



Customer Experience Research

Know Your Customer,
Create the Experience

Our Company

Locations

- Headquartered in Atlanta, GA

Services, Breadth & Depth

- Customer Experience Research & Design
- Information Architecture
- Business Collaboration

Affiliations

- CHI Atlanta
- Women's Business Enterprise National Council (WBENC)
- Women and minority certified corporation

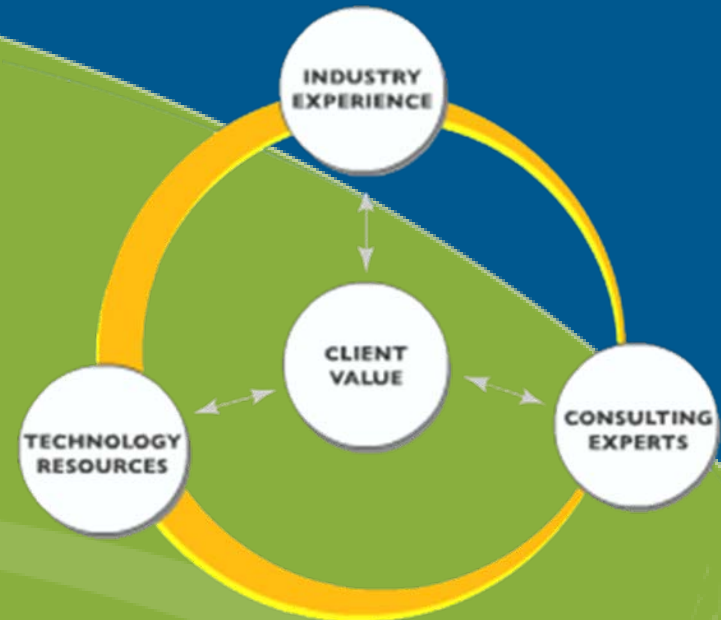
Our Business

What We Do?

Satori Consulting, Inc. is a customer experience research consulting firm that employs strategy, usability and research to understand the synergy between your customer and your business to provide a stellar customer experience.

Our Philosophy

Our ideals boast that intuitive websites, applications, and products build customer loyalty and ultimately increase the value of the brand. Our methodology ensures that the customer's needs are met from start to finish.



Our Services

Strategy

- Scenario Design
- Competitive Assessments
- Requirements Gathering
- Persona Development
- Ethnographic Studies

Strategic Design

- Information Architecture
- Design and Administer Informational Surveys
- Wireframe Prototyping
- Search Engine Evaluation

Usability

- Customer Experience Assessment
- Usability Testing (various techniques)
- Training & Education

Accessibility

- Evaluation & ADA Compliance Assessment
- Training & Education



Our Benefit

An improved customer experience can

- Increase conversions
- Engage customers
- Increase brand awareness
- Form emotional bonds

Satori incorporates strategy, usability and research to understand the synergy between your customer and your business to provide a satisfying customer experience

We Provide:

- A Collaborative Client Approach
- Research Methodologies specific to *“your customers”* and *“your needs”*
- Creation of intuitive, easy to use design elements for online experiences.

Some of Our Clients

- Ettain Group
- Goody Products, Inc.
- Northern Trust
- Metropolitan Atlanta Transit Authority (MARTA)
- Rare Medium Atlanta
- Ritchie Capital Management
- Sparks Grove
- Wachovia

Take Step 1: Customer Consultation

We welcome the opportunity to work with your company on individual projects or to discuss partnership opportunities. Contact us to take the first step toward customer experience evolution.

Thank You

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