



SPHERESEARCH

WE DO THE SEARCH FOR RESEARCH

ABOUT US

Spheresearch is a research and management consultancy to some of the leading research, data and insights businesses in worldwide markets. We specialize in services for qualitative and quantitative research. For the benefit of our clients, we offer the breadth of knowledge, techniques and expertise to discover comprehensive solutions to the next advancement.

Our approach combines skill and will harmoniously to grow from the most demanding challenges.

We go beyond the apparent – with intelligence, desire and creativity – to find new directions, set strategies and plan actions that instigate astonishing success.

Our forte lies in the unparalleled diversity of our people, methodologies, specializations and perspectives that flawlessly fuse to give us a unique and complete understanding of markets across the globe.

We are inspired by the potential and driven by the possibilities in insights, to accelerate achievements. We are committed to deliver solutions that enable life to revolutionize with confidence, substance, opportunities, and ultimately, with simplicity that makes our complex world faster to make the best possible decisions.

We Undertake Any Specific Stage Of The Market Research Process:

- Design or adjustment of survey instruments.
- Recruitment of respondents, sampling.
- Interviews or moderation, data collection.
- Data cleansing or data analysis.
- Translation into local languages.
- Interview transcription.
- Reporting (top-line or full reports).
- Providing facilities for different types of research.

OUR EXPERTISE

➤ Surveys

➤ Interviews

➤ Focus Groups

➤ Observations

➤ Field Trials

- We are able to field both quantitative and qualitative projects according to your requirements while bringing our methodological competence.
- Our work envelopes all stages of brand lifecycle from pre-brand launch positioning and concept development to brand communication and touch points optimization to brand performance measurement and diagnostics.
- We are able to recruit respondents on a very short notice – even within 24 hours.
- We have experience in recruiting hard to get to respondents, i.e. specialist in a niche field, patients with a rare disease, hospital directors and even C level executives.
- Our project managers are experienced in managing multi-country research projects, which saves you time and effort.
- Our worldwide, thoroughly-selected team of researchers, moderators, recruiters, analysts, translators, interviewers and report writers, are professionals from diverse disciplines with a unique expertise with proven records of providing customized solutions for a wide range of clients and agencies thereby helping grow their businesses.



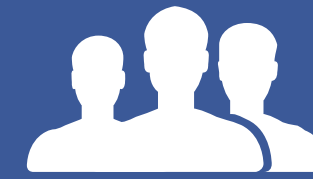
SURVEYS

Our expertise can effectively measure attitudes, research pricing, gather facts, and much more. We specialize in handling relatively large sample sizes to query.



INTERVIEWS

We consider interviews as one of our very specialized skillset knowing how to interact with your candidate, how you ask the question, order them, respond to them etc. having a direct effect on how they answer and respond.



FOCUS GROUPS

We find the people which fit a target demographic depending on the product or service in question with a goal of getting participants to discuss the topic among themselves, in a natural group setting.



OBSERVATIONS

We consider all methods, from A/B Testing, Usability Testing, Eye Tracking, Contextual Inquiry, Mystery Shoppers to checking heatmaps so you understand what people are interested in at a granular level.



FIELD TRIALS

We have a unique approach, which observes cause and affects relationship. We can help pilot test new products and research applications in product driven markets.

OUR SERVICES

We have performed several qualitative studies providing insights into the problem or helping to develop ideas using data collection methods such as focus groups (group discussions), triads, dyads, in-depth interviews, uninterrupted observation, bulletin boards, and ethnographic participation/observation.

QUALITATIVE RESEARCH

Spheresearch helps businesses in being informed about their customer's needs, choices, perceptions and attitudes. This acts as a guiding force in being informed about their customer's requirement thus pioneering the marketing needs.

We provide proficient qualitative research services that throws light on the attitude, behaviour and understanding of the driving force behind the decisions of the customer and we have proven expertise in this field.

QUANTITATIVE RESEARCH

Spheresearch believes in implementing innovative strategies and techniques backed by our strong theoretical understanding and deep knowledge of traditional processes in conducting quantitative research for any industry.

We deliver expert services that relieve our clients from the overhead of deploying complex internal research systems and processes to fulfil their market research needs. We have a flexible approach to data collection, analysis, business intelligence and partnerships in achieving business growth for the clients.

We have completed quantitative studies by way of generating data through surveys in different modalities (online, phone, paper), audits, points of purchase, face-to-face interviews, telephonic interviews, longitudinal studies, website interceptors, online polls, and systematic observations.

