

TESTIMONIALS

identifying opportunity through custom research

Consumer Products Clients

“For over 10 years, MRSI has been the constant force for our research needs. As with many consumer packaged goods companies, internal staff movements and changes are a way of life. Our MRSI team understands our product categories, provides value-added service and is always there to provide insight for our research department when changes occur.”

Senior Market Research Manager, Personal Care Product Manufacturer

“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

“My MRSI team gives top quality effort and work to us. I can tell that they are passionate about their work and are committed to helping us—they go a step above time after time and that is more about WHO they are rather than WHAT they give us which is priceless.”

Fortune 500 Food Product Manufacturer

“Our feeling is that MRSI is the highest quality provider we have used.”

Senior Manager, Marketing Analytics, Personal Care Product Manufacturer

“I enjoy the relationships we have established with MRSI. We consider them a part of our family. The open and honest communication that exists is invaluable. They as well as we are willing to take and to respond to feedback and they understand and are willing to work with us.”

Research Scientist, Fortune 100 Consumer Product Manufacturer

“My account team is outstanding. I have really enjoyed working with them and feel that the level of service they provide is top-notch. Keep up the great work.”

Fortune 500 Food Product Manufacturer

“MRSI works diligently to understand the business 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

“In all the studies we have commissioned with MRSI, we found that we have been challenged on all of our assumptions going into each study and we have gained insights into what the study outputs would yield.”

Senior Manager, Marketing Analytics, Personal Care Product Manufacturer

“MRSI is an excellent research partner. The team is knowledgeable and responsive and was wonderful to work with.”

Fortune 1,000 Consumer Products Manufacturer

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"MRSI is amazing. They always add value to our questions, projects and discussions. My team does an excellent job of meeting all the requirements we throw their way (regardless of the complexity). We can always send a research issue to them and they will figure out how to handle it."

Associate Director Market Research, Personal Care Product Manufacturer

"As our company has started to evolve and to therefore incorporate new and evolving test methodologies, I have enjoyed working with MRSI as a strategic partner rather than as just a vendor who executes requests. I appreciate their insights."

Research Scientist, Fortune 100 Consumer Product Manufacturer

"I get to say again that all of the folks at MRSI are terrific professionals; easy to work with, inventive and responsive. A real pleasure."

Senior Market Research Manager, Personal Care Product Manufacturer

"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

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Financial Services Clients

"We've been called one of the most demanding Market Research Departments in our sector and we deserve the reputation because we set very high standards—MRSI is willing and able to perform at such high levels—we've never been disappointed."

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

"I know I can give MRSI a project and they will be my partner not just my supplier."

Fortune 500 Financial Services 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

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

Senior Project Manager, Fortune 500 Commercial Bank

"This was the first time that I have worked with MRSI and the team exceeded my expectations. I can't remember the last time that I have been so pleased with the level of service and the quality of work that I have received from a vendor."

Fortune 500 Insurance Provider

"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

"MRSI has been extremely responsive and they are more familiar with our business and our overall needs."

Retail Deposit Products Manager, Fortune 100 Commercial Bank

"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 Insurance Provider

"MRSI has the resources of a big shop but the account team makes you feel as if you're their most important client—giving you the attention you'd expect at a small shop."

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

"I trust my team. MRSI more than others really partners with us to find solutions to problems whether it is a complex design or data collection roadblock. The team does a great job of brainstorming with us."

Fortune 500 Financial Services Company

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

Senior Project Manager, Fortune 500 Commercial Bank

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Financial Services Clients

"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 Company

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Healthcare and Pharmaceutical Clients

"Overall, I appreciate the work that MRSI has done on behalf of our company. The team provided us great service during our project and they really understand the challenges within our business. My account team is a true asset to your firm and really does an excellent job."

VP, Sales & Marketing, Third-Party Health Benefits Administrator

"Very pleased with the continued individualized professional and courteous service. The willingness to work closely and partner has been critical in the success of my recent projects. Very willing to tailor services to best suit my budget and needs."

Research Analyst, Fortune 500 Pharmaceutical Manufacturer

"Better and more attentive service during the project."

Executive Director Marketing Information, Pharmaceutical Manufacturer

"MRSI provides more personalized attention, more willing to work with me."

Manager, Market Research, Medical Device Manufacturer

"They exceeded my expectations."

Senior Manager, Marketing Research, Pharmaceutical Manufacturer

"My team is very customer focused and it is nice to see that somewhere in corporate America that the customer is still right. Nice job."

Marketing Manager, Fortune 500 Pharmaceutical Manufacturer

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

VP, Third-Party Health Benefits Administrator

"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 does an outstanding job and is willing to go the extra mile to get things done right."

Research Analyst, Fortune 500 Pharmaceutical Manufacturer

"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

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Insurance Clients

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

Senior Marketing Research Analyst, Insurance Provider

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

Fortune 100 Insurance Provider

"Overall, I appreciate the work that MRSI has done on behalf of our company. The team provided us great service during our project and they really understand the challenges within our business. My account team is a true asset to your firm and really does an excellent job."

VP, Sales & Marketing, Third-Party Health Benefits Administrator

"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

"The team I worked with continuously strived to improve, welcomed our feedback and made improvements accordingly."

Senior Marketing Research Analyst, Insurance Provider

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

VP, Sales & Marketing, Third-Party Health Benefits Administrator

"The account team does such a great job making clients feel at ease even if you yourself are confused about what your internal clients are looking for. They take care of all the details and make sure nothing is missed."

Senior Marketing Research Analyst, Insurance Provider

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Restaurant Clients

"My team is excellent, goes beyond the call of duty, is very responsive, flexible, offers good advice, and is very well-organized."

Fortune 500 Quick Service Restaurant Chain

"We really enjoy working with MRSI. Your team always treats us like we're number 1. Thanks!"

Casual Dining Restaurant Chain

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Retail Clients

"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

"The more that I have partnered with MRSI, the more my satisfaction increases. My team has been a delight to partner with."

Specialty Retailer

"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

"Better senior level staff, attention to detail, reports that are ready to go."

Manager, Consumer Insights, Grocery Retailer

"I feel that there is a personal connection as well as the professional connection. This is not always the case with other companies."

Specialty Retailer

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

Research Consultant, Grocery Retailer

"The contacts I have are super responsive and totally on the ball. It's so incredibly refreshing to work with people who go above and beyond to get things done."

Fortune 500 Specialty Retailer

"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

"In working with MRSI I was very impressed by the attention to detail and the availability of sr. level staff."

Manager, Consumer Insights, Fortune 100 Grocery Retailer

"Our account team has a high number of years of experience and it makes a huge difference in being able to turn over projects and step back on day to day project management. This enables our company to conduct a lot more research with a lot fewer employees."

Fortune 500 Specialty Retailer