



QUESTER™

Innovation to insight.™



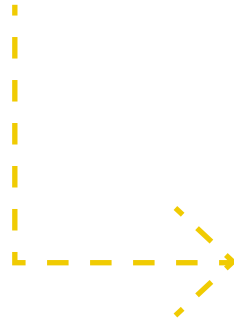
BUSINESS INSIGHTS

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Quester Business Insights

Quester® Business Insights is Quester's B2B solution designed for business executives seeking to better their organization or solve business problems by leveraging a methodology that has been successful in consumer research. With Business Insights, you can reach various audiences within your organization quickly, easily and effectively using our proprietary technology.



TESTED, TRIED AND APPROVED.

How a Market Research solution was tailored for B2B

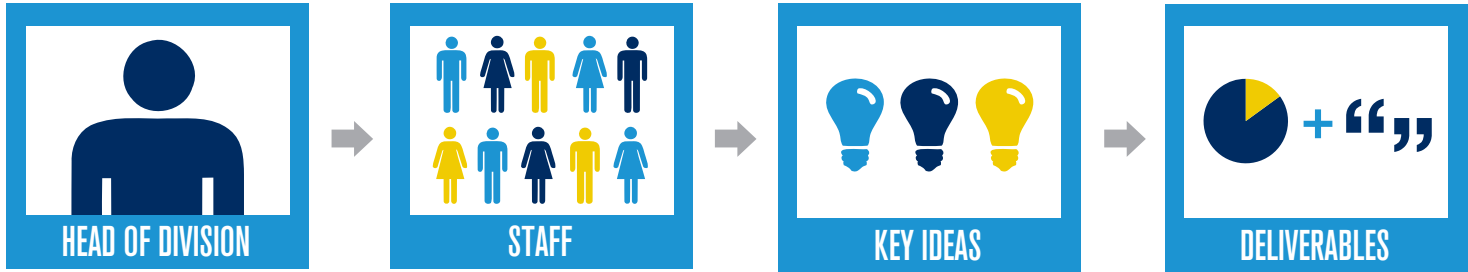
Quester brings innovation to the market research field and was recognized as EXPLOR Award finalist in 2012 for enabling a brand to better understand their consumers and subsequently develop targeted messages to them.

We have tailored our market research solution so that business executives can leverage it to better understand their employees or business partners!

Your Greatest Asset: Your People!

Reach your audience fast by sending them a link to a web-based or mobile interview.

Your staff engages with our software-based moderator. Our probing software is highly sophisticated; it sets up the topics of discussion, but the conversation is directed by your staff, to provide a pure and unbiased view of the issues or ideas that are most relevant to them. Interviews can be conducted in English (British, American, Australian), Simplified Chinese, French (including French Canadian), German, Portuguese and Spanish.



Leveraging the Information

We use our trained linguists and unique analytical software to break down the data around key themes and ideas, within a week. While Quester's focus is on the qualitative insights revealed in the data, our methodology gives us the ability to quantify the qualitative. We look for not only what people are saying, but how they are saying it, how often they are saying it, and where interconnections occur.



FAST. SIMPLE. EFFECTIVE...A BIGQUAL SOLUTION.

USE OUR TECHNOLOGY TO

bridge a gap between sales performance goals and sales performance actuals

trouble-shoot customer service problems, here or abroad

find the cause of productivity issues

test a new service concept internally



The Solution

More than insights, it's about foresight.

We know the importance of foresight in making better business decisions. We simply bring you a new means to get there. Our deliverables are designed to be engaging and to capture the rich responses gathered from your internal audience. Quester's deliverables highlight language, insights and provide clear recommendations with confidence. They are powerful yet succinct with actions you can immediately implement into your business model.

Receive key themes and ideas within a week with Quester's snapshot report. If you're looking for additional depth, our full report is quantification through graphs and tables and strategic recommendations along with the snapshot report for easy decision making. Contact us for more details.

Why Use Quester?

SAVE TIME & ENERGY

Save time and energy using technology and analytical tools that are easy to use and access.

LEVERAGE IDEAS & RESOURCES

Leverage ideas and resources that exist within your organization, with confidence and creativity.

NEW & INNOVATIVE SOLUTIONS

Invest in a new and innovative solution that you can use on a punctual basis or as a systematic approach to problem solving.

IN-DEPTH INFORMATION

Receive in-depth information quickly so as to make the best informed decision at any level of your organization!

Need to know more?

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

To get interviewed by our software moderator, 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