



**QUESTER™**

Innovation to insight.™



**TECHNOLOGY INTEGRATION**

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# Quester Technology Integration

As a technology-driven market research firm, Quester® provides technology solutions to the largest quantitative research providers in the world. Our expertise and unique probing software help uncover the “why behind the why”. We have developed an API that enables market research suppliers to embed mini-qualitative conversations into their quantitative surveys. With the help of our proprietary analytical software and trained linguists, we deliver quantified in-depth analysis that research suppliers simply integrate into their quantitative deliverables to clients.



## PROJECTS INCLUDE

- ad/concept/copy testing
- trial drivers/barriers
- tracking
- exploratory
- ideation

# Quester Inside™

Our software moderator Socrates is the only software of its kind in the world. Socrates sets up the topics of discussion, but the conversation is directed by the respondent, to provide a pure and unbiased view of the issues that are most relevant from the consumer's perspective. Socrates follows up conversationally based on what the respondent actually says by probing their comments deeply to obtain an understanding of what truly matters and what really impacts their decision making.

With Quester Inside,™ you can use our software moderator on your entire sample size and obtain quantitative and qualitative results at once! We provide you with an interactive text box (ITB) to gather qualitative information. You can drop this ITB directly into your quantitative survey giving your research more depth. Because it is embedded directly into your survey systems, it creates a seamless exchange for your respondents.

# QUESTER INSIDE™ FEATURES

**4 MILLION**  
respondents  
interviewed  
to date

**ONE Z  
ONE** interviews with  
thousands of  
respondents in a  
short amount of time

**24/7**  
online efficiency



Diverse geographic samples

## MULTI-LINGUAL CAPABILITIES

English (British, American, Australian),  
Simplified Chinese, French (including French  
Canadian), German, Portuguese and Spanish

## Quester Mining™

Quester Mining™ is Quester's analytic service. Quester Mining™ is often paired with Quester Inside™, but Quester can conduct analysis using your qualitative data.

# Deliverables are Impactful

The challenge research providers face with rich verbatims lies in the analysis: how do you take large sets of verbatim files and come to a solution that businesses can use to make the best business decisions? Quester has designed a solution to tackle this challenge, making us a “Big Qual” expert in the research industry.

## OUR DELIVERABLES ARE:

### QUANTIFIABLE

We quantify the key themes found in the research.

### SEAMLESS

You can simply add them to your quantitative deliverables.

### UNIQUE

Our analytics are centered around THEMES, not words. We explore the linkages between ideas, helping reveal the rationale behind quantitative measures.

### ADAPTABLE

Quester Mining™ techniques are best matched with rich qualitative responses from Quester Inside™, but can also be applied against standard open ended responses.

### TIMELY

We understand that research providers have stringent deadlines to present their qualitative and quantitative research findings.

“ OTX’s relationship with Quester feels like a **STRATEGIC PARTNERSHIP** because our similar entrepreneurial cultures make both of us think about new ways of using each other’s technologies to **MAKE RESEARCH MORE EFFECTIVE.** It’s been a very good partnership. ”

Jim Forrest  
SVP – Digital Innovation  
Ipsos Open Thinking eXchange

### Need to know more?

Case studies and webinars are available for download at [www.quester.com](http://www.quester.com).

To get interviewed by Socrates, email us at [info@quester.com](mailto:info@quester.com) today!

### Connect with us through social media!

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**EXPLOR**

2012 EXPLOR Award Finalist