

Insights to *strengthen* your business!



DERHAM
INSIGHTS
RESEARCH

When *knowing* will strengthen your decisions.™



How we generate the insights to *strengthen* your business!

What we do is to provide accurate, timely and cost-effective market research-based insights that help our clients strengthen their business.

The insights may be about your current or prospective customers, markets, products or services. Or it can be about what motivates your staff, so they are enthused to work to strengthen your business.

The research tools we use include:

➤ Existing information

By analysing your customer database, Census or other information, we can identify new business opportunities.

➤ Observation

Watching what customers do can help your marketing to be that bit more motivating.

➤ Exploratory discussions

In face-to-face or online interviews or discussion groups, customers explain what they do and what motivates them, so you can market even more effectively.

➤ Surveys

Online surveys, or phone or paper or face-to-face surveys, confirm how many customers or prospects intend, plan or do, telling you the market opportunity size, enabling your marketing investment to match the opportunity.

How we *work* with you

We discuss your knowledge needs with you *before* recommending any method.

We use the most effective and *most cost-effective method* that will provide you with the insights you need, maximising your insights research investment impact.

Some of our studies are large, some small, some on-going, some are one-off projects. The uniting factor is that *all* provide the knowledge needed, cost-efficiently.

The *next* step?

Email, ring or Skype Philip Derham to discuss your needs now. His contact details are below.



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- Are smart phone users less engaged survey takers? *Quirk's (USA) Marketing Research Review*, June 2016.
- Using preferred, or understood, or effective scales? How scale choice affects online survey data collection. *Australasian Journal of Social and Marketing Research* December 2011.
- A woman's touch - the role of gender in online survey response. *Quirk's (USA) Marketing Research Review*, July 2009.
- Improved sampling by pre-segmentation. *Australasian Journal of Market Research*, Vol. 15, No 1, June 2007.
- Increase response rates by increasing relevance. *Quirks (USA) Marketing Research Review*, October 2006.
- The impact of space and survey format on open ended responses. *Australasian Journal of Market Research*, November 2004, Vol. 12, No. 2.
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You can add our contact details to your phone simply by scanning the QR code below.



Philip Derham, Director, Derham Insights Research