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Your Future Success



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Introduction

At Insights we have multi-disciplinary skills to address a range of services that our clients require in dealing with composite matters in the areas of Financial Advisory, Tax, Real Estate Advisory, Management Consultancy and Customized Research.

We work with our clients to provide advice and assistance in developing and implementing the most suitable business strategies sufficing their particular needs.

At Insights , we bring much needed capabilities and deep local expertise to address your needs, your stakeholders expectations and to cater your regulatory obligations.

We serve our clients at every level of their organization, whether as a trusted advisor to top management or as a hands-on coach for front line employees.

Our exclusive performance methodologies and analytical tools enable our clients to run their business more effectively and efficiently.





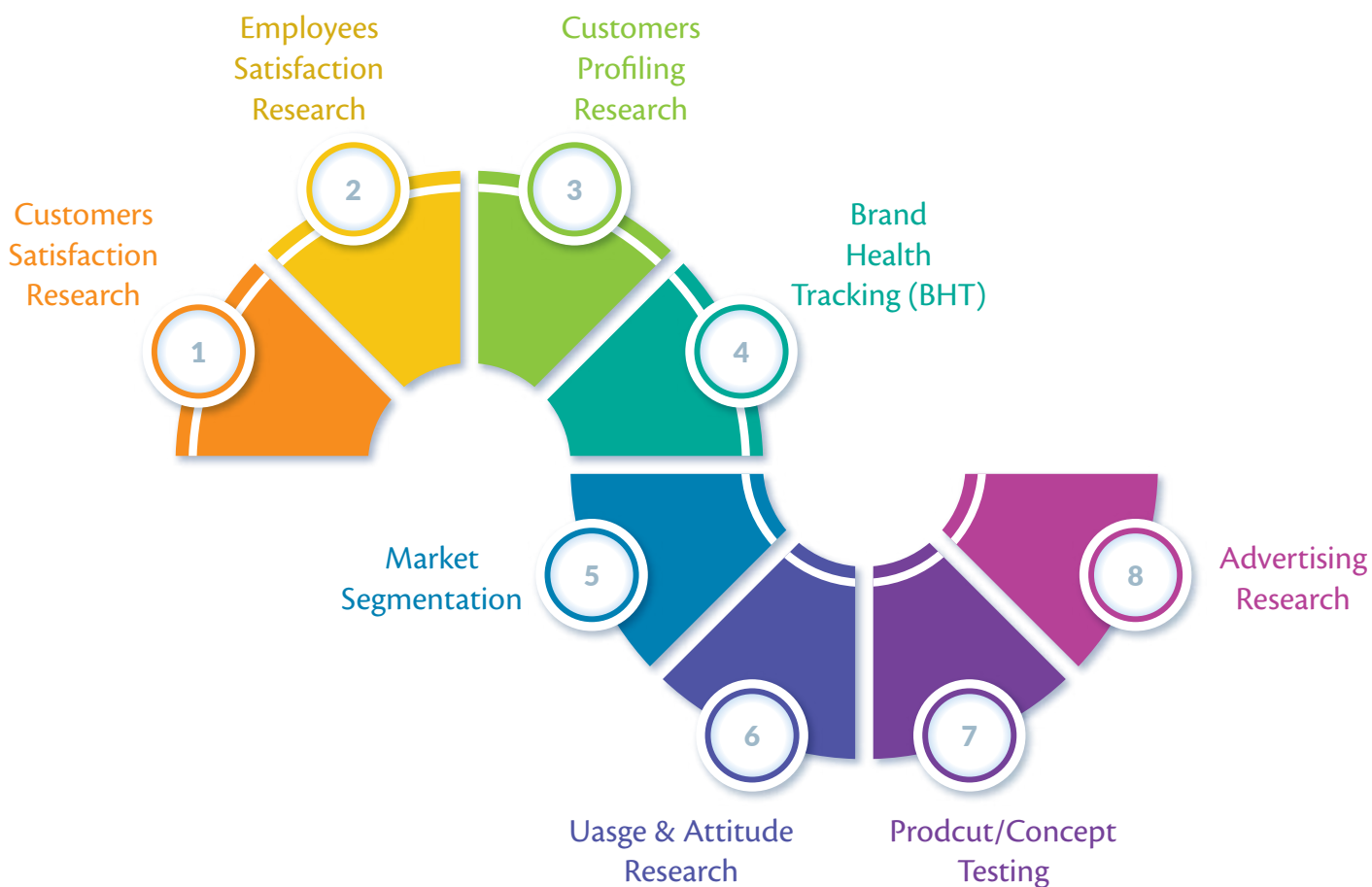
Our Services Domain



Services and Solutions

We provide all types of market research services you required like Qualitative research and Quantitative research, Online surveys, Mystery shopping, Customer satisfaction, tracking studies and many more in cost effective and time efficient way. Some commonly used research services are given below.

