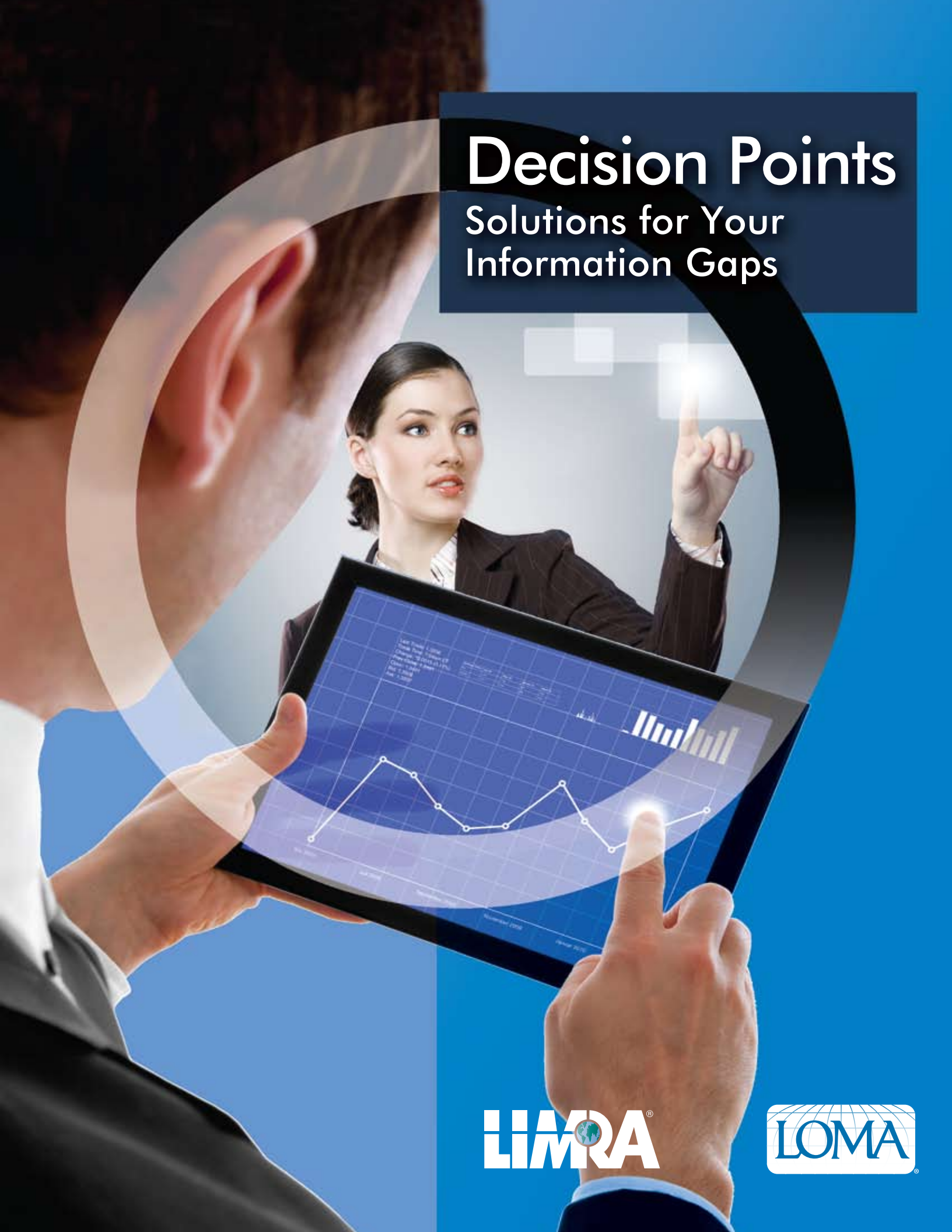


# Decision Points

Solutions for Your  
Information Gaps



**LIMRA**<sup>®</sup>

**LOMA**

# Decision Points

*Solutions for Your Information Gaps*



Today's business environment presents many new challenges, and the signposts leading to success aren't always clear or may even seem contradictory. You need to find the answers that will fill the information gaps and help your company set a direction. LIMRA and LOMA's Custom Research will provide you with the qualitative and/or quantitative data to make decisions across all product lines and distribution channels. Gain the knowledge you need to improve customer satisfaction, design a new product, test a product concept or product introduction and more!

LIMRA and LOMA's team of industry experts will find the answers to your specific needs. We will work with you at all stages of the research project, from helping you clarify the study objectives to writing the report, presenting the results, and partnering with your team to identify the implications for your company.

Sometimes companies share a common interest and decide to join together and fund a specific project. It's a timely and cost-effective approach that provides data only to the sponsoring companies. Project sponsors have an active role in determining the research methodology, questionnaire design, and, when appropriate, focus group locations.

Whether you need a custom study or want to share the results with several other companies, all studies are tailored to your objectives and results are available only to the sponsoring organization(s).

## Types of Studies:

### Consumer Studies

- Satisfaction/Loyalty
- Needs and Preferences
- Attitudes
- Ownership
- Service

### Field Force Studies

- Support Needs
- Training Needs
- Attitudes
- New Products

### Home Office Studies

- Employee Opinion Surveys
- Exit/Onboarding Surveys

### Product Studies

- Product Design
- Market Potential
- Competition

### Strategic Research

- White Papers
- Literature Reviews



*As the trusted source for industry knowledge, members call LIMRA first for solutions to their information gaps!*

To learn more today about how  
LIMRA and LOMA's Custom Research  
can help you or to request a proposal  
and price quote, contact Lynn Ferris at  
860-285-7849 or [lferris@limra.com](mailto:lferris@limra.com).

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