

CASE STUDY

identifying opportunity through custom research

Custom Online Research Panels

The Issue:

A client offers software services for human resource professionals. Customer needs are changing at a rapid pace. This results in a need to research issues as they arise, but the cost of reaching this group is too expensive to continually initiate new research studies.

Our client needs timely answers to issues as they surface in the marketplace. In addition, R&D is developing new enhancements to the software solutions. To focus the development effort on the right customer need, a mechanism for customer feedback is needed. The system has to have immediate availability (to address the idea when it is born) and fast feedback (to decide whether or not to pursue development). And the system has to be affordable!

The Solution:

A custom Internet panel of human resource professionals was recruited. This provided a ready source of qualified respondents with the ability to reach them fast. As our client identified issues, we could have actionable data for them in less than a week. Using our iResearch[®] technology kept the study costs affordable.

Business Implications:

Our client was able to answer questions that in the past were cost prohibitive. Decisions can now be made with customer input, instead of marketer's intuition. The panel is almost like having a group of customers just down the hall to talk to. Imagine management raising an issue today, and being able to provide a cost-effective answer by the time they meet again next week!

For more information, contact us at **513-579-1555** or visit www.mrsi.com today.