

## CUSTOMIZED PROPRIETARY RESEARCH

### QUALITATIVE:

We offer an array of business-to-business and business-to-consumer qualitative research including:

- Traditional exploratory focus groups, professionally-managed, recruited and conducted by leading Inward moderators.
- Quads, triads, pairs and individual in-depth interviews, also of an exploratory and investigative nature. As with our traditional focus groups, all aspects of the aforementioned qualitative tools will be handled by Inward's researchers.
- Creativity workshops, which are full-day sessions, professionally facilitated with decisionmakers and influencers that may lead to the creation of new products and services. This research tool is ideal for businesses that are entering a new market or are re-engineering existing products or services.

All of our moderators have a wealth of industry experience in a variety of fields including: marketing communications, new product and service development, strategic planning, HR staffing and communications, branding, and positioning.

### QUANTITATIVE:

Inward provides a variety of quantitative research methodologies

- Traditional quantitative studies, which can consist of: advertising awareness and tracking, product or service awareness, usage and attitude surveys, these are all conducted with either business professionals or consumers usually via telephone or mail. These studies are most often proprietary and customized to meet clients' requirements. We handle all aspects of these research initiatives from survey design and questionnaire development through table analysis and reporting with recommendations.
- Product or service segmentation studies, also proprietary and customized by nature, conducted by telephone or online, depending on the business or consumer target audience.

## ONLINE RESEARCH

The fastest growing of all research methods, online research has captured the attention of B2B and B2C marketers as an expeditious way of collecting business

intelligence. Inward offers a wide range of online research tools across both qualitative and quantitative disciplines, using either customized databases or rigorous, high quality online panels that are permission-based. Inward Strategic Consulting conducts online focus groups and in-depth interviews in real time, allowing for disparate respondent participation in a cost-effective and timely fashion. We also have proprietary quantitative online techniques that provide measurements in such key marketing areas as concept testing and advertising creative evaluation awareness.

### CHANGEFX®

We have also developed a proprietary assessment tool called ChangeFx. This electronically-deployed survey instrument measures the effectiveness of organizations' communications programs across over 40 performance standards. ChangeFx has been used by dozens of clients for its low cost per interview, ease of use, real time data collection and analysis, flexibility, and graphical results with comprehensive metrics. Marketing, HR and Operations means to track all forms of employee communications and customer engagement.

We encourage prospective clients participate in a no cost, live demonstration of how ChangeFx works and what it can do for organization across marketing, HR and operations functions, departmental or enterprise-wide.

Please visit our website or contact us for Case Study examples of past client work.

### Inward Strategic Consulting offers:

Traditional yet innovative marketing research products covering these topics:

- Customized and proprietary qualitative and quantitative research
- Online Research
- ChangeFx