



addison research

Addison Research Overview



We are a leading data collection service provider servicing the United States and Canada.
We are proud to be a premiere data collection partner for many international market research agencies.

Strengths

- Through our specialized approach, we offer our clients a unique depth of knowledge and expertise in effective fieldwork.
- We offer a full suite of quantitative and qualitative data collection services.
- We provide catered fieldwork support and inspire our partner agencies to recommend smarter decisions to their clients.

Strategy & Innovation

- **We offer the “Most Innovative & Cutting-Edge Data Collection Services”** CATI Interviewing, Recruiting, Online Interviewing, Focus Groups, Onsite & Exit Interviews, Central Location Testing (CLTs) and Automotive Car Clinics.
- **We have experience providing data collection services to more than 40 industries including:** Telecommunications, Financial Services, Retail, Healthcare, Consumer Packaged Goods, Automotive, Food & Beverage, Industrial, Government, Agriculture, Airlines, etc.
- **Our goal is to provide insightful guidance to clients** in order for them to uncover, size and prioritize growth opportunities.

Strict Quality Standards

Professional Memberships

We adhere by the strictest research quality standards in the industry.
We are affiliated with and members of:



Data Collection Services

We are a progressive, **Data Collection** service provider offering insights-driven results through leading edge tools and senior level expertise. We work closely with our clients to fulfill their research needs. We constantly apply our extensive **industry experience** and deep sector expertise to directly address the needs of your **research objectives**.

Quantitative

- CATI / Online Interviews
- In-Person Interviews
- Exit Interviews
- Mystery Shopping

Qualitative

- Recruiting
- Focus Groups
- Central Location Testing (CLTs)

Specialty Services

- Eye Tracking
- Automotive Car Clinics
- Hispanic Market Panel

Quantitative

We have a state-of-the-art quantitative research technology through which we offer a range of solutions and custom designed methodologies in order to provide our clients with the information they need to make informed decisions.

With the advancements in technology within the market research industry, through the years, Addison has introduced a wide variety of unique quantitative techniques.

CATI / Online

Solutions

- Computer Assisted Telephone Interviewing (CATI)
- Online Consumer Panel (Hispanic, B2B, Gen Pop)

Delivering Client Value

- We are 100% TCPA compliant. Whether calling the United States, Canada, or internationally, our telephone researchers are great at interacting with people. Our telephone researchers are thoroughly trained in the latest technology and survey research methodology. Techniques such as refusal conversion and the minimization of non-response are essential to efficient interviewing.
- We have our own proprietary panel of Canadian and American consumers. Through our panel, we have access to over 1 million panel members of American and Canadian consumers.

In-Person & Exit Interview

Solutions

- Gang Survey
- Paper and Pen Interviews (PAPI)
- Computer Aided Personal Interviews (CAPI)
- Street Intercepts

Delivering Client Value

- Our interviewers speak to patrons and participants onsite using iPads, gathering information on demographics, advertising testing, communications, and the overall appeal of the product, promotion or event. We collect onsite data at quick serve restaurants, airports, malls, events, or at grocery stores.
- We cover over 50 cities across North America, provide real-time access to fieldwork dashboard, and provide multi-lingual surveys in up to 20 languages.

Mystery Shopping

Solutions

- In-Person Mystery Shopping
- Telephone Mystery Shopping
- Ethnographic Mystery Shopping

Delivering Client Value

- Consumers are faced with seemingly endless options throughout their Path to Purchase, navigating a complex array of product attributes and benefits. Through Mystery Shopping, we help brands and retailers clarify this process by identifying – and organizing – the factors that impact a consumer’s “decision tree” and translating them into growth opportunities for products and categories.
- Since the rise of digital, mobile and e-commerce technology is changing we help our clients navigate and win in a shifting retail environment

Type of Studies Conducted

Solutions

- Customer Satisfaction (CSAT)
- Employee Satisfaction
- Net Promoter Score (NPS)
- Ad Hoc Studies
- Business-to-Business Studies
- Decision Maker Research
- Opinion Polling
- Political Polling
- Advertising and Media Research
- Multilingual Studies
- Reputation Tracking
- Social Values and Issue Tracking

Qualitative

Leveraging our own proprietary database, we provide recruitment services for a range of qualitative research studies (including focus groups, IDIs, CLTs, etc.). Our database consists of Consumers, General Population, Healthcare Professionals, Patients, and B2B respondents.

Our qualitative research team comprises of experienced recruiters, project managers, and moderators. We have complete feasibility to field qualitative research studies in the United States, Canada, Mexico, Columbia, and other international regions.

Focus Groups

Solutions

- Focus Group / Mini Focus Groups
- Hybrid Gang Surveys + Focus Groups
- Co-Creation Workshops
- Online Focus Group Discussions / Bulletins

Delivering Client Value

- Focus groups remain the gold standard for qualitative research. Our researchers and in-house moderators have designed and conducted focus groups across the U.S., Canada, and internationally. Our team can book a facility, arrange for incentives, catering simultaneous translation and client viewing.
- We have extensive experience conducting a wide variety of focus groups, from traditional to online. Our team caters to the needs of our clients. We have conducted focus groups in English, Spanish and foreign languages.