Our Market Research Services



Customers' Satisfaction Research

A satisfied customer is an asset to any business. The achievement of customer satisfaction leads to brand loyalty and product repurchase. Quality, efficiency, service, and reliability are the terms we often hear when we discuss customer satisfaction. Smart businesses know, retaining a customer is an art. But businesses also need to start measuring customer satisfaction to know customer loyalty and a simple way of measuring this is deploying a customer satisfaction survey.





Objectives of a customer satisfaction survey:

- *Understand the expectations and requirements of your customers*
- *Determine how well your company and its competitors are satisfying these expectations and requirements*
- *Develop service and/or product standards based on your findings*
- *Examine trends over time in order to take action on a timely basis*
- *Establish priorities and standards to judge how well you've met these goals*

Employees' Satisfaction Research

Employee satisfaction survey give employees a voice and determine how employees feel about their company's leadership, general work environment, training, and co-workers. It is basically designed to analyze the satisfaction level of employees within their work environment. The survey offers a ranking system to employees to specify how firmly they agree or disagree with the answer they give during the survey. It is used especially when an organization reviews the opinions of the employees.

The Employee satisfaction survey can help in

-  *Analyzing issues and overall environment of an organization*
-  *Anticipating potential problems*
-  *Evaluating management and teamwork related issues*
-  *Measuring the effects of change in organizational set-up*

Employee satisfaction survey is a very effective tool that measures and maintains a positive culture within the organization. The satisfaction of employees is directly associated with the efficiency of an organization and that is why it is important for them to ensure if their employees are happy with their work or not. Well-conducted surveys play a major role in the development of any organization or business.

Customer Profiling Research

Customer Profiling is a smarter way to connect with your Customers.

Customer profiling will help you to understand your customers, highlighting who they are, what they look like, their interests and wants. This insight will help you to recognize your customer's characteristics, behavior and traits. Having a better understanding of your customers, you will understand what they are interested in and will be able to communicate with them more effectively.

Ways to Group Your Customers;

Demographics:

Common demographics to consider are age, gender, ethnicity, occupation, education, marital status, etc.

Geographics:

Where are your customers? You can find your ideal customer by country, region, state, city, and even within a mile radius on some platforms.

Life Stages:

Dig deeper into your demographics category and group ideal customers by which stage of life they are in.

Psychographics:

Group together customers with shared interests, lifestyle choices, attitudes and similar mindsets.

Behaviors:

Understanding how and why present and future customers act is important.



Customer profiling can help you boost your sale by allowing brands to;

- *More intelligently push content and experiences to their consumers*
- *Improve their real-time marketing efforts*
- *Improve a customer's lifetime value by engaging them over the long term with purpose*

Brand Health Tracking

“Monitor the health of your brand and identify changes on your brand and competitors”



Brand health tracking is a strategic tool to measure the health of your brand that marketers and brand managers use to measure how effective the brand is at helping to achieve your business aims. Our BHT can help you to identify the key drivers that make a difference on consumers' brand choice and purchase behavior and develop marketing strategies that lead to brand development.

Market Segmentation

We can help you segment your customers and your market, leading to a successful marketing strategy and a differentiated competitive position.

Who are your most targetable customers?

How do they behave?

And most importantly how can they be reached?

These are the core questions that market segmentation answer.

We can work with your company to:

- *Align product and service differentiation with your customers' requirements*
- *Achieve and maintain a competitive advantage*
- *Develop product and pricing strategies which focus on the most valuable market segments*

Your business become more customer-centric, so that you can:

- *Make your offering more profitable*
- *Deliver a targeted marketing and sales effort*

Usage and Attitude Research (U&A)

“The who-what-when-where-how dynamics of your category or market”

Studies of Awareness, Attitudes and Usage enable marketers to quantify levels and trends in consumer knowledge, perceptions, beliefs, intentions, and behaviors (actual and intended).

