

# Why AMS?

As a boutique firm specializing in new product development, AMS is uniquely positioned to help you incorporate the Voice of the Customer throughout your new product development process. As you evaluate a consulting partner, please consider the following:

## **AMS is the Voice of the Customer authority.**

Since AMS was founded in 1989, we have helped hundreds of clients in dozens of industries understand more clearly and respond more effectively to the Voice of the Customer. When thousands of hours and millions of dollars in R&D and marketing expenses are at stake, it pays to have a consulting partner with the expertise that can only be gained through years of hands-on, real-world experience.

## **AMS is first and foremost a *product development consulting firm.***

Unlike generalist market research firms, AMS' Product & Service Design team is focused on helping product and service developers respond to customer needs. We do not seek out engagements such as advertising testing, audience measurement, or competitive intelligence, but rather target our work specifically to the demands of product and service developers, in language that makes sense to them. In addition, our focus on NPD keeps us abreast of the latest developments in the field, as well as new or ongoing challenges that product developers face.

## **AMS' methods are based on sound academic research.**

Because of our roots in academia, our work has always been grounded in research by faculty at leading business schools. From landmark academic papers on Voice of the Customer and Quality Function Deployment to more recent studies on brainstorming and creativity, we base our techniques on ideas that have been meticulously researched and published in refereed academic journals. Over a long track record of successful engagements, we have refined these concepts and techniques for real-world use, in many different situations and contexts.

## **AMS' cross-industry experience speaks to our versatility.**

The AMS team has collective expertise in nearly every major product and service category imaginable, in both business-to-business and business-to-consumer markets. Recent engagements have involved new product opportunities in medical devices, financial services, software, aerospace, utilities, higher education, consumer packaged goods, and building products, to name just a few. To see a list of selected AMS clients, please visit [www.ams-inc.com/clients](http://www.ams-inc.com/clients).

## **AMS' clients trust us with their toughest projects.**

While we have done our share of research on straightforward consumer products, most of our work involves highly technical categories with sophisticated customers who are experts in their fields. These customers can be difficult to find, difficult to recruit, and difficult to interview. In many cases, clients ask us to perform research in markets that have rarely, if ever, been researched before. In each case, we combine our expertise and creativity to deliver meaningful results to our clients.

## **AMS' high repeat rate demonstrates lasting client satisfaction.**

The best measure of client satisfaction for any consulting organization is repeat business. Over 70% of our clients have completed more than one engagement with AMS\*; many of these have completed six or more engagements. In short, our clients trust us as a valued partner in their product development process.

## **AMS is easy to work with.**

A remarkable number of clients say that AMS is among the most "user-friendly" consulting firms they have ever engaged. Common feedback includes "flexible," "good listeners," "honest," "trustworthy," "easy to deal with," and "does what they say they'll do."

We take pride in our responsiveness and flexibility in meeting client needs, particularly our willingness to customize our research approach and think "outside the box." AMS is committed to being your partner in new product development, throughout the course of your current engagement and beyond.

\*For companies who have been AMS clients for more than six months.

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