In-Depth Interviews

Solutions

- In-Depth Interviews (IDIs)
- Telephone In-Depth Interviews (TDIs)
- In-Home Visits
- Dyads and triads

Delivering Client Value

- We use a variety of in-depth interview techniques to attain the relevant insights needed for our clients. Our research team has experience conducting IDIs at facilities, over the telephone, during in-home visits, and even at physical store locations.
- We find that IDIs are often the most appropriate setting for research covering more intimate topics where the respondent is able to freely express their thoughts without hesitation. We believe that the relationship between the moderator and respondent is key to effective outcomes.

Central Location Testing

Solutions

- Taste Testing
- Product / Package Testing
- Street Intercepts
- Mall Intercepts

Delivering Client Value

- Whether it is recruiting for and running taste testing, package or product testing, or TV commercial sessions, our team can provide guidance and support at every stage of the development process. We have conducted CLTs for many market research agencies and end clients.
- Through CLTs, we have conducted a number of Concept Tests which have helped minimize risks and maximize revenue for our clients when introducing their service or consumer products into the market.

Type of Studies Conducted

Solutions

- Focus Group Discussions (FDG)
- In-Depth Interviews (IDIs)
- In-Home Visits
- Telephone In-Depth Interviews
- Online Bulletin Board (OBB)
- Online Communities
- Video Diaries
- Ethnographies
- Taste Tests
- TV Commercial Sessions
- Mall Intercepts
- In-Home Usage Tests
- Usability Testing



Specialty Services: Automotive Car Clinics

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Addison Research's automotive team provides accurate and reliable data insights for car manufacturers and market research agencies, with the help of both quantitative and qualitative methods.

Expertise in Automotive Car Clinics:

- ➔ With years of experiences successfully running Car Clinics in key automotive markets around the world, Addison covers every stage of the development process from design choices, prototype refinement and package optimization, to target audience definition and launch price positioning.
- ➔ We arrange car clinic venue with enough space necessary to provide an adequate location that meets all necessary demands. We divide the venue into zones and rooms and have facilitated venue bookings in major cities in the United States, Canada, and Latin America.
- ➔ Car clinic sessions may vary depending on the car clinic design. However, generally Addison's approach costs of a quantitative (gang survey), followed by a Qualitative (Expert Interview, Mini Focus Group, Focus Group, or In-Depth Interview).
- ➔ Majority of our clinics have been conducted in the United States and Canada.

We have arranged Car Clinics for the following manufacturers:

- ✓ 1. Honda
- ✓ 2. Toyota
- ✓ 3. Land Rover
- ✓ 4. Hyundai
- ✓ 5. Ford
- ✓ 6. KIA



Quality Control Standards

We are **proud of the ways** by which we ensure that our research products and services reflect our core values of **quality and objectivity**. We consider ourselves to have some of the **highest quality standards** in the market research industry. Given our **membership** into prestigious research associations such as **ESOMAR, MRA, and MRIA** along with our parent company standards/protocols in USA and Canada allow us to maintain **high quality standards**.

Qualitative Research

- Share the audio, video of the session
- Respondents summary sheet shared with client prior to discussion.
- Respondents ID verified at the time of attending the discussion
- Ensure respondents are extrovert and share opinions voluntarily.
- Screener & profile thoroughly checked
- Recruitment, at least 3-4 days prior to the FGD/IDI

Quantitative Research

- At least 30% call backs on individual work.
- Quota management to ensure the target sample is achieved
- 100% logic check/scrutiny for PAPI and CAPI data consistency check
- Mock calls, Pilot interviews, Accompanied calls for interviewer
- Project Briefing, Training by Operations manager
- Thorough understanding of the objectives, questionnaire

Online Research

- Panelists who fail to meet recruitment criteria are removed
- Double Opt-In through email address verification
- Information shared in profiler survey needs to match online profile
- Speed Traps & Validation Questions
- Digital Fingerprinting

Telephone /CATI

- All interviews are recorded for quality control purpose
- Auto dialer facility – data confidentiality fully maintained
- 20% Observation audit for each agent, 100% Supervision
- Mock calls, Pilot interviews, Review call records and feedback
- Project Briefing, Training by CATI Operations manager
- Well trained agents– polite, friendly, clarity, consistency

Focus Group Facilities

- Full-size Boardroom
- Room for 12 participants
- Teleconferencing
- Video Conferencing
- Client viewing area
- Audio/Video Recording
- Taste Testing Facility
- Commercial Kitchen

Facility Features



CATI Facilities

- 60+ Stations
- B2B & B2C Interviewing
- Spanish & English Interviewing
- Taste Testing Facility
- 100% Call Recordings
- Remote Client Monitoring
- Auto & Predictive Dialer
- 150 Interviewing Staff

Facility Features

