



RESEARCH

Any question in any language – we can provide the answers! With over a quarter of a million interviews conducted, over 300 projects to date and access to over 1000 researchers covering in excess of 100 languages – we have the experience you need for your research project.

We use 12 main methods to undertake research and can advise on which method or methods would be most suitable for your project.

- Postal surveys
- Street interviews
- Mystery shopping
- Group interviews
- 1 to 1s
- Telephone
- Internet
- Email
- Video email
- Video link
- Polls
- SMS

We are experienced in a range of research areas and reporting techniques:

- Best practice benchmarking
- Brand awareness and value
- Business barometers
- Call centre solutions
- Gap analysis
- Market potential and opportunity
- Market segmentation
- Mystery shopping
- New launch risk analysis
- Product lifecycle & development
- Satisfaction survey
- Employee/customer or market research

“Somewhere, something incredible is waiting to be known.”

Dr Carl Sagan

Clients who have benefited from our research services include Toyota Financial Services, Avis, Unipart Group, Royal Bank of Scotland, AXA PPP healthcare and BMW UK. Get in touch to find out more about how we can help your organisation.

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