



Percepta Launches New Research Program to Profile Life Science Customers

The novel program mines customer databases for customer trends and new sales opportunities.

Carlsbad, California - June 16, 2009 – Percepta Associates announced today that they have implemented a new program to profile life scientists for research supply companies. The Profile™ Program is designed to give suppliers an up-to-date customer profile sheet summarizing their existing customer's practices and views regarding the research products they use. The information generated can be used to better support existing customers as well as aid in conversion of customers using competing products.

The Profile Program surveys a research supply company's customer list to provide specific information about their customer's present vendor of choice for a specific application. Information such as current throughput levels, product attribute ratings, desired product performance levels, current satisfaction with current vendor, interest in switching products/vendors, and drivers of decisions to switching products/vendors are included in each customer profile. The company's customer contact information remains in control of the client company to preserve customer anonymity and each customer that participates is profiled in a summarized one page report and delivered to the client company.

Scott Provost, cofounder and principal at Percepta had this to say about Percepta's new Profile™ Program, "Companies spend a lot of time and resources looking for new customers often without realizing that they may have existing customers that are about to leave them for a better price or some new promise of performance. More commonly they have satisfied existing customers using one of their products that are willing to try another product that they currently buy from a competing supplier. With this information companies can take action to preserve or capture new business based on real and current data".

Percepta officials indicated that they are intentionally pricing this service to make it accessible to research supply companies both large and small.

About Percepta

Founded in 2005 in Carlsbad, California Percepta Associates is a specialized consultancy providing expert market research, strategic business planning, portfolio management, product and corporate branding and marketing communications services to the life sciences research supply industry. For more information visit www.perceptaassociates.com or call 760.597.9236

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