



Thank you for your interest in FGI Research

Chartwell's EMACS 2011 Conference

About FGI

FGI Research, headquartered in Chapel Hill, North Carolina, has been a leading provider of market research services to top companies around the world for more than 30 years.

We have extensive experience in a range of industries, including energy, CPG, grocery, retail, and insurance.

Our market research offerings include: custom online panels, surveys, and communities; a bilingual phone center (with multi-modal data collection options available); social media monitoring and mining; and experienced research-driven consulting and questionnaire design help. We can handle your complex studies smoothly and on schedule.

The tools for your success

Created by experts in marketing science, our research solutions are driven by high-end analytics and undergo extensive quality checks for optimal results. Our methods and analysis include:

- Awareness and usage studies
- Segmentation of customer base
- Customer satisfaction testing
- Concept, packaging, copy, and product testing
- Brand equity
- Churn studies
- Competitive benchmarking
- Factor analysis
- Gap analysis
- Multivariate regression
- Correspondence analysis
- Discriminant analysis
- Predictive modeling
- TURF analysis
- Conjoint study
- Van Westendorp price sensitivity
- Cluster analysis
- Key driver analysis

What we can do for you

Get answers to your questions and find new business opportunities with customized market research that provides actionable take-aways for both your product and marketing departments—from improving sales and market share, to discovering new, viable customers and the messages to reach them.

Improve loyalty and retention of your customers by engaging with them, and mine them for valuable satisfaction, brand, and product information with online panels, surveys, or communities.

Access real-time data results through a client-only online portal, available 24/7. And multi-modal data collection options—phone, web, mail, or a combination of all three—ensure that you get the results you desire, even from traditionally hard-to-reach consumers.

FGI Research's mission is to help our clients stay ahead of their competition by staying connected to their customers.

Contact Chris Olliff with any questions you might have:

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See our website: www.fgiresearch.com

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