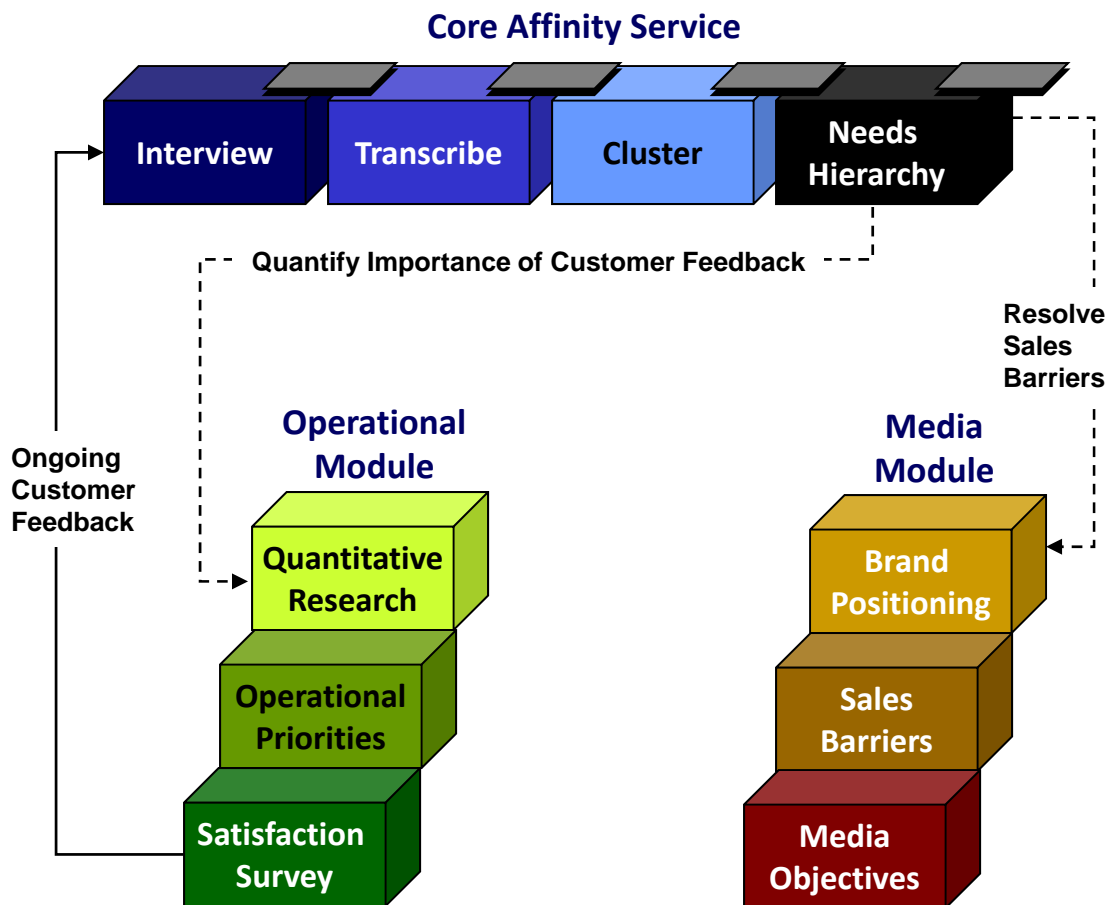


## Business Navigation Systems ' Affinity Research Technique (ART)

The core affinity service entails interviewing the organization and the customer, analyzing feedback, and developing breakthrough thinking on valuable customer needs



The operational module recasts affinity data as a quantitative survey, confirming the importance of customer needs, establishing new operational priorities, and setting satisfaction research objectives

The media module extends affinity findings to resolve sales productivity barrier and establish relevant communication and media development objectives