OUR SOLUTIONS

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ON-FIELD

- FOCUS GROUP DISCUSSION
- EXPERT INTERVIEWS
- ETHNOGRAPHY
- MYSTERY SHOPPING
- REFLECTIVE JOURNAL
- QUALITATIVE F2F
- QUANTITATIVE F2F
- CLINICAL TRIALS

OFF-FIELD

- CATI
- CAWI
- CAPI
- PAPI
- WATI



ONLINE

- ONLINE SURVEYS
- ONLINE INTERVIEWS
- ONLINE FOCUS GROUPS
- VIRTUAL ROUND TABLE
- CYBER ETHNOGRAPHY
- EYE TRACKING
- 3D FACIAL IMAGING

ANALYSIS

- BRAND MAPPING
- CLUSTER ANALYSIS
- CONJOINT ANALYSIS
- CORRELATION ANALYSIS
- DISCRIMINANT ANALYSIS
- FACTOR ANALYSIS
- REGRESSION ANALYSIS
- REPORT WRITING

OUR FOCUS



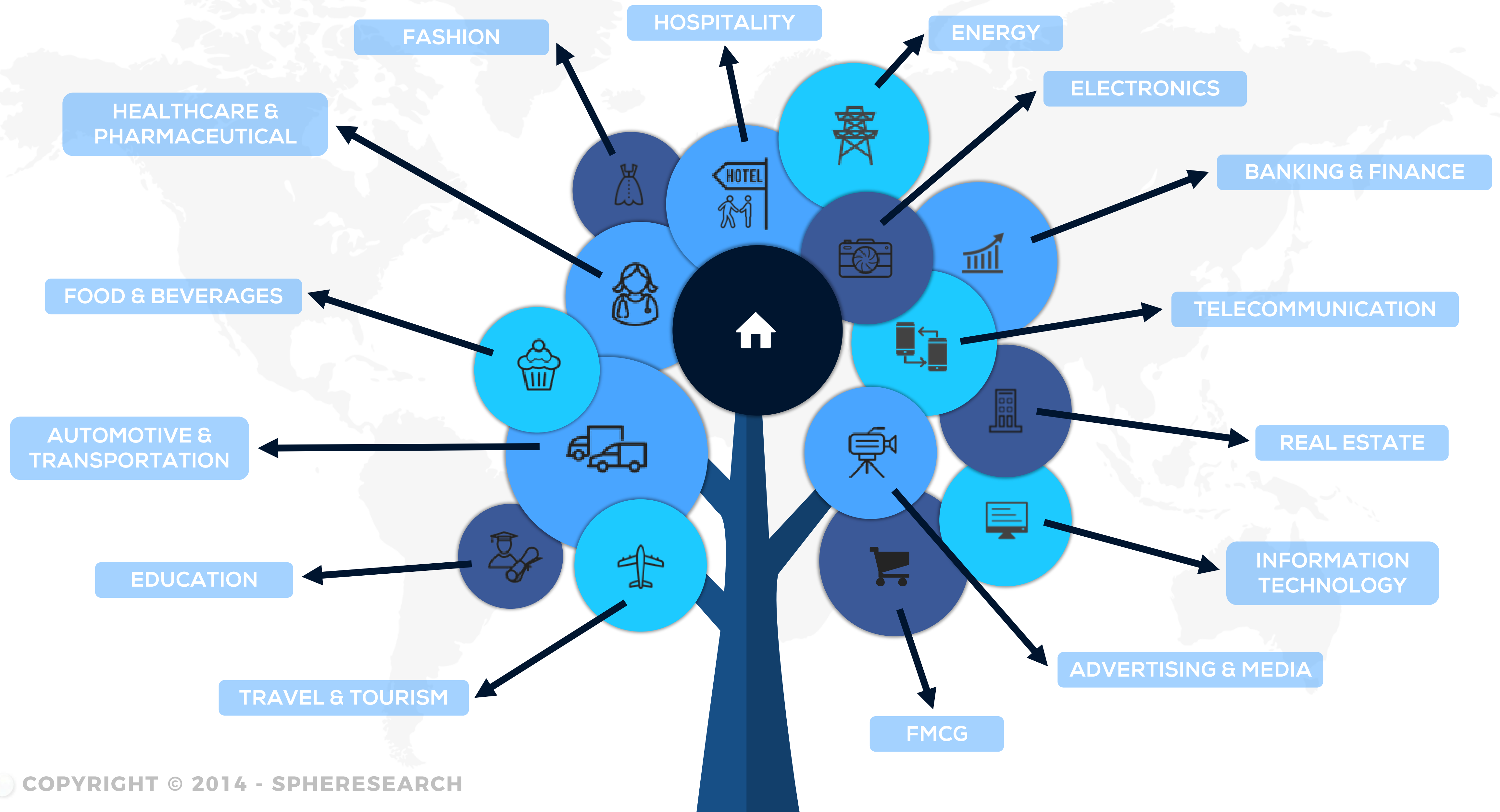
Our primary focus is in the area of US, UK and Europe but we are also capable of conducting research in Middle East and other countries.

