



Business Research and Consulting Group

Abt Associates Inc.

**What would it take for your business to generate a larger profit?
Make things work more efficiently? Gain additional market share?**

We can help you ask the right questions and find the right answers.

We've been working with companies around the world for over 40 years, helping them increase revenues and reduce costs by:

- Expanding relationships with profitable customers
- Identifying new target markets
- Improving product design and service delivery
- Developing appropriate pricing strategies
- Strengthening brand image

In essence, helping them leverage market information and corporate assets to create exceptional customer experiences.

We're the Business Research and Consulting Group (BRC) of Abt Associates and our mission is to help clients think like customers to improve business results.



“We are well known for our sophisticated approaches for gathering and analyzing information to produce actionable results that help our clients be more successful.”

Sue Windham-Bannister, Managing Vice President, BRC

Information is power

This is an old but true statement, especially when translated into insightful knowledge about your customers and what you need to do to win and retain their business. The foundation of our consulting work is based on gathering and analyzing the right internal and external data needed to effectively align your business initiatives with the needs of the marketplace — to exceed customer expectations, beat the competition and gain market share. We have the sophisticated research and analytic capabilities needed to truly understand customer behavior and decision-making and set corporate priorities to positively impact your performance.



BRC

Industry Specialties

Financial Services (Banking/Brokerage)
Insurance (P&C, Life and Health)
Healthcare (Medical Devices/Pharmaceuticals/Healthcare Tech)
Information Technology/Telecommunications
Consumer Products

Informed solutions to complex challenges

As consultants from your industry, we understand the context in which actions are likely to be implemented within your company. This first-hand knowledge of many of the issues you face helps us leverage our experience to identify and prioritize appropriate actions for each situation. In our financial services practice, for example, team members come from the banking and brokerage sectors. Similarly, we hire physicians and other clinicians from global pharmaceutical companies to inform assignments in our healthcare practice.

“Our clients highly value our multi-discipline approach to assignments. By complementing our teams of PhD’s in market research and statistics with industry experts, we can apply findings in a way that reflects the business realities within different sectors.”

Scott Rosa, Vice President, Financial Services Practice, BRC

Tailored to meet your needs

We understand that your business challenges are unique to your firm and actively work with you to craft well-defined objectives, methodologies and deliverables for each and every engagement. At the same time, we draw upon well-tested approaches and benchmarks to ensure that what we do works for you. The end results are highly targeted corporate initiatives that build your competitive advantage.

“We have well-tested methodologies in place, but the way we approach every assignment is customized to reflect the culture and working style of each client organization.”

Jim Salter, Principal Consultant, BRC

Insightful information, informed solutions and tailored results from experienced professionals.

If you are looking to translate information about your customers’ behavior and needs into actions that can improve the bottom line, please call Jim Salter at 781-372-6537.

ABT ASSOCIATES BUSINESS RESEARCH AND CONSULTING GROUP

Solving problems, guiding decisions – worldwide.

With locations around the globe, Abt Associates is one of the top research-based consulting firms worldwide, providing businesses and governments with the information and analysis they need to support intelligent strategic decisions.

The BRC Group within Abt leverages the firm’s 40 years of global experience to help corporations gain a better understanding of what customers truly value and how this insight can be translated into actions that positively impact performance.

By combining the extensive industry knowledge and expertise of over 1,000 Abt professionals with the firm’s advanced research capabilities and analytic processes, BRC is uniquely positioned to help businesses think like customers.



Abt

Abt Associates Inc.