



SYSTEMS  
CONSULTING™  
LIMITED



# MARKETING RESEARCH

*Providing you with information to make crucial decisions...*

## ABOUT US

Today's leaders understand the need to make informed decisions and the importance of pragmatic insight. With over forty (40) years of experience, Systems Consulting™ has designed and executed marketing research and consulting assignments for decision makers in various private and public sector organizations throughout the English-Speaking Caribbean.

Our primary areas of concentration are:

- Quantitative Research
- Qualitative Research
- Secondary Research
- Trend Analysis
- Brand & Reputation Measurement
- Stakeholder Classification and Mapping

We believe that the outcome of every research project should be actionable. It is therefore our policy to provide our clients with research that is aligned with their strategic objectives which enables them to initiate specific actions for their businesses.

We are members of the **World Association for Public Opinion Research (WAPOR)** and the **International Marketing Research Institute (IMRI)**.

**AS YOUR PARTNER, WE  
WILL HELP YOU MAKE  
INFORMED DECISIONS...  
THAT'S WHAT PARTNERS  
ARE FOR**

## Our Marketing Research Process

When conducting a marketing research project, it is essential to define the research objectives i.e. what do you want to achieve from the research? What do you need to know? At Systems Consulting™, our research process begins with establishing clearly the objectives of your research. We meet with you to identify these objectives and the planned outcomes.

Once the objectives are outlined, we develop an approach and research methodology based specifically on your objectives and goals.

Depending on the methodology selected, our team of qualified researchers undertake the requisite actions to provide you with objective and clear information on which you can take action.

In short, Systems Consulting™ follows a process that:

1. Identifies your objectives
2. Defines those objectives in concrete, measurable terms
3. Identifies the best approaches
4. Collects Data
5. Analyses data (depending on the methodology)
6. Interprets the findings\submit report

Throughout project planning, execution and delivery, we liaise constantly with you - providing you with up-to-date progress reports until the final report is delivered. After delivery, we also provide periodic follow-up services to ensure the continued relevance of the information provided.



## Research Tools & Technology



As a company which closely follows technological evolution, Systems Consulting™ is actively involved in enhancing the techniques utilized in its research. We have invested in state-of-the-art technology and analytical software.

The latest SNAP Data Entry modules are installed on our in-house data-entry stations, while our data analysis is run on computers using the latest versions of SPSS™ for Windows.

This investment fits within a larger scheme of ensuring that we provide optimum research solutions to our clients.

### SNAP Features

- Multi-Format Surveys
- 24/7 Mobile Surveys
- Automated Alerts
- Interactive Questions
- Scan Paper Replies
- Certified data security
- Question Routing
- Surveys in Any Language

### QuestionPro Features

- Net Promoter Score measurement
- Surveys management
- Audience Research (B2C, B2B, Mobile, Niche, High Frequency)
- Contactless surveys
- Mobile surveys Online
- Community interaction

## Call Centre Services

It is no secret, Call Centres and research companies have a unique bond. Without our Call Centre, similar to most research businesses, we would probably not function as efficiently as we do.

Within our Call Centre, we have a highly experienced team of Telephone Survey Representatives (TSRs) who are trained to handle the most demanding of projects including specialized client lists and hard-to-reach groups. Our dedicated Call Centre team will represent your company in a highly professional manner providing outbound services including:

- **Marketing research**
- **Outbound sales**
- **Lead generation and prospect qualification**
- **Quality assurance**
- **Direct mail and email**
- **Customer retention**



Our Call Centre facility seats fifteen (15) interviewers but has the capacity to expand to accommodate up to twenty (24) interviewers.

All telephone surveys we conduct are carefully supervised and validated by a competent Call Centre Manager.

## QUANTITATIVE & QUALITATIVE RESEARCH METHODS



The **quantitative marketing research studies** conducted by Systems Consulting™ are designed with an emphasis on quality, consistency and reliability. We collect data by questionnaire (face to face), telephone (via our call centre), web (via the internet) and mobile (via **PDA's and Tablet PCs**) where we measure attitudes, perceptions, expectations and behaviours.

Our consultants are experienced in undertaking quantitative research in a wide range of sectors/industries. We have conducted quantitative research for government agencies, utility companies, financial institutions, retail and distribution companies, and construction companies, among others.

At Systems Consulting™, we are committed to delivering high quality solutions and insights that our clients can rely on. We endeavour to be accepted as your preferred research partner.

Our quantitative research methods include:

- **Customer Satisfaction Surveys**
- **Employee / Quality of Work Life Surveys**
- **Usage and Attitude Studies**
- **Consumer Behaviour Surveys**
- **Market Feasibility Studies**
- **Corporate Image Surveys**
- **Brand Tracking/Positioning Studies**
- **Service Quality Surveys**
- **Media Audience Profiles**



Our **qualitative research** provides in-depth knowledge and direct feedback to give you a better understanding of opinions, perceptions and behaviours related to your company's products, services and image.

System Consulting™ has conducted qualitative research for government departments, utility companies, financial institutions, manufacturing companies, and retail and distribution companies, among others. Over the years, we have developed an intimate knowledge of various industries and consumer markets.

Our qualitative techniques include:

- **Focus Groups**
- **Product Testing**
- **In-depth interviews**
- **Exploratory Research**
- **Mystery Shopping**

Through focused interviews and candid discussions, our research professionals utilize the latest qualitative techniques to provide you with useful insight. We allow you to:

- Gain insights about the process that your customers experience through their eyes.
- Gain insights about perceptions that consumers may have but not typically verbalize.
- Gain insights about emotions and feelings associated with your product or brand.
- Attain reactions to marketing strategies or new product concepts.

# PROJECT MANAGEMENT AND REPORTING

## Project Management

Systems Consulting™ has adopted internationally recognized professional standards for the management of all projects. As members of the **Project Management Institute (PMI)**, we strive to complete projects within budget and within project timelines. We recognize that Marketing Research projects are often dependent on the cooperation of the defined demographic. As a result, our Project Management is focused on client service, managing project budgets, managing fieldwork and timely reporting.

## Reporting

Beyond the data analysis and compiling the facts for our clients comes the reporting, arranging words, formatting the report, articulating conclusions and making recommendations. This can be challenging but at Systems Consulting™ we pride ourselves in our ability to deliver reports that are easy to understand, have charts and diagrams to justify and represent the data and contains an executive summary that can be used by senior management or clients who do not require the full details of the report. In addition, we are able to explain and walk through the report in a presentation to your management or team and to answer any questions relative to the reporting results.

Our reporting best practices allows us to build the right reporting structure for our clients, to make sure that we are sending the right information, to the right people, at the right time. Our reports can be delivered in any format that you require.



## SAMPLE CLIENTS



**FirstCaribbean**  
International Bank



UWI



Together we are one



Wise Financial Thinking for Life

**Digicel**



## Contact Us

To learn more about how we can help your organization:

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