



CUSTOMER RESEARCH INTERNATIONAL

CAPABILITIES

Telephone Survey Methods

Perceptual Studies, Report Cards
Awareness, Trial, Usage, & Attitude
Pre/Post
Tracking Studies
Recruiting for Online

Qualitative Methods

Focus Groups
Mini Groups
Individual Depth Interviews (IDI)
Telephone Depth Interviews
Intercept & Exit Interviews

Online Surveys

Single and Multiple Page
All Response Types
Skips, Randomizing
Graphics, Sound
Custom Samples, Databases
Integrated Analysis

Hybrid Usability

Online Assessment
Individual Depth Interviews
Usability Lab
Websites, Interfaces

Audiences

Consumers
Business-To-Business
Employees
Special Target Groups
Databases



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