

# Research Services

jetBlue

Allianz 



Expedia 

UBER

Johnson & Johnson

We can customize a research solution tailored to your needs. Whether you need a full service solution from survey design through analysis and reporting, or help with anything in between, our team can piece together a unique solution that meets the needs of any project.

 qualtrics.  
customer **EXPERIENCE™**



Omni channel measurement



Follow-up & case management



In-app and website feedback



Operational Integration



Reporting, analytics & dashboards

 qualtrics.  
brand **EXPERIENCE™**



Brand awareness



Brand equity



Brand strategy research



Segmentation & positioning

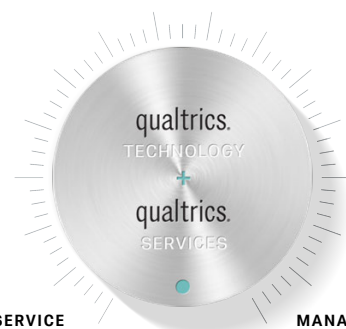


Advertising & copy testing

## Customizable Partnership

Uniquely, Qualtrics has a flexible service model to ensure clients are set up for ongoing success and only pay for services they need.

Some clients require a full-service approach to account management, while others are entirely self-sufficient. With our “Dial Up, Dial Down” approach, Qualtrics can accommodate every service level need.



SELF SERVICE

MANAGED SERVICE

## An experienced research team at your fingertips

### **WE CREATE YOUR SURVEY FROM SCRATCH TO MAKE SURE IT ALIGNS WITH YOUR RESEARCH GOALS.**

Our subject matter experts help you identify your research problem, write your survey, and map out the survey flow to ensure it's optimized. In a matter of hours we take your draft and build a ready-to-send survey for you in Qualtrics, ensuring that every quota and logic condition is correctly set. We even translate the survey into over 100+ languages.

### **WE MANAGE YOUR DATABASE OF CUSTOMERS OR CONTACTS, OR FIND THE EXACT AUDIENCE OF PARTICIPANTS YOU ARE LOOKING FOR.**

Our Qualtrics project managers handle the data collection. From testing the survey prior to launch, programming the invitations, redirect links, setting up the quota, and monitoring the study while it's live in the field, you rest easy as we ensure it's done correctly the first time. With access to over 90M global panelists (consumer, B2B, and medical) in over 90 different countries, we will find you the audience you need in a quick and efficient timeline.

### **WE DO THE HEAVY LIFTING FOR DATA CLEANING AND PROCESSING.**

Whether you are doing the analysis yourself or getting a helping hand, sometimes you will need to clean or set up your data slightly differently to what you have in Qualtrics, we take the heavy lifting off your plate.

### **WE DELIVER INSIGHTS THAT HAVE A MEANINGFUL BUSINESS IMPACT FOR YOU AND YOUR TEAM.**

From executive summaries to full PowerPoint presentations or reports, our subject matter experts help you identify and communicate those insights to your business.

## Benefits of using the Research Services team



### **SUBJECT EXPERTISE**

We have a team of experienced market researchers and PhDs that are ready to jump on a project and help whenever you need it. We always want our customers to be successful and this involves leveraging different expertise for different needs.



### **TECHNICAL EXPERIENCE**

Our experienced Qualtrics project managers are experts in the platform so you can rest easy as we ensure it's all done correctly & accurately the first time.



### **KNOWLEDGE**

We hire the best of the best to expertly handle all elements of research from start to finish.

---

We have executed  
over 20,000 projects  
across 8,000 different  
brands globally.