

About our staff

Knowing how to make people reveal their true feelings about any telecommunications medium - especially newer ones like videotex - requires special skills gained only from experience. Our clients have told us, from their own experience, that many general marketing research companies lack the expertise needed to properly execute their projects.

For example, a typical research firm's interviewers are unfamiliar with videotex services and, therefore, naturally have difficulty talking with consumers about them. By comparison, our interviewers have seen demonstrations of videotex services, and therefore find it quite natural to talk with consumers about them. They're specialists in probing people's reactions to videotex, TV, cable TV, radio, home computers, telephones, and other communications media because that's what they do every day.

Unlike other research firms who "job out" portions of their projects to outside firms, we do all our work in-house. We have a total of 110 employees.

Approximately 80 employees work in our AssureData field interviewing division. Because we're able to operate our WATS interviewing facility on two shifts, seven days a week, we can complete even large sample interviews in a matter of days. We regularly work on projects involving as many as 20,000 respondents. And all of our telephone interviews are monitored by a supervisor, assuring greater quality control.

In addition to gathering information through telephone interviews, we conduct focus group discussions, laboratories or in-home trials, mail surveys, executive interviews, shopper intercepts, or innovative techniques such as our Videoquest™, a video questionnaire, or on-line videotex questionnaires.

All questionnaires gathered through interviewing are double-edited by hand in our coding department. Then data is keypunched twice to insure reliability.

Our staff includes two computer programmers who quickly and accurately transform data into client-ready reports using our own data and word processing computer system. We can turn raw data into a complete, typewritten report of tables overnight.

Many of our research projects involve the use of more sophisticated multivariate computer analyses. These techniques allow us to discover important research findings that would go unnoticed if we only relied upon the more routine types of tabular analysis like so many research firms do. Techniques we make regular use of include: factor analysis, cluster analysis, multiple regression analysis, canonical correlation analysis, multiple discriminant analysis, and multidimensional scaling.