

*answer*net
WHITE PAPER

Types of Market Research



About AnswerNet

AnswerNet is the largest privately held telemessaging company in the world and a full-service provider of inbound, outbound, automated, electronic and business process outsourcing (BPO) call center services.

AnswerNet operates over 50 contact centers within the continental United States, Canada and one near-shore location in Costa Rica.

We provide a wide range of services, from our core capabilities of telephone answering, hotlines, customer service sales, lead qualification and market research to a variety of business process outsourcing options including CRM hosting, email management and order processing.

Types of Market Research

Market research consists of testing the public or market (defined as the people or businesses of interest) to determine the acceptance of a particular product or service. There are different types of market research that will provide different perspectives on the market's opinion of a product or service.

Quantitative research uses surveys, questionnaires and other collection techniques that allow the data to be measured and ranked in a mathematical fashion. It is generally used to draw conclusions by testing an idea on a large sample (group of people being surveyed) in order to achieve results of statistical significance.

Qualitative research methods include focus groups and personal interviews among other techniques. Qualitative research is generally used for exploratory purposes with a small number of respondents. It is not applicable to an entire population, and statistical significance is not applicable.

Primary research is information that you have gained first-hand through polling, surveys, focus groups, interviews, product testing or other methods conducted by you or your agent. It is customized specifically to answer your questions. Primary research can be qualitative or quantitative.

Secondary research is compiled data and results reporting on a specific business case or topic. Government reports, USCensus, Prism data and Nielsen ratings and reports are forms of secondary research. The data is valuable and sometimes more affordable than collecting primary data, but is not customized specifically to your needs. Secondary research tends to be quantitative in nature as it deals with large volume of data analysis in a report format.



AnswerNet conducts both inbound and outbound data collection campaigns and surveys using live agents and state-of-the-art technology, such as computer-assisted telephone interviewing (CATI), Interactive Voice Response (IVR), email, and web chat for product and services research and political polling. Contact AnswerNet at 800-411-5777 or online at www.AnswerNet.com/market-research-services.asp for more information on how to create the ideal market research program for your business.