



Market Research: A World of Information

We live in the age of information revolution. Today, Data has become the key differentiator trait among successful companies and the trick is to get the right data and in the right form. Companies scamper to get data about the dynamic market, their customers and future prospects. Research based Consulting is a well established technique, which involves ordered collection of data followed by data processing, analyzing and interpreting them to get usable information address client concerns.

To achieve this, Research and consulting companies are reinventing themselves to ensure successful project execution.

Industry Challenges

In Research and Consulting Business, Project Management and Client Servicing have become key success factors, in addition to quality of deliverables. Besides, the technology development has lead to new ways of data collection like Online Surveys, Internet research etc. In such scenario, Research and Consulting companies are becoming more innovative in meeting client satisfaction and effectively utilize its resources on hand.

Outsourcing: Path to Productivity

In this new millennium, Outsourcing has become the norm in global business. This trend has penetrated into Research and consulting as well in the form of Knowledge Process Outsourcing. Global Research and Consulting industry has found a way to address its concerns of project management and resource utilization, by outsourcing various tasks like Survey Programming, Analytics, secondary research, etc. Through this, companies are able to comfortably offer timely project delivery and undertake more projects. Simultaneously, companies are able to utilize their analysts effectively in core research tasks, thus saving valuable time and effort. Overall, the outsourcing by MR / Consulting companies translates into increased productivity through effective project management and better resource utilization.

Consumer Insights

The BIA team would assist consumer product companies in understanding the customers better. The survey and analytics team would work in tandem to provide customer insights on purchase behavior, Brand preference, Product attractiveness, desired product features, optimal pricing. HCL survey team has experienced analysts and researchers to handle complex surveys and produce

insightful reports on market behavior and trends.

HCL would assist your company in the below given research dimensions.

- Brand Tracking
- Customer Loyalty & Retention
- New Product Development
- Customer Needs & Motivations
- Marketing Mix Management:-
 - Pricing
 - Packaging
 - Advertising & Promotion
 - Retail Distribution

HCL's expertise

- Our team consists of professionals (Engineers/ MBAs) with rich experience in B2B Market Research, having worked with leading global MR companies
- Team members have handled B2B studies for Fortune 500 companies like ALCOA, Amoco, Actis, BASF, Boehler, DuPont, Energizer, Emerson, Ford Motors, GSK, German Engg. Federation (VDMA), Haldor Topsoe A/S, Hawe Hydrauliks, Honeywell, Intel, Messe Düsseldorf, Mitsubishi CA, Motorola, Robert Bosch, Novartis, Pentax, Schindler, Sandvik, Sanofi-Aventis, Thomson CSF etc.

Business Benefits

- Effective project management
- Better resource utilization
- Focus on core research functions
- Value added services to clients
- Spend more time on business development and client servicing
- Enable aggressive price quotation to bag new projects
- Overall productivity gain and savings on research cost

HCL Advantage

- Thorough understanding of research process
- Qualified experienced analysts
- Diverse vertical knowledge
- Alacrity in client servicing
- Trusted partner to offer critical and confidential solutions

HCL Offerings

HCL market research team provides a complete range of services like Primary Research, Secondary Research and Report Generation.

Research Offerings

Primary Research

HCL Primary Research offerings are provided using Telephonic or Web based surveys.

CATI Surveys

- Structured CATI Interviews
- End-users, Customer Satisfaction, Competition and Trade Channel studies
- Diverse industry verticals
- Transcripts in MS-Word/Excel
- E-mail Response follow-up

Our experienced analyst team identify potential respondents across the continents and conduct telephonic interviews (CATI) using structured questionnaires. Besides, our well trained analysts can probe the respondents to gather in-depth information

Online Surveys / CAWI

- Scripting / Survey Programming
- Survey Hosting
- Email Management – Invites & Reminders
- Monitoring Survey Status
- Data Extraction (to .sav / ASCII files)

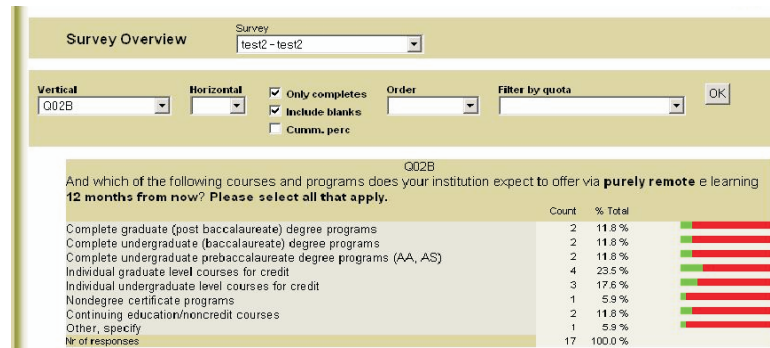
Our programming Team owns the full responsibility of survey management right from scripting to data delivery. The team is equipped with the latest software to handle all types of complex surveys. The team is supported by experienced researchers to ensure quality of the deliverables

The sample of survey programming questionnaire is shown below. The experienced team can handle complex surveys using survey tools like SPSS Clementine, Nebu, QuestionPro etc

Sample Survey Links
<http://www.questionpro.com/akira/TakeSurvey?id=1216474>

<http://www.questionpro.com/a/TakeSurvey?id=1290066>

The online surveys offer facility to view the status of the survey in real time as shown in the illustration below.



Secondary Research

Through Secondary Research, our team can offer Internet Research based documents like Industry Sector Profiles, Customer & Competition Profiles, and Identification & Profiling of New Projects. Database research services include development of industry databases and projects databases.

Internet Research

- **Industry Sector Profiles:** Industry Structure, Industry Size, Competition scenario, Recent Developments, Emerging Trends, Growth rates, Future Scenario, etc.
- **Customers and Competition Profiles:** Revenues, Product Range Manufacturing Facility, Sales Network, Manpower, M & As, Technology Collaboration, Recent News
- **New Project Information:** Project Details, Promoter, Project Cost, etc

Database Research

- **End User / Customer Database**
- **Competitor / Trade Channel Database**
- **New Projects Database**

Report Generation

The experienced team can assist research companies in the data processing tasks like tabulation & analytics, and in report writing.

Data Processing

- **Data Tabulation:** Preparing data tables as per customer templates suitable for analysis and interpretation
- **Analytics:** Analyzing the collated data and providing insights into the market trends and product usage & customer behavior patterns

Report Writing

- **Data Interpretation:** Interpreting the data to provide the right information in right form
- **Presentation:** The customer will be presented with unbiased and accurate information in crisp text with attractive graphics. The final report would be in MS-Word document, PDF and PowerPoint Slides

Advantage HCL: Unique Research Support

HCL will provide the unique research support to Scripting, Tabulation, Coding and Charting teams i.e., experienced researchers supporting various teams for

- Quicker resolution of issues
- Single point of contact to the client and individual teams
- Providing the necessary MR training for the individual teams to understand the process better
- Overall, researchers will ensure high quality at every stage, thereby error free final deliverables



Hello, I'm from HCL! We work behind the scenes, helping our customers to shift paradigms and start revolutions. We use digital engineering to build superhuman capabilities. We make sure that the rate of progress far exceeds the price. And right now, 90,000 of us bright sparks are busy developing solutions for 500 customers in 31 countries across the world. **How can I help you?**

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