

# JUDD RESEARCH

## Why Market Research?

### Because if you can't measure it, you can't manage it.

OMS has asked Dr. Judd to work with its clients to help them gain and retain customers through increasing knowledge of clients' needs and industry trends.

Understanding your client and their needs is the key to any successful business. Market Research is about communicating and accessing the valuable information of your customers' experiences. By opening these lines of communication, you can:

- Identify new market opportunities
- Generate new clientele and enhance customer loyalty
- Provide better customer services
- Show clients you care
- Gauge your performance
- Gain a market trend advantage
- Minimize risk
- Measure progress
- Create targeted and focused products or services
- Understand what is valuable to your customer



### Recent Clients

Roosevelt City Government  
Utah State University  
Les Olson Company  
Winder Dairy  
Uintah Basin Telephone  
Silver Star Telephone  
Rockland Telephone  
South Central Utah Telephone

*Dr. Judd is an associate of Olson Marketing Services*

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Resulting report is **clear, understandable** and **useful** for long term strategic planning.

## Research Includes:

- questionnaire design
- development and formatting
- data entry
- data collection
- execution of mail/call protocol  
*including telephone script development and telephone calling for sample verification*

## Types of Research

- Public opinion research
- Metrics
- Quality Monitoring Systems
- Satisfaction Studies
- Evaluation for program improvement

## Expertise

- Ph.D. in Business Information Systems & Education.
- Masters in Public Administration.
- Extensive experience designing and implementing Customer Satisfaction Research.
- Certified by Collaborative Institutional Training Initiative (CITI) to conduct Human Subjects Research for processing by Internal Review Boards (IRBs).
- Certified Quality Manager: American Society for Quality (ASQ)



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