

# Quantitative Research

The quantitative research division is a specialized research with a combined experience of over 18 years in handling quantitative research in a wide range of areas - such as FMCGs, personal grooming products, automobiles, durables, telecom, IT media, pharmaceutical products, cigarettes, retail, financial products and web research.

The team, of over 15 quantitative researchers is adept at handling all aspects of the research right from problem definition, to the analysis and data interpretation, to providing implementable solutions to the clients needs. The use of a wide array of tools and techniques, such as multivariate techniques adds value and helps provide meaningful insights to the client.

A team of experienced programmers ensure a quick and efficient data summarization and interpretation, which ensure a quicker turnaround time for the project. At any point of time, there are 800+ investigators for collecting data and they are spread across the country.

High quality in data collection is ensured through a systemized and stringent data collection procedure-training sessions, mock calls, pilot interviews, back-checks by the company staff ensure that data collected adheres to the quality standards laid down by the company.

Specialized teams of experts in various fields with in-depth knowledge of the global market add value to the project. We have **consultants with a global experience** of at least 20 years in the following areas.

- ✚ Customer satisfaction
- ✚ Mystery shopping
- ✚ Product testing
- ✚ Retailing sector
- ✚ Modeling and data mining
- ✚ Insurance sector
- ✚ Banking sector

## SPECIALISED SERVICE

Some of the specialized services we offer are:

- ❖ Problem solving for product testing
- ❖ Managing Customer & Employee Loyalty
- ❖ Automotive clinics - Vehicle Product Evaluation
- ❖ Price Dynamics - For making better pricing decision
- ❖ Market Test - New product sales volume prediction
- ❖ Feature Optimizer - For optimizing product features
- ❖ Pro-check - Specialized mystery shopping program to improve quality of service

For detailed inquiries please feel free to contact:



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