Usage and attitudes research is mainly used to understand consumption and market patterns and trends of any given product or service at a particular point in time.

Usage and attitude studies investigate all aspects of the relationship between users and a specific product, service or market taking stock of your market and give you an opportunity to thoroughly review your product or service within its marketplace so that you can understand its appeal, strengths, weaknesses and any gaps in the offering.

This type of research allows you to understand the strength of your presence in the market, get a clear picture of your brand's position in the marketplace, what your consumers value, and where opportunities lie.

Benefits:

- 1 Identify brand loyalty & what drives it
- 2 Understand how behavior and usage changes by brand
- 3 Why consumers buy specific brands (and what is distinctive about these consumers)
- 4 Identify any gaps between needs and performance (opportunities)
- 5 Brand evaluation against competitors
- 6 Lifestyle, media consumption, attitudes – provide detailed analysis opportunities
- 7 The basis for a customer segmentation study

Insights usually carries out this type of research through quantitative telephone or face to face surveys. However, the chosen methodology may vary depending on the business objectives.

Advertising Research

Advertising research is an effective way to assess and measure the impact of any advertising or branding campaign. Such research is generally carried out before the launch of an advertising campaign (pre-testing) and then after the advertising campaign has been completed (post-testing).

The objective is to evaluate the overall effectiveness of an advertisement campaign across key brand metrics specifically for:

- 1 *Unprompted brand awareness (Respondents awareness of brand x and competitors)*
- 2 *Unprompted advertising awareness (Can respondents remember the campaign spontaneously)*
- 3 *Media attribution*
- 4 *Prompted brand awareness*
- 5 *Prompted advertising awareness*
- 6 *Advertising attribution (Where can respondents remember seeing the campaign)*
- 7 *Prompted advertising recall through exposure to the advertisement used within the survey*
- 8 *Creative likeability*
- 9 *Key message takes out*
- 10 *Evaluate brand understanding and overall brand perception*
- 11 *Demonstrate call-to-action generated by the campaign*

Following the advertising campaign, the data that emerges from the pre-testing research is then compared to the results from the post-testing research, in order to measure its success.

A person in a suit is holding a smartphone. The background is a blurred image of the person's hands and the phone. Overlaid on the image are several white circular icons connected by a network of lines. The icons include a location pin, an airplane, a house, a group of people, a shopping cart, and a lightbulb. A blue semi-transparent rectangle is positioned on the left side of the image, containing the text 'Our Methodology' and a white icon of a cycle with three arrows.

Our Methodology



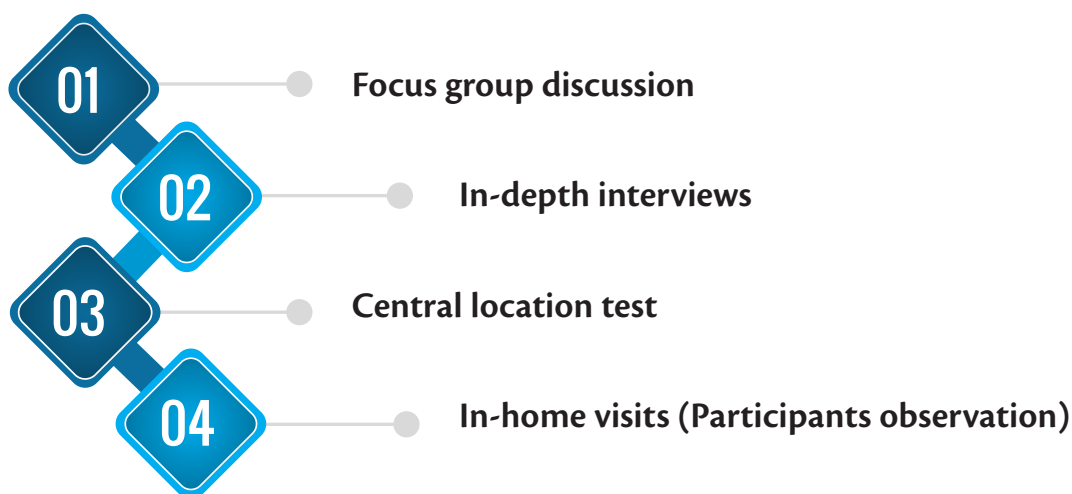
Qualitative Approach

Qualitative research collects information that occurs naturally; that is, it doesn't set up experiments.

