

gongos

WE MAKE CUSTOMER CENTRICITY HAPPEN

We are researchers, designers, scientists, storytellers & strategists collaborating to influence decision making at Fortune 500 organizations.

GO BEYOND HUMAN UNDERSTANDING.

Customer Centricity doesn't happen by accident. Moving from an abstract philosophy to a tangible business tactic takes understanding, alignment, and a plan for action.

As a decision intelligence company, Gongos helps leading corporations operationalize customer centricity in a way that influences decision making and behaviors throughout their entire organization.

Our teams go beyond consumer research and simple human understanding. Knowing how consumers make decisions creates deep, empathic learning and informs strategies. But acting on human-centered knowledge propels true growth. At Gongos, we use whatever medium it takes to illuminate understanding. From humanizing the customer to creating organizational assets, we craft information to resonate with all who need to act on it.

We partner with some of the world's most influential brands such as General Motors, UnitedHealthcare, The Coca-Cola Company, Mars Wrigley, and ABC Television to achieve their customer-centric outcomes.



PRIVATELY HELD, FEMALE-OWNED



145+ EMPLOYEES IN NEW DOWNTOWN ROYAL OAK, MI. HEADQUARTERS



AMONG TOP 50 LARGEST MARKET RESEARCH ORGANIZATIONS



\$26 MILLION IN REVENUE AND GROWING



AWARD-WINNING: INDUSTRY + CULTURE

INDUSTRY REACH



TRANSPORTATION



RETAIL + FOOD SERVICE



PACKAGED GOODS



FINANCIAL SERVICES

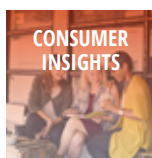


HEALTHCARE



MEDIA + ENTERTAINMENT

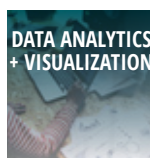
FIND YOURSELF IN ONE OF OUR COLLABORATIVE PRACTICE AREAS



CONSUMER
INSIGHTS



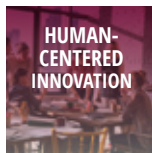
KNOWLEDGE
SYNTHESIS



DATA ANALYTICS
+ VISUALIZATION



INFORMATION
DESIGN +
IMMERSION



HUMAN-
CENTERED
INNOVATION



CUSTOMER
EXPERIENCE



WORKSHOPS +
IMPLEMENTATION



CHANGE
MANAGEMENT

LET'S TALK ABOUT HOW GONGOS CAN ADD VALUE TO YOUR ORGANIZATION.

How is your organization operationalizing customer centricity? Take our **DICE Assessment** to receive a customized report.