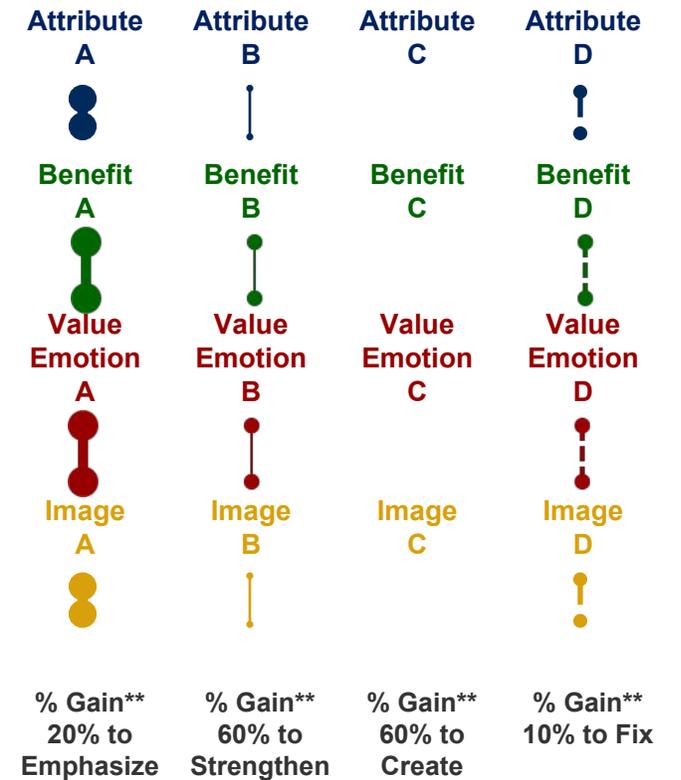
Leverageable issues are those that move you towards the Ideal and separate you from your competition.

SVI Mapping: Paths to Success

Strategic Vision alone can create these multi-dimensional maps that can be used by R&D, Communications, Marketing, Service and Management.

- ▼ **(A) Super-Highways** – Paths that clearly in place. The Foundation to success: What is Ideal? Where do you stand? Where does the competition stand?
- ▼ **(B) Country Roads** – Connections that are in place but that can be strengthened to create leverage: What is your Opportunity?
- ▼ **(C) Open Territory** – Place where new connections can be created – often “Game-Changing” Opportunity: Is there Opportunity for you to create Leverage?
- ▼ **(D) Bad Roads** – Where do problems lie? How much are you being hurt? How do you correct problems?

Target vs. the Ideal*



Example of Why Connections are Important



- ▼ In normal research, a respondent might suggest that a “Big Organization” is an important positive attribute.
- ▼ However, in reviewing the connections, it creates negative images and actions as it is directly tied to health of a loved one being managed by an uncaring businessman.
- ▼ Instead, focus on Modern Looking facilities that suggest a strong sense of Security and being Trustworthy.