The main methods for collecting research include:

- *Conducting interviews and focus groups, during which people retell their experiences, thoughts and actions.*
- *Observing people in their own settings*
- *Analyzing documents (from government reports to personal diaries); and*
- *Analyzing conversations (as contained in documents, speeches, interviews, etc.) With this collected information, qualitative research can be used to:*
 - *Describe the nature of what exists and how it is experienced by those in it (i.e. context); e.g. help us understand the experience of having a long-term claim*
 - *Explain why things exist as they do; e.g. help us understand the events leading to long-term claims, the circumstances in which long-term claims occur and why they continue to occur*
 - *Evaluate the effectiveness of interventions that aim to change what exists; e.g. help us understand the quality of any programs put in place to reduce long-term claims*
 - *Generate suggestions for ways to improve things, or for potential areas of new research; e.g. help us understand strategies for supporting workers on long-term claims and helping people avoid them to begin with.*

Qualitative Research



Qualitative Research (Contd.)

Focus Group Discussion (Fgd)

Marketing and Opinion Research is not only about numbers. It is also about discovering motives behind certain behaviors and understanding attitudes and perceptions. The focus is understanding why people think the way they do. These can be highly effective, bringing together respondents with different life experiences to discuss and debate an issue.

Typical market research situations when focus groups are used are:

- *To identify customer needs i.e. where there is a complex interaction of factors influencing motives*
- *To identify working practices e.g. how a particular product is used*
- *To test new products i.e. where something needs showing to people*
- *To explore a concept with stimulus aids*
- *To explore and identify issues of satisfaction for customers, staff or suppliers*
- *To explore perceptions of brand and service elements associated with the brand*

We have the resources available to conduct professional qualitative research through focus groups in which a group of people will be asked about their perceptions, opinions, beliefs and attitudes towards a product, service, concept, advertisement, idea, or packaging. Questions are asked in an interactive group setting where participants are free to talk with other group members.

Our focus groups are led by professionally trained moderators, backed up by unit of recruiters to ensure correct respondents are recruited to the appropriate groups thus ensuring meaningful findings.

In-Depth Interview (IDI)

IDI is a method of qualitative survey, where one-on-one interviews are designed to go in-depth into the behavior of a respondent. This method is used to find out detailed opinion, attitude and beliefs of a respondent on a particular topic, for example, evaluation of new products or service packages introduced to the market.

This is the method that can provide very accurate and particular responses as well as comprehensive and varied knowledge about the experiences, opinions, and motives of individuals, which cannot be obtained from a focus group discussion. IDI method is usually applied to interview industry experts and B2B representatives. During an interview, the moderator asks the respondent questions according to a preset scenario.

A typical in-depth interview usually takes around 1–1.5 hours' time.

Qualitative Research (Contd.)

Central Location Test (CLT) Or In-hall Test

A Central Location Test (CLT) is the Face to face methodology in which respondents are invited to take part in the predefined tasks and tests, respondents may be pre-recruited or can be recruited on spot, the tests are conducted in a suitable place which can be a public hall to a specialized facility. The Central Location Test is used for the studies in which the new product or updated product or stimulus material is to be shown to the respondent in simulated conditions. It helps to find out which of the existing concepts has the most acceptable taste, shape, package or idea. During in-hall tests, the respondents test (taste, touch, observe, try out, consume, etc.) different products according to preset evaluation criteria.

CLT offers the specialized advantage over face to face interviewing. The response rates are fairly high and better results in cases of extremely long or difficult to survey. This method allows clients to directly observe interviewing, provide greater confidentiality than other research methods, and will not be impeded by pending legislation that will narrow the ability to recruit respondents.

Ethnography (In-home Visits)

Anthropologists know it can be very informative to just observe people, and not ask questions. Observing people is something we researchers devote ourselves. We have experienced researchers and they are experts at observing behaviors.

