

## TESTIMONIALS

*identifying opportunity through custom research*

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### **Analytical and Reporting Capabilities**

"Their client service is top of the pack. I enjoy working with my team at MRSI and that is half the package for any research agency. Anyone can put a study out and give back data but the insights and the understanding are what set MRSI apart."

*Fortune 500 Pharmaceutical Manufacturer*

"They take the research to the next level...don't just hand you a report."

*Senior Project Manager, Fortune 500 Commercial Bank*

"MRSI draws implications from the research findings rather than just spewing out findings."

*Senior Marketing Research Analyst, Insurance Provider*

"MRSI has been stepping in and providing us with the kind of sophisticated analyses that other research firms can not even attempt to do for us."

*Fortune 500 Specialty Retailer*

"My team always comes through on their promises. The cost is very effective. There is never any question or doubt as to the quality of the analyses."

*Fortune 500 Pharmaceutical Manufacturer*

"My team was awesome to work with...very professional and offered so many great insights."

*Senior Project Manager, Fortune 500 Commercial Bank*

"MRSI is easily accessible, knowledgeable and easy to work with. The data is always accurate. They save me time which is what I'm looking for...and they make me look good."

*Fortune 1,000 Consumer Products Manufacturer*

"Willingness to go above and beyond. Quality of reports. Value-added services from account personnel."

*Associate Director Market Research, Personal Care Product Manufacturer*

"I was very pleased with the entire process. The final report was excellent. The team was very easy to work with."

*Fortune 500 Insurance Provider*

"Easy to work with and meet timelines with quality research and reports."

*Fortune 500 Financial Services Provider*

"I am hoping to have the same level of service and excellent reporting I received from my first project. It made my life as a client side researcher so much easier!"

*Fortune 100 Grocery Retailer*

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### **Analytical and Reporting Capabilities**

"Concise management-focused analysis; strong project management and follow-through."

*VP, Third-Party Health Benefits Administrator*

"In working with MRSI, I was very impressed by the attention to detail and the availability of senior level staff, the quality of the reporting...very good."

*Manager, Consumer Insights, Fortune 100 Grocery Retailer*

"Don't change a thing! Keep the report quality high, the costs reasonable and the service attentive. All I want is to know that I have a partner that says 'if there's a will, there's a way'. Also knowing I don't have to schedule an extra day to re-write the report is worth a million bucks!"

*Manager, Consumer Insights, Fortune 100 Grocery Retailer*

"I have been over-run by the volume of studies that I have worked on and have been able to rely on MRSI as if you were working in the office next to me. You have taken requirements and created neatly buttoned-up studies with actionable results. I could not be happier with the teams I have worked with."

*Fortune 500 Financial Services Provider*