








# Smart Solutions

 <b>Innovative Field</b>	 <b>Digital Data Collection</b>	 <b>Media &amp; Audiences</b>	 <b>Customer Experience</b>	 <b>Brand</b>	 <b>Product Research</b>	 <b>Advisory Services</b>
<ul style="list-style-type: none"> <li>Field &amp; Tab</li> <li>Africa Wide</li> <li>Data Scanning</li> <li>CATI</li> <li>FTF</li> </ul>	<ul style="list-style-type: none"> <li>Mobile – SMS, USSD, Online</li> <li>IVR, Email</li> <li>Web hosted surveys</li> <li>MROC's etc</li> </ul>	<ul style="list-style-type: none"> <li>TGI - Single source product, brand &amp; media survey</li> <li>Compass 24 Community Newspaper Currency</li> <li>Out of Home Currency Survey</li> <li>Campaign evaluation</li> </ul>	<ul style="list-style-type: none"> <li>Service Measurement</li> <li>AA Orange Index®</li> <li>Mystery Shopping, Video Mystery Shopping</li> </ul>	<ul style="list-style-type: none"> <li>Brand Oracle™</li> <li>Icon Brands™</li> <li>Brand and Advertising Tracking</li> <li>Reputation research</li> </ul>	<ul style="list-style-type: none"> <li>Pricing</li> <li>U&amp;A</li> <li>Segmentation</li> <li>New Product &amp; concept development</li> </ul>	<ul style="list-style-type: none"> <li>Gateway</li> <li>Benchmarking                             <ul style="list-style-type: none"> <li>• Orange Index®</li> <li>• Icon Brands™</li> <li>• Trust Barometer™</li> <li>• Digital Barometer™</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>• Localisation of surveys</li> <li>• Africa footprint</li> <li>• Accurate data scanning</li> <li>• Superior quality</li> <li>• Fast</li> <li>• Video MS – Audit verification</li> <li>• 100% CATI</li> <li>• CATI 100% recorded</li> </ul>	<ul style="list-style-type: none"> <li>• In Context</li> <li>• Rich media</li> <li>• Short questionnaire</li> <li>• Engaged audience</li> <li>• Take advantage of behavioural economics and system 1 thinking</li> </ul>	<ul style="list-style-type: none"> <li>• Estimate audience size</li> <li>• Grow audiences and revenue</li> <li>• Tactical and strategic insights</li> <li>• Understand who consumes your media and why</li> <li>• Understand the evolving media landscape</li> </ul>	<ul style="list-style-type: none"> <li>• Benchmarked</li> <li>• Tiered measured from operational to strategic level</li> <li>• Reduce churn</li> <li>• Increase loyalty</li> <li>• Increase spend</li> <li>• Reverse sales loses</li> <li>• Emotion</li> <li>• Humanness</li> <li>• FCR</li> <li>• NPS</li> </ul>	<ul style="list-style-type: none"> <li>• Benchmarked</li> <li>• Determine your customer-based brand equity relative to competitors</li> <li>• Determine the uniqueness of your positioning</li> <li>• Linked to media strategy</li> <li>• Full 360 view</li> </ul>	<ul style="list-style-type: none"> <li>• Psychographic' segmentation across competitive set</li> <li>• Detect problems at the concept stage.</li> <li>• Determine product performance under real word usage conditions.</li> </ul>	<ul style="list-style-type: none"> <li>• Integrate all your research</li> <li>• Formulate actionable strategies</li> <li>• Maximises your Data ROI</li> <li>• Drive research findings into the organisation</li> </ul>