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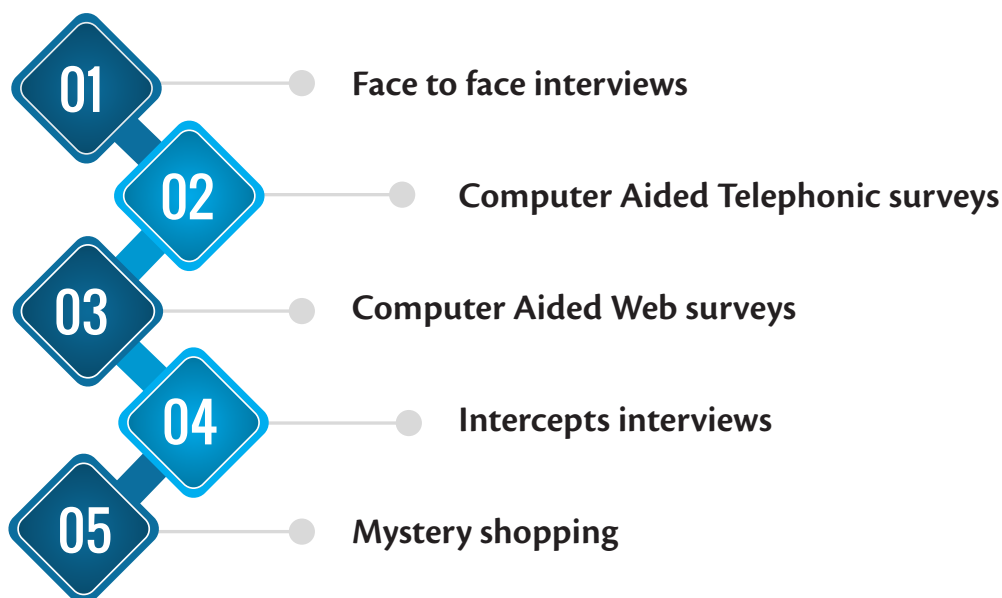
“In-home visit” is a type of ethnography. It is one the powerful qualitative research method in which a researcher observes and interact with consumers in their natural environment as how consumers interact with their environment that cannot be obtained by conventional research methodologies. It gives flexibility to the consumers of natural environment and they do not feel any pressure during research proceeding which provide researcher an added advantage of observing consumer closely and see how they interact and react to environment and provide profound and valuable insights.



Quantitative Approach

Quantitative surveys involve the use of structured questionnaires developed and customized to the client's needs by professionals. The main aim of quantitative surveys is to poll a certain portion (sample) of the target group using a structured questionnaire and, having analyzed the obtained data, to generalize the results for the whole population.

Quantitative Research



Face-to-face Interviews

Face-to-face interviewing is a data collection method which is used when the target group is hard to reach by telephone and internet or when the aim of the research is to carry out a representative survey. The interviewer directly communicates with the respondent in accordance with the prepared questionnaire. This method is handy when a survey is complex, long and involves additional means (e.g., visual material).

This method also enables to acquire factual information, consumer evaluations, attitudes, preferences and other information coming out during the conversation with the respondent.

Respondents' answers are immediately recorded on the Questionnaire form during interview process. Different with qualitative face-to-face interviews, in Quantitative face-to-face interviews, the interviewers have no chance to adjust the number of questions, the sequence or wording of the questions. Face-to-face interviews are traditionally carried out with paper and pencils, as well as with tablets.

Quantitative Research (Contd.)

Computer Aided Telephonic Interviews (CATI)

It's a cost-effective way of reaching respondents across geography and demography, we use trained staff to obtain information as efficiently and politely as possible. Telephone interviews are great for short questionnaires where respondents don't need any visual stimuli, but they're also ideal for longer, in-depth interviews, when we can probe for insightful and useful feedback.

Benefits of using CATI services for business market research.

High quality data:

CATI helps avoid interviewer misinterpretations and ensures that questions are administered correctly, resulting in higher quality data

Hassle free:

The interviewer can have an uninterrupted session with the respondent due to the automation facility and enjoy a stress-free working experience

Quick and efficient:

CATI method enable you to acquire analysis as soon as the survey is completed. The data collected gets inserted automatically, thus saves time

Higher accuracy:

The data collection is highly accurate and computerized. Responses are pre-coded and entered directly, eliminating the need for manual data processing and reducing input errors



Quantitative Research (Contd.)

Computer Aided Web Interviews (CAWI)

“With technological advancements, online surveys have become the preferred data collection method for many customer and staff satisfaction surveys, product and service feedback, and conference evaluations”

Advantages of using CAWI services for market research.

