

TRUST MSI-ACI TO TURN INSIGHT INTO FORESIGHT.

COMMUNITY EXPERTS: Strong management builds loyalty and participation

RESEARCH CREDENTIALS: 30+ years of global experience ensures excellence

TECHNOLOGY LEADERSHIP: Single platform increases speed, efficiency

STRATEGIC THINKING: Progressive solutions generate better insight

FOR MORE INFORMATION CONTACT:

Europe
Hans Lingeman
Director of Development
hlingeman@msi-aci.com
+31 (0)20 7159555

USA
Paul Strasser,
President
pstrasser@msimsi.com
+1 610 265 2000

www.msi-aci.com

WHAT IS INSIGHT™?

- › An online customer community that you own
- › A marketing intelligence tool that generates ongoing insights
- › A full-service solution designed, built and managed by MSI-ACI

INSIGHT™ CUSTOMER COMMUNITIES DELIVER RICHER RESULTS

- › Conduct fast, efficient research among critical customer audiences
- › Automate ongoing data collection for insights throughout the customer lifecycle
- › Integrate databases with custom research and link data across studies
- › Generate holistic views of customers
- › Maximize productive contact, minimize over-contact
- › Strengthen relationships and build positive brand impressions

A CUSTOMIZED, FULL-SERVICE SOLUTION IMPROVES RETURN ON RESEARCH INVESTMENTS

- › **Design & Set Up:** Community look and feel mirrors your brand
- › **Recruitment:** Multi-channel approach maximizes participation
- › **Research Excellence:** Research heritage ensures high standards
- › **Community Expertise:** Experienced management maintains community satisfaction
- › **Strategic Analysis:** Value-added thinking adds depth



About Us

MMSI-ACI Europe BV is an international company based in the Netherlands that specializes in customer dialogue communities. Backed by 30 years of research experience and powered by innovative technology, MSI-ACI helps global research and brand managers obtain richer insights that impact marketing results. Visit www.msi-aci.com

MSI International East is a full-service marketing intelligence firm based in the US, with 100+ employees in four locations: Philadelphia, Amsterdam, Paris and Seattle. MSI's global experience, strategic thinking and category expertise make it the ideal resource for Fortune 500 companies worldwide. Visit www.msimsi.com