



# 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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the learning eye

# LEARNING

Our learning provides a stimulating, interactive, fun and relevant focus that really motivates individuals and promotes a longer term change in behaviours. We are always looking to the next approach and innovation so we can provide you with the most cost effective and relevant solution for your business.

We can provide you with a variety of learning methods to suit your business situation including:

- Face to face training
- Virtual classroom
- Blended solutions
- elearning
- Business games and simulations
- Bespoke training
- Conference events
- Product launches

We offer a range of subjects including:

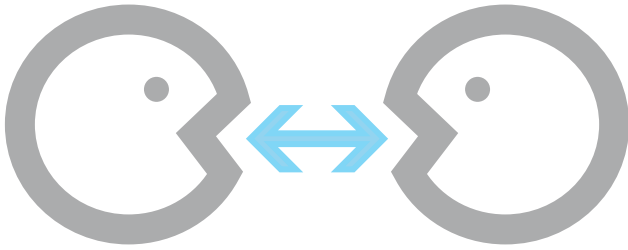
- Management development
- Train the trainer programmes
- Training curricula & learning academies
- Sales training
- Leadership programmes
- Induction programmes
- Customer service training
- After sales training
- Brand interpretation
- Cultural change
- Communication
- Managing remote workers
- Team working and collaboration
- Personal skills

“Tell me and I’ll forget, show me and I may remember,  
involve me and I’ll understand”

Chinese proverb

Clients who have benefitted from our learning services include Schindler Group, Hyundai UK, Shropshire Council, City of Westminster Council, Royal Berkshire NHS, Lexus and Vodafone. Get in touch to find out more about how we can help your organisation.

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# COMMUNICATION

The key to effective communication is clarity of message and choosing the relevant approach. We understand it is important to say the right thing at the right time and to the right people. The reason we are successful at doing this is because we approach it from the audience viewpoint to ensure your message is effective and engaging. Less blah more substance!

Our range of services includes:

- Events
- Conferences
- Public speakers
- Web conferencing
- Product launches
- Marketing materials
- Clear product documentation
- Product launches
- Manuals
- Web site support and creation
- DVD production
- On line distribution

“Sometimes I do not hear what you say and other times I did not say what you heard”

Anon

Clients who have benefitted from our communication expertise include Allied Irish bank, Mini, Jaguar and Unipart. Get in touch to find out more about how we can help your organisation.

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