- *There are no print, interviewer and data input costs*
- *The collection time is reduced and there is no input time. Real time processing. Real time data follow-up*
- *Better access to certain targets (Net surfers, working population...). No geographical constraint. CAWI is well adapted to broad geographical areas*
- *Suppression of skews due to the interviewer and input errors. The respondents have all the time they want to answer the questionnaire*

There are some constraints that a researcher must consider when suggesting a research method

- *The target population may not be representative of the national population*
- *Difficult to check the validity of answers and the respondent identity*
- *The Internet availability rate of households is not 100% for instance aged persons and children are poorly represented*

Intercepts Interviews

Intercepts are a great way to collect marketing data from customers on-site to gain immediate, in-context feedback about your business or location from customers leaving your location. Intercept surveys are a powerful technique, and in many cases match or exceed the reliability of online samples.

We use trained interviewers to select respondents by intercepting them in a public place such as a grocery store, restaurants, or a shopping mall etc. and then administering a short survey on a tablet, smart phone or pencil and paper about consumer behaviors, habits, preferences, or perceptions. Experienced interviewers are skilled in selecting a representative population and developing rapport to prompt honest responses.

Quantitative Research (Contd.)

Intercepts Interviews (contd.)

The strategic advantages of intercept surveys include:

- *Quick turn-around time*
- *Relative low cost*
- *Real-time responses*
- *Ability to poll a large, diverse variety of consumers*

Intercept surveys are an ideal methodology for businesses and organizations to identify:

- *Customer satisfaction with a business or organization's products and services offered*
- *Improvements and changes consumers would like to see*
- *The size of different market segments within a geographic region*
- *Customer reactions to an organization's future plans*

Mystery Shopping Research

Mystery shopping research is one of the Customer Relationship Management (CRM) instruments. It is the most basic and in the same time a completely objective tool for measuring the quality of customer service.

Mystery shoppers give an unbiased customer response to their experience and help businesses as how to improve by sharing the insight.

This practice is used to objectively evaluate efficiency and service quality of employees who service the customers directly. It focuses many aspects of business, including: Store cleanliness, merchandise display, telephone interaction, employee interaction, sales skills and point out weaknesses that may be present.

In general, a mystery shopper evaluates the following aspects:

- *Cleanliness of the store/office*
- *Organization of the store/office*
- *Whether or not service representatives did the following:*
 - *Did they greet the shopper professionally?*
 - *Did they assess the shopper's needs and build rapport?*
 - *Did they describe the features and benefits of purchasing their product?*
 - *Did they answer questions accurately and in detail?*
 - *Did they attempt to close the sale?*
 - *Did they thank the shopper for the sale?*
 - *Did they take the initiative to upsell or offer additional assistance?*
 - *Were they proactive?*
 - *Were they polite and appreciative?*

This impartial feedback allows you to see a business from the eyes of consumers and evaluate employees' performance and sales skills in a way that you could not do otherwise.

Our Other Services

01 Financial Advisory

- Internal Audit Services
- Standard Operating Procedure (SOP) Development
- Actuarial Valuation Services
- Accounting Advisory Services
- Bookkeeping Services
- Payroll Services
- IFRS 9,15,16 etc. Implementation

02 Tax Advisory

- Value Added Tax
- Transfer Pricing
- Tax Advisory Services
- Tax/Zakat Filing Services

03 Corporate Finance and Deal Advisory

- Business Valuation Services
- Due Diligence
- Project Finance
- Financial Modeling
- Investment Advisory Services
- Mergers & Acquisitions
- Post-Merger Acquisition
- Initial Public Offering Advisory
- Restructuring Services
- Corporate and Capital Markets Strategy
- Advising on Public Private Partnership (PPP) projects
- Value-based Management
- Divestiture Advisory Services

04 Management Consultancy

- Strategy
 - Growth Strategy & Corporate Portfolio
 - Performance Improvement
 - Corporate Center & Shared Services
 - Business Design & Innovation
 - Strategic Planning
- Restructuring Strategy
 - Strategic Repositioning
 - Value-Focused Business Model
 - Operational Excellence
 - Financial Restructuring
- Pricing
 - Pricing Strategies for FMCG & Other Related Sectors
 - Real Estate Pricing
 - Pricing of Industrial Goods
- Operations
 - Procurement & Development
 - Supply Chain Management
 - Manufacturing Operations
 - Services & Support
- Organization
 - Human Resource Management
 - Organizational Design
 - Culture & Change

05 Real Estate Advisory

- Feasibility Study
- Highest & Best Use Study
- Market Research Advisory
- Real Estate Acquisition
- Real Estate Sale

06 Other Specialized Business Services

- Outsourcing
- Training
- HR Consultancy

Contact Us

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