

TESTIMONIALS

identifying opportunity through custom research

Our Research Approach

"MRSI works diligently to understand the business of the client and tailor their services to satisfy client requirements. Communication and deliverables are timely and they repeatedly demonstrate that they are willing to extend themselves to complete a job."

Lead Analyst, Tracking Research, Fortune 100 Consumer Product Manufacturer

"You don't just do what we say. You think about the issue and come back with thoughtful solutions. My research designs are stronger because of the effort your team provides."

Fortune 500 Financial Services Provider

"You make completing the studies easy. With the volume of studies I'm handling, that is a premium benefit to me."

Fortune 500 Insurance Provider

"You have become one of our "considered set" of vendors. We like the customized approach offered by MRSI."

Director-Primary Competitive Intelligence, Fortune 500 Financial Data Services Company

"MRSI takes time to understand the situation around any request. They also make suggestions that empower you to better deliver upon your requirements."

Research Scientist, Fortune 100 Consumer Product Manufacturer

"They know my business so that adds value for study and questionnaire design. They make suggestions for improving on my designs when necessary. They don't nickle and dime me, they understand that sometimes a study is more fluid than others and they don't freak out when change is necessary."

Fortune 500 Financial Services Provider

"My team has engaged MRSI in complex study designs and they've executed flawlessly."

Fortune 500 Food Product Manufacturer

"Thoughtful test designs, great attention to detail, proactive account team."

Research Consultant, Grocery Retailer

"Takes time to understand rationale. Offers insight and opinions."

Marketing Manager, Fortune 500 Pharmaceutical Manufacturer

"We transferred a critical study from another vendor to MRSI—and MRSI did an exceptional job of making sure every detail was double and triple checked to ensure comparability of results."

Senior Manager, Marketing Research, Fortune 1,000 Financial Services Company

"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