

VOCALYST® Applications

For more than a decade, VOCALYST has proven to be one of the most highly versatile and broadly applicable market research techniques ever created. We have conducted over 200 VOCALYST studies, covering a wide range of products, services, functional areas, and industries.

New Product Development

We have conducted VOCALYST applications for all types of clients – from mature companies looking for breakthroughs to those on the cutting edge of technology. These studies typically form the basis of new product introductions, feature enhancements, and other modifications.

New Service Design

The VOCALYST methodology is highly effective in service design or service improvement applications. It has been used successfully in a broad range of industries, including airlines, entertainment, utilities, telecommunications, financial services, and health care.

Process Improvement

This category includes VOCALYST applications for internal processes that clients have sought to re-engineer for greater efficiency and improved customer satisfaction. Examples include order processing, billing, fulfillment, claims handling, new account processing, and customer service center applications.

Promotional Program Design

We have conducted VOCALYST studies to help clients understand customer preferences in order to design more effective marketing and sales programs. These have led to highly successful promotional campaigns, such as dealer incentive programs and customer rebate offers.

Customer Satisfaction

VOCALYST measures not only overall customer satisfaction, but satisfaction with individual product or service attributes. VOCALYST-derived attributes have proven to be more complete and detailed than ones derived through other methods, leading to better fitting models and more effective initiatives to improve customer loyalty.

Employee Satisfaction

Many VOCALYST studies have been performed for human resources managers, facilities managers, and other professionals responsible for employee recruitment and retention. By better understanding employee wants and needs, companies can increase employee satisfaction levels and decrease recruitment and training costs.

Internal Voices

AMS has conducted VOCALYST studies for corporate functions that provide services to the rest of the organization. Departments that have benefited from VOCALYST applications include Information Services, Finance and Accounting, Human Resources, and Market Research.

