



# Anderson, Niebuhr & Associates, Inc.

*Your Trusted Marketing Research Professionals*



## ANDERSON, NIEBUHR & ASSOCIATES, INC.

As your trusted marketing research firm, our mission is to make your strategy decisions effortless, your job easier and you more successful! We help eliminate the guesswork. You will find that we are practical and dependable.

Our clients depend on us to provide reliable information that is directly related to their decisions. How do we make this happen? We *actually* listen! Opening a direct line of communication with you at the start of the project helps us thoroughly understand your needs, and develop an approach fitted to your goals.

With exceptional response rates to web, mail, and telephone surveys (over 90%) and expert statistical analyses, you can depend on the data we collect. To keep you competitive in the marketplace, we carefully analyze the results and make actionable recommendations that relate to your decisions.

## ANDERSON, NIEBUHR & ASSOCIATES, INC.

is also an internationally recognized leader in providing training for professionals in marketing research.

Working with us, you'll be confident you made the right decision, because you acted on the right information. We are committed to your success.

### WHAT MAKES US UNIQUE.

- Outstanding Client Satisfaction
- Full-Service, 6-Phase Approach
- Rigorous, Custom-Designed Research
- Customized Questions
- Solution Provider
- Tailored, Actionable Reports
- Excellence in Research
- Partnership with You

# We Are

## PROJECT DESIGN

1

### ASKING THE RIGHT QUESTIONS

- Obtain input from decision makers
- Identify decisions to be made
- Set objectives for the research
- Design study to collect relevant information

Careful project design and early planning prevent later headaches. Our professional staff works closely with clients to make sure that we understand exactly what is needed. If you wish, we'll help define the problem and its ramifications to insure that our marketing research answers the right questions.

Unlike others who rely on "off-the-shelf" research designs, we develop intelligent, well-planned projects that are specific to each client. You can rely on our expertise to provide the answers you need to make sound decisions.

## DATA COLLECTION

4

### OBTAINING ANSWERS TO QUESTIONS

- Achieve response rates that exceed 90%
- Experts at mixed mode methods
- Precise implementation
- Use data collection techniques appropriate to project

Our response rates often exceed 90%. This is because we take the time to develop good questions, and follow through to get the maximum number of responses from the original sample. Our broad-based knowledge of data collection techniques eliminates misinformation that causes costly mistakes.

# GET BETTER RESU

# Committed to *Your* Success

## SAMPLING DESIGN

2

### ASKING THE RIGHT PEOPLE

- Select representative samples
- Define appropriate subgroups or segments
- Choose appropriate sample types
- Choose correct sample sizes

Our clients' decisions are often based on information collected from representative samples of people. Using scientific methods, we select samples that accurately reflect each client's target audience. We utilize all types of sampling designs, so we choose groups that are large enough to provide reliable data, yet small enough to be efficient.

## QUESTIONNAIRE DESIGN

3

### ASKING QUESTIONS IN THE RIGHT WAY

- Write questions that address research and analysis objectives
- Design questionnaires respondents will complete
- Construct valid and reliable questions
- Pretest to eliminate potential problems

Asking questions in the right way is essential to your decision-making process. We wrote the book on the creation of reliable and valid questions. Our questions are skillfully designed. They are easy for the respondent to answer and obtain all the information you need. One way we insure quality is to pretest questionnaires carefully to eliminate any possible problems.

*\*Questionnaires: Design and Use, 2nd Edition.*

## DATA ANALYSIS

5

### RELATING ANSWERS TO CLIENT NEEDS

- Apply expertise in statistical techniques to meet client needs
- Choose analysis procedures appropriate for project objectives
- Use multivariate procedures when appropriate
- Online results

Successful marketing research demands a careful and thorough analysis. Our knowledge of statistical procedures and their appropriate use is essential to a successful outcome. We can do simple projects or conduct complex statistical analyses.

## REPORTING RESULTS

6

### COMMUNICATING RESULTS EFFECTIVELY

- Easy-to-understand reports
- Design creative graphics
- Tailor report to client needs
- Make actionable recommendations relevant to client decisions
- Present results in person or on line

Excessive numbers, confusing documentation, and needless jargon are the end products of many market research surveys. In contrast, we produce relevant information and translate it into reports that are easy to understand. We weed through the excess, tailoring our report to the specific needs of each individual client. Since our recommendations are relevant to your decisions, you can understand the results and use them.

LT S WITH OUR SIX-PHASE APPROACH

# SERVICES WE PROVIDE

Anderson, Niebuhr & Associates, Inc. has broad-based experience in many areas of marketing research. We are also recognized as an international leader in marketing research training.

## BUSINESS-TO-BUSINESS RESEARCH

- Customer Satisfaction Studies
- Potential Market Studies
- Industrial Research
- Hi-Tech Research
- Brand Monitoring and Awareness
- Image Studies
- Market Share Studies
- New Product Research
- Employee Attitude Surveys
- Six Sigma Studies

## CUSTOMER SATISFACTION RESEARCH

- Quality Improvement Research
- Customer Satisfaction Systems
- Internal/External Customer Satisfaction Surveys
- Employee Attitude Surveys
- Pay-for-Performance Systems
- Customer Needs Analysis
- Competition Analysis

## ASSOCIATION RESEARCH

- Member Satisfaction Studies
- Image Surveys
- Product Research
- Demographic Studies
- Member Retention Research
- Member Needs Assessment Studies
- Potential Member Research

## HEALTH CARE RESEARCH

- Image and Awareness Studies
- Brand Monitoring
- Health Care Consumer Studies
- Patient Satisfaction Studies
- Health Outcome Studies
- Community Surveys
- Health Plan Member Satisfaction Studies
- Physician Surveys
- Insurance/HMO Research
- Product Research
- Market Audits
- Readership Surveys
- Employee Attitude Studies
- Policy Research

## CONSUMER RESEARCH

- Customer Satisfaction Studies
- Market Share Studies
- Attitude Studies
- New Product Research
- Product Image Studies
- Readership Surveys
- Advertising Testing
- Tracking Studies

## SOCIAL RESEARCH

- Community Surveys
- Public Opinion Polls
- Program Evaluations
- Needs Assessments

## EDUCATIONAL RESEARCH

- Public Opinion Polls
- Parent and Student Research
- Image and Awareness Studies
- Student Retention Studies
- Alumni and Donor Research
- Community Surveys
- Educational Needs Assessments

## PROFESSIONAL TRAINING

- Regularly Scheduled Seminars
- On-Site Workshops
- Custom Designed Training

## DATA COLLECTION TECHNIQUES

- Web Surveys
- Mail Surveys
- Telephone Surveys
- Personal Interviews
- Focus Groups

## CONSULTING SERVICES

- Project Design
- Sampling Design
- Questionnaire Design
- Data Analysis

CONTACT US FOR YOUR ENTIRE MARKETING RESEARCH PROJECT OR ANY OF ITS PARTS.



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