



QUESTER™

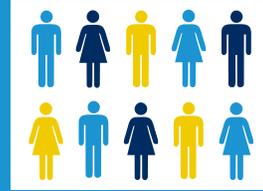
Innovation to insight.™



MARKET RESEARCH

Table of Contents

Quester Market Research	1
What Makes Us Unique	2
Reports are Impactful	3
Key Takeaways	4
Products	5



INTERVIEWS

Rich qualitative or quali-quant data from 100s or 1000s of interviews.



KEY IDEAS

Our linguists and analytical software break down the data from the interviews to uncover the why behind the why.



REPORTS

The key ideas are illustrated through our reports combining quantitative analysis and qualitative depth.

Quester Market Research

Quester® is a technology-driven, full-service, market research firm, recognized as a 2012 EXPLOR Award finalist. We have developed proprietary technology that allows us to conduct qualitative research on a quantitative scale, with global capabilities. This proprietary technology allows us the flexibility to approach research objectives through BigQual or quantitative designs with a BigQual component.



AREAS OF EXPERTISE

- consumer product goods
- insurance
- healthcare
- travel & leisure

What Makes Us Unique

Quester's software-based moderator Socrates is the only software of its kind with the ability to conduct qualitative conversations with a quantitative sample size, 24/7. Using psychiatric interviewing techniques, the software probes deep into a respondent's mind allowing us to uncover deeper and richer stories. Because each market research project is different, Quester customizes Socrates for each study in order to address industry specific, business specific, category specific and product specific ideas for probing.



Reports are Impactful ←

Quester's reports highlight language, insights and provide clear recommendations with confidence. Our reports are designed to be engaging and immersive into the customer stories. They are powerful yet succinct with actions you can immediately implement into your business model.

Our reports tell a story designed around the themes identified by our proprietary analytical software and our team of trained linguists. While Quester's focus is on the qualitative insights revealed in the data, our tools add the ability to provide quantitative support for the qualitative findings. We look for not only what customers are saying, but how they are saying it, how often they are saying it, and where the interconnections occur.

“ Our reports truly bring data to life and provide strategic recommendations on how to utilize this information to communicate with your consumers.

”

KEY TAKEAWAYS

ONE ^Z_O interviews with
ONE hundreds or
thousands of
respondents in a
short amount of time

ANALYTICS BEYOND
CODING

COMPLETED
research project
delivered within

4 ^{to} **6** WEEKS

LEVERAGE

or test videos, graphics,
and other stimuli

robust delivery
METHODS

24/7

online efficiency



Multi-lingual
capabilities



Products

PATH-TO-PURCHASE

Path-to-purchase is a dynamic series of influences and actions which ultimately lead to a store/site choice and set of purchases. Quester's approach is to provide a model and framework of the Path-to-Purchase as well as a technique to study the specifics of it for any given shopping trip.

IN-HOME-USE TESTS (IHUT)

Conducting in-home-use tests provides an opportunity to get closer to your consumers and their interactions with your products. Quester leverages their unique interviewing software and mobile applications to expand the reach and quantity of consumers within a given study.

SEGMENTATION

A deep understanding of consumers needs, lifestyles, and more help drive a successful segmentation study. The ability to widen and quantify these elements can be achieved through Quester's unique interviewing technology, prior to the quantitative phase of the overall research.

CONCEPT OPTIMIZATION

The development of new concepts involves input from an increasing number of stakeholders. Narrowing the number of concepts prior to the final quantitative research is an essential part of the overall new concept process.



“

In our experience with Quester and the Socrates software moderator, we have been able to focus more on the

Manvir Kalsi
Manager
Market Intelligence at Samsung

DEPTH OF INSIGHT.

This was particularly true for research initiatives that had more unknowns, which would have required longer and more complicated traditional surveys.

Q U E S T E R ' S UNIQUE SOLUTION

combined with the linguistic analysis applied on the back end, has let us better balance the need for qualitative insights with quantitative sample sizes.

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Need to know more?

Case studies and webinars are available for download at www.quester.com.

To get interviewed by Socrates, email us at info@quester.com today!

Connect with us through social media!

 facebook.com/QuesterMR

 twitter.com/QuesterMR

 linkedin.com/company/777002



EXPLOR

2012 EXPLOR Award Finalist