

# Diagnosics Plus

## Research Capabilities

Diagnosics Plus is a full-service survey research firm offering expertise in market research and organizational assessments. We provide an understanding of customer needs, competitor offerings and the organization's capacity to deliver increased value to its customers. Our research enhances the profitable growth of our clients by identifying ways to deliver greater value to their customers.

### **Product Development**

Understand the customer's point of view regarding the necessary and most powerful value-added features that should be included in new or redesigned products.

### **Customer Satisfaction and Value Studies**

Understand the customer's decision-making process, the extent of customer satisfaction and loyalty, future customer requirements, and comparison to competition. Underlying customer satisfaction is an understanding of what determines value to the customer within the context of competitor's offerings.

### **Market Positioning Studies**

Learn how products should be positioned by segment so that they are most appealing to potential customers.

### **Size of Market**

Determine the characteristics and parameters of the market, including market share, competitors' strengths and weaknesses, and market trends.

### **Benchmarking Studies**

Learn how your company performs in relation to competitors or similar companies in other markets.

### **Other Market Research**

Diagnosics Plus' Business-to-Business research experience can be utilized to perform other types of market research, including segmentation, brand/image tracking, and concept testing.

### **Organizational Research**

Identify pathways to organizational improvement. Assessments are available to measure barriers to change, competitive advantage, customer service, executive, managerial, and supervisory style.

## Research Methodologies

### CATI Telephone Research

Diagnostics Plus has their own CATI telephone research facility with a staff of mature interviewers experienced in interviewing senior decision makers. Both quantitative and in-depth qualitative telephone research are done.

### Internet Research

Diagnostics Plus has fielded more than 100 Internet research surveys for respondents throughout the Americas, Europe and Asia. Complex branching and text substitution capabilities expand the capabilities of the Internet survey.

### Focus Groups

Diagnostics Plus has conducted focus groups throughout the US, in Europe and Asia. We can provide experienced moderators, recruiting and facilities arrangements, transcriptions, translation services and summary reports with embedded video clips.

### Qualitative In-Depth Interviews

Diagnostics Plus can provide expertise in the development and administration of qualitative interviews either on-site or by telephone.

### Paper Surveys

Optical scanning equipment provides rapid analysis of large quantities of paper surveys.

## Data Analysis and Reports

Diagnostics Plus offers a wide range of data analysis methodologies including cross-tabulations, significance testing, regression analysis, factor analysis, analysis of variance, cluster/segment analysis, multivariate analysis, and SIMALTO.

Reports include state-of-the art color graphics, reports by disc, and other forms of electronic report development and dissemination.

**For more information contact:**

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