

# Market Research

Alignment. Buy-in. Confidence.

*“Expert Choice’s value to BlueCross BlueShield of Florida has been the ability to reach our target audience quickly and achieve better, more accurate results.”*

CAREY HEPLER  
QFD BLACK BELT®  
INNOVATION DIRECTOR  
BLUE CROSS BLUE SHIELD  
OF FLORIDA

Do you need to better understand your customers’ requirements?

Is your team overloaded with too many “top” priorities?

Is it difficult to get marketing and engineering on the same page?

Are you wasting scarce product development resources on low priority requirements?



Expert Choice has the solution to help.

Whether you are using advanced methodologies like Voice of the Customer (VOC), Quality Function Deployment (QFD), Design for Six Sigma (DFSS), or Kano Modeling, with Expert Choice you can quickly and effectively get to your customers’ needs, so that your team can focus on building successful products. Ultimately, our goal is to help you get into the mind of the customer so that you can build products that wow them.

Unlike traditional rating scales, Expert Choice uses a unique approach called “pairwise comparison” to elicit customer needs, essentially, asking customers to trade off between requirements or features. We then combine this paired comparison approach with customizable screening surveys to help you segment your customers into effective marketing groups, giving you deep insight about each unique market segment, something traditional survey methods cannot do.

*Our pairwise comparison approach allows users evaluate and prioritize their objectives in an easy and meaningful way.*

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## Powerful Results

*At the end of the day, ensuring your new product satisfies your customers is the only test of truth. With the proven power of Expert Choice's solutions behind you, you can achieve:*

- » Improved customer satisfaction
- » Easier, more effective processes
- » Improved team consensus
- » Optimized allocation of scarce product development resources

### Expert Choice's Product Development Portfolio Solutions

Once you have taken the time to understand your customers' needs clearly, you can continue to use Expert Choice's solutions to help translate customer requirements into product features and design specifications. Using our EC11.5 product, you can cascade your product matrices from customer requirements to product features to design specifications and further. This new functionality has been expressly developed to satisfy the needs of our QFD and Six Sigma customers.

Using Expert Choice's Portfolio Alignment solution, you can also manage product requirements in a portfolio. Our Resource Aligner allows your team to allocate scarce product development resources – whether people, money, or time – to achieve an optimal product development portfolio, ensuring you the best bang for the buck.

If you are ready to cut your decision time from weeks to days, help your team reach consensus and truly hear the voice of your customer, all with a structured approach that is simple to follow, contact Expert Choice today, [info@expertchoice.com](mailto:info@expertchoice.com).

Expert Choice serves more than 100 of the Fortune 500 and 30 Federal Government agencies. Our software is also taught in over 100 universities and used in 60 countries worldwide. Join the leader in collaborative decision-making software, otherwise you are just guessing.

Contact us today learn how you can get started, [info@expertchoice.com](mailto:info@expertchoice.com) or visit [www.expertchoice.com](http://www.expertchoice.com)