

Research for deeper Insights



Profile

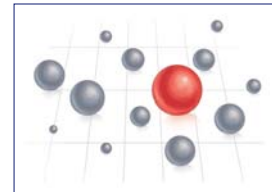
- Skilled market research, consulting and intelligent data services with 30 years' experience
- Benefit from our consultancy services in our specialist areas: marketing research, innovation research, customer research, retail research and category research.
- We bring together interviews, observations and other sources of data. For deep and detailed Insights.
- Consumer research and shopper research: we focus both on the consumer and on the shopper, because purchase decisions are increasingly made at the POS.
- Experience with complex research approaches and large studies involving up to 50,000 respondents and up to 800,000 observation subjects
- Full Service from a single source, from generating data and complex analyses to individual simulation tools and interactive analysis systems
- 65 employees with a wide range of specialism working in interdisciplinary teams, 200 web-based CATI workstations, online panel and interviewers for POS surveys

Competence centre

Marketing research

Research for trend-setting marketing decisions

- Your brand, your target group, your customers in focus
 - Segmentation, product/advert test, positioning
- For strategic market development.



Innovation research

Research for a successful innovation process

- Developing innovations with consumers
 - Tools for every stage of development
- For a successful launch.



Customer research

Research for good long term customer relations

- Research into customer satisfaction and loyalty
 - Optimising customer touch points
- For satisfied customers.



Retail research

Research for strong retail trade

- Site evaluation and customer flow analyses
 - Customer satisfaction and image studies
- To strengthen sites and product ranges.



Category research

Research for the perfect category presentation at the POS

- Most purchase decisions are made at the point of sale
 - We ensure a smooth purchasing process
- For a successful shopping experience.



Contact

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