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.

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

GO BEYOND HUMAN UNDERSTANDING.

INDUSTRY REACH

TRANSPORTATION

RETAIL + FOOD SERVICE

PACKAGED GOODS

FINANCIAL SERVICES

HEALTHCARE

MEDIA + ENTERTAINMENT

FIND YOURSELF IN ONE OF OUR COLLABORATIVE PRACTICE AREAS

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

WE MAKE CUSTOMER CENTRICITY HAPPEN

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.