



DJS RESEARCH: MARKET RESEARCH EXPERTISE

DJS Research offers clients a full range of qualitative and quantitative research methodologies. We are young, creative and engage in research projects that produce reliable, relevant and actionable results. With a research agency and marketing background, DJS Research clearly understands how market research fits in with the marketing process. Our particular areas of expertise are outlined below.

Market Research Sector Experience

DJS Research has vast experience in various market research sectors, which are highlighted below. Each member of the team has at least 10 years market research experience gained from both the agency and client side. Please feel free to contact us for more information (our contact details can be found on the following page).

Our specialist sectors are as follows:

Call Centres - over 20 years experience including customer satisfaction research.

Finance – a wealth of experience gained from working with a number of large financial institutions – mainly focusing on monitoring and improving customer service utilising customer satisfaction and mystery shopping techniques.

Public Sector - vast experience including work with the Department for Education & Skills (DFES), Learning & Skills Councils (LSCs) and National Health Service University (NHSU).

Retail - on and off site research including exit interviews, accompanied shops, intercepts and customer profiling.

Sport, Leisure & Tourism - extensive research into online gambling, package holidays and a number of projects for the National Association for Sports Development (NASD).

Utilities - extensive experience with energy and water companies including customer satisfaction, switching and retention, customer profiling and reaction to new initiatives e.g. at the time, dual fuel, multi utility connection businesses and brand extension into non-utility offers.

Specific Areas of Market Research Expertise

Branding - experience at both ends of the spectrum – rationalisation of brand portfolios and brand extension.

Customer Profiling - on site for shopping centres and off site for companies acquiring new businesses.

Customer Satisfaction, Loyalty and Retention - over 20 years experience using a vast array of techniques including regression, customer performance indices and trade off techniques such as SIMALTO (Simultaneous Multi Attribute Trade Off).

Internet Research – a number of projects which have utilised email/web for quick, and efficient data collection.

Mystery Shopping – to objectively monitor and help improve customer service a number of mystery shopping projects have been initiated by us.

Product Development - new product development, refining of current product offers and extending of portfolios.

Qualitative & Quantitative – research using all standard techniques e.g. focus groups, in depth interviews, telephone, face to face and internet surveys, plus more innovative techniques e.g. groups on the move.

Business to Business and Consumer Markets – we are equally experienced in both areas and Ali has tutored on B2B Research for the Market Research Society.

Contacting DJS Research

If you would like further information about any of our market research services please get in touch with DJS Research by phoning us on **+44 (0)1663-732721** or visit our website at: <http://www.djsresearch.com/>

We look forward to hearing about your market research requirements.



Members of the Market Research Society

If you require any further general information about the topic of Market Research, as well as <http://www.djsresearch.com/>

you may also want to try <http://www.marketresearchworld.net/> - a useful market research resource.