We collaborate on an ongoing basis with a number of proven local research agencies in the countries covered with our fieldwork services. We know which agency specializes in what field, thus we employ verified partners.

Its our fundamental aim to provide the most competitive and cost effective solutions.

SECTORS & VERTICALS WE MAJOR IN

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OUR CLIENTS LOCALLY, AWARDING US PROJECTS YEAR ON YEAR

ELECTRONICS

SONY

DAIKIN

HITACHI

INFORMATION TECHNOLOGY

ORACLE

Mindtree

WIPRO

HEALTHCARE

SIEMENS

OMRON

Apollo Pharmacy

AUTOMOTIVE

Ford

Mercedes-Benz

Volkswagen

TRANSPORT & LOGISTICS

**Global VECTRA
helicorp**

AEGIS

NECC

BANKING & FINANCE

RBL BANK

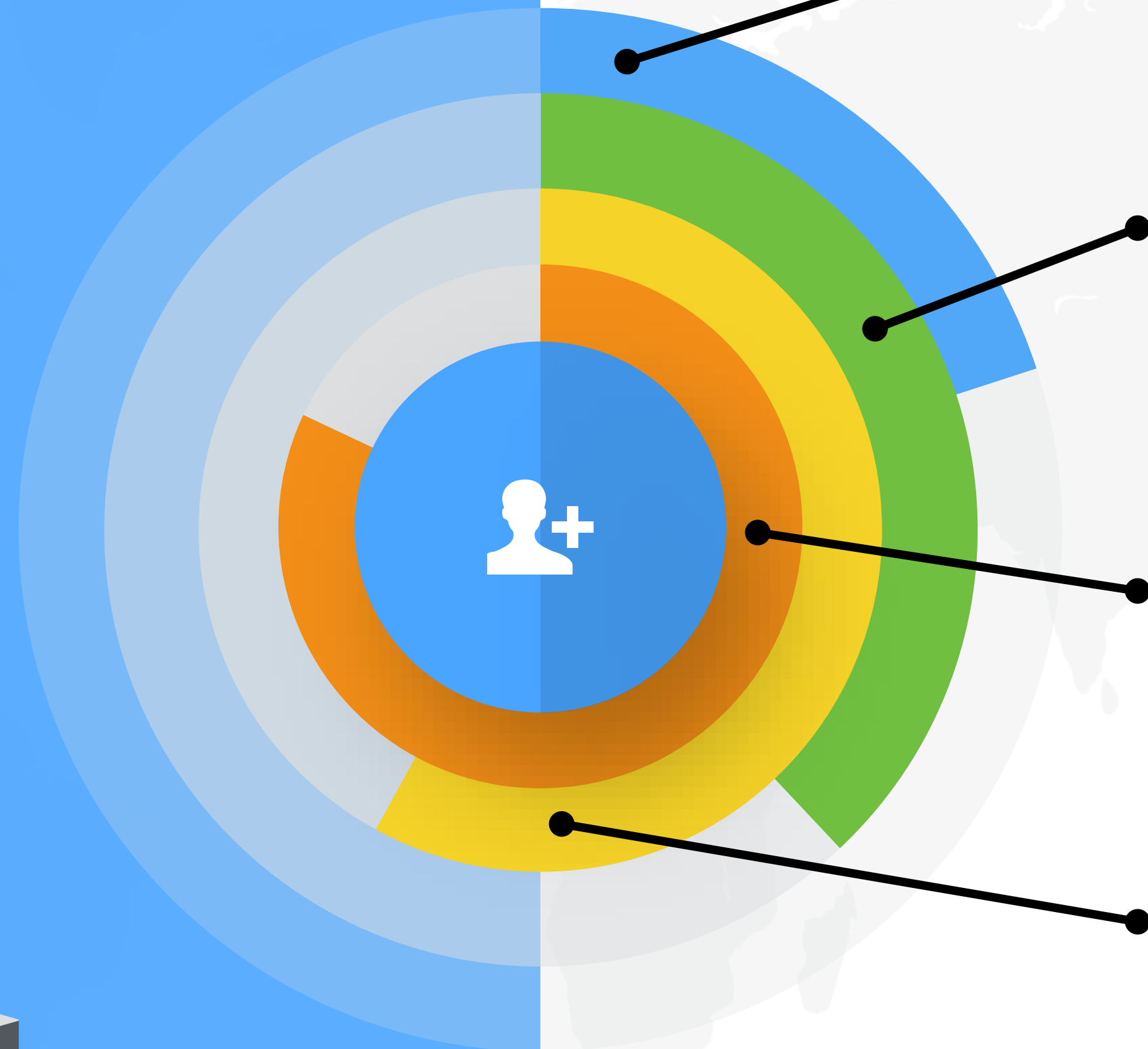
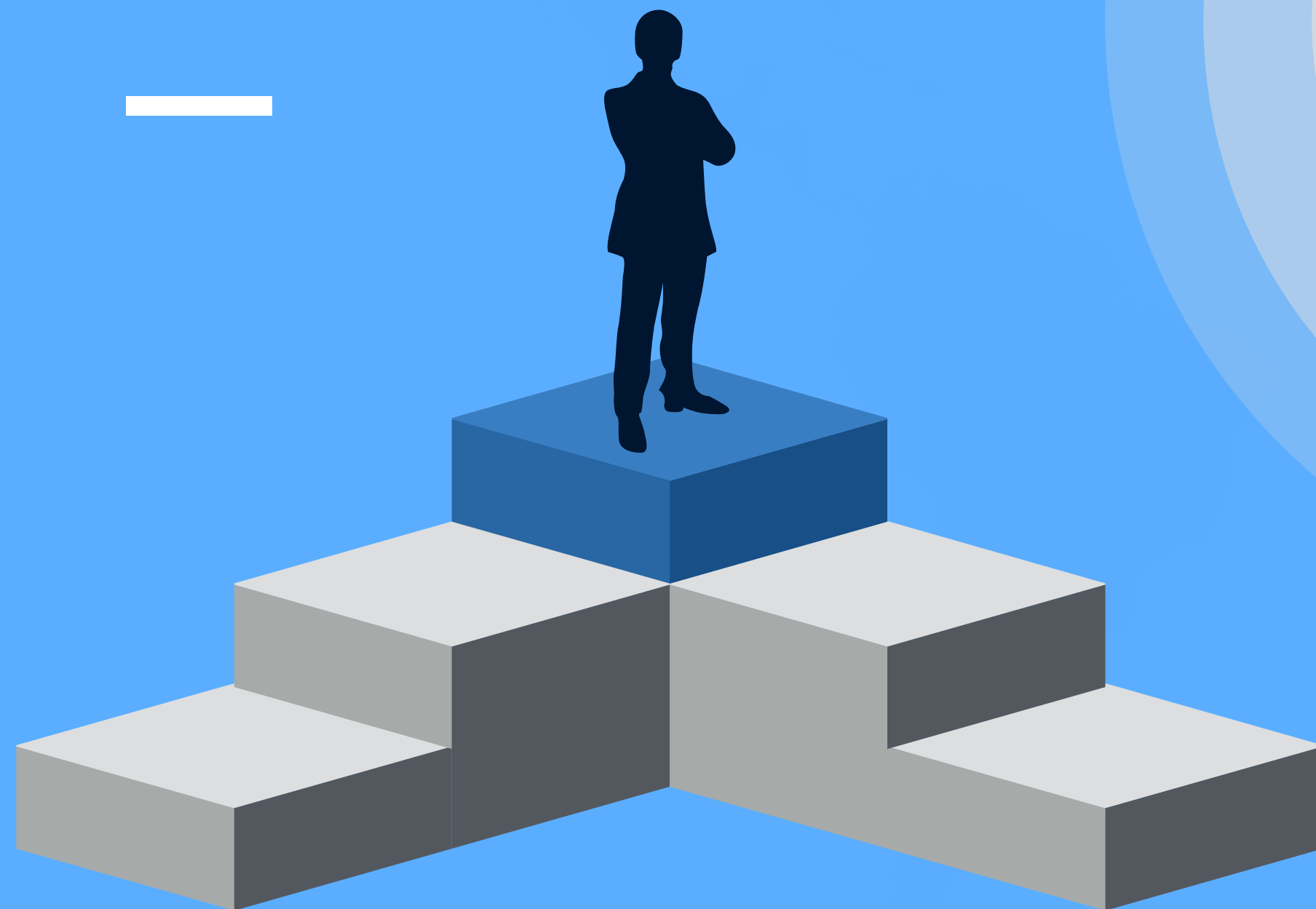
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WHY CHOOSE US?



PRECISION AND TIMELY DELIVERY

Our main objective is to offer information / data / estimates with accuracy, which conform to facts in detail of work.

DEDICATED SUPPORT

It remains our key priority to assist our clients with the help of our 24x7 project management team which is available just a phone call away.

QUALITY CONTROL

We focus on high-quality products and services in terms of functionality, performance, value suitability and reliability.

IMMENSE KNOWLEDGE

Our team incorporates peerless scholastic accreditation with in-depth applied business expertise attracting some of the world's top business organizations to rely on us for their market research requirements.



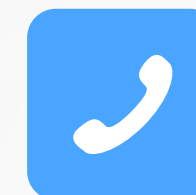
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LET'S GET IN TOUCH

We are eager to hear from you

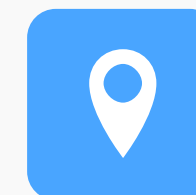
Just send us a message and one of our knowledgeable support staff will be in contact with you within 48hrs – even on weekends and holidays.



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