



Customer Insights That Drive

Strategic Impact



At Applied Marketing Science (AMS), we specialize in custom market research that delivers results. We help businesses uncover deep, beyond-the-obvious customer insights that fuel product innovation, improve customer experiences, and strengthen market positioning. By putting the voice of your customer at the heart of your strategy, we enable you to make informed, data-driven, confident decisions that lead to growth.

Our Consulting Services

Voice of the Customer (VOC)

As pioneers of VOC research, we help you deeply understand your customers' needs and priorities—not just what they say they want, but what *truly* drives their decisions. Our actionable insights ensure you build products that not only resonate with customers but also differentiate your offerings in the market.

AI-Powered VOC Insights

Our supervised, finetuned LLM is revolutionizing VOC research. Fast, precise, and efficient, it navigates the complexity of customer needs, allowing you to discover emerging opportunities and fuel bold innovation.

Claims Testing & Development

We guide you in crafting product claims that resonate with your target audience and hold up to scrutiny. From ideation to legal substantiation, we ensure your claims differentiate your product and build consumer trust.

Concept Testing

Before investing in costly development, we validate your product concepts with customers. Our research ensures that your ideas meet real customer needs, reducing risk and maximizing the potential for success.

Ethnography & Observation

We go beyond traditional surveys by observing customers in their natural environments. This enables us to identify hidden needs and pain points that can often go unnoticed, giving you a competitive edge in product development.

Market Sizing & Segmentation

We help you identify and target the most promising opportunities. By understanding market segments' size, profitability, and unique characteristics, we help you prioritize your resources for the biggest impact.

Pricing Strategy

We help you understand what customers are willing to pay and which features they value most, so you can optimize both market appeal and profitability. With our data-driven pricing insights, your products will be positioned for success.



What sets

AMS apart?

AMS has over 35 years of experience working with companies across 100+ industries.

We understand your challenges and speak the language of your sector. Here's just a glimpse of the industries we've served:

Aerospace & Defense	eCommerce & Retail
Agriculture & Fisheries	Energy & Utilities
Automotives & Vehicles	Engineered Products & Components
Banking, Investing, & Insurance	Heavy Equipment
Building Materials & Durables	Medical Products & Pharmaceuticals
Chemicals, Coatings, & Additives	Technology & Telecommunication
Consumer Durables	Travel, Logistics, & Hospitality

Deep Expertise in VOC Research

VOC is at the core of everything we do. AMS is a pioneer in Voice of the Customer research, with roots in the methodologies developed by Dr. Abbie Griffin and Dr. John Hauser at MIT. We provide the most in-depth understanding of customer needs and how they translate into actionable product insights.

Proven Strategic Impact

We don't just provide data—we deliver clear, actionable recommendations that help you make strategic decisions with confidence, whether you're developing a new product or optimizing an existing one. Hundreds of satisfied clients have achieved success using our research.

Evidence-Based and Cutting-Edge Techniques

Our research methods are scientific, reliable, and proven. AMS leverages modern tools, including Custom Generative AI and advanced statistical modeling to provide value added insights. This ensures you have the data you need to make well-informed decisions.

Customized, Flexible Solutions

Every product is unique, and so are the customers you serve. Our consulting team prides itself on partnership and agility. We tailor our research approaches to fit your specific goals, customer base, and product needs.

Partner with AMS to turn customer insights into competitive edge

Insights Training & Coaching

At AMS, we don't just gather insights. Our expert consultants can teach your team how to see the world through your customers' eyes. Our training programs help people learn how to:

- Elicit customer needs through advanced questioning, probing, and observation techniques.
- Build better products, services, and value propositions based on real customer insights.
- Drive innovation and create customer-centric strategies that resonate in the market.
- Translate insights into actionable information that lead to better product decisions.