



OUR STORY AND CORE PRACTICE AREAS

OGC was founded on the principle of offering more than just project execution tools; it aims to deliver holistic counsel to enhance efficiency and precisely meet business needs.



Customer Experience Management (CEM):

CEM is the foundation of CX—our services help mature your VoC program, enhance insights, and drive growth with Medallia & Qualtrics.



Market Research:

We provide end-to-end market research—from survey design to analysis—delivering agile, in-house insights that drive market understanding.



Data Science:

We blend behavioral science, machine learning, and CEM data to unlock insights and drive smarter business decisions.



Business Intelligence (BI):

Our BI team transforms data into actionable insights with expert visualization, advanced analysis, and impact-driven dashboards.

HOW WE DRIVE RESULTS

Our strength lies in how we envision and implement solutions, helping organizations elevate their delivery or enhance their teams with critical expertise. OGC offers a range of services, from agile and ad hoc engagements to full turnkey solutions and embedded team support.



Holistic Data Integration:

Merging market research, CX insights, analytics, and customer data to tackle the "what," "why," and "next" of your business challenges



Proprietary Panel Development:

Expertise in designing and overseeing bespoke panels for customers and employees, capturing essential insights.



Embedded Expert Program:

Embedding our specialists in your team to create customized solutions that address your unique business challenges.



Strategic Insights Team Development:

Partnering with insights organizations to streamline transformations, delivering rapid, impactful insights within budget.

CLIENTS VOICES: TESTIMONIALS FROM OUR PARTNERS

*"Facing budget cuts and rising business demands, OGC helped us create an **agile internal research process** that unlocked more insights from our existing data." - Head of Insights, Telecommunications*

*"OGC's embedded consultants integrated smoothly with our team, addressing **immediate and future needs** while **accelerating the skill and capability growth** of our team." - Market Research Manager, Healthcare Services*

*"OGC worked closely with us to **revamp our tracking programs**, making them more **relevant and cost-effective**. It was precisely what we needed." - Head of Operations, Telecommunications*

*"Our conjoint analysis fell short of stakeholder needs. OGC recalibrated it, **integrating internal data to forge a potent toolkit** for our pricing and packaging strategies." - Head of Insights and Strategy, Financial Services*

Have questions or want to learn more? Contact us [here](#).