



SSi

SSi Value Add:

Extend Your Team with Expert Support at Every Stage of the Survey Research Process—from Programming and Hosting to Questionnaire Optimization to Real-Time Reporting

What Is SSi Value Add?

One-Stop Savings and Convenience, throughout Your Project—Ensuring Top-Quality Performance, from Start to Finish

SSi provides a one-stop resource for all the services you need to optimize your survey research projects. With the ease, convenience and savings of working with one partner, you get skilled support at every phase of the survey process, including programming and hosting...data processing...coding...weighting...tabulations...database appending...questionnaire consultation...real-time reporting...and integrated dashboards, built to your specific requirements. We even can optimize your survey for the full range of mobile options—iPhones, Blackberries, Droids, SMS text messages and more—so you are sure to reach today's on-the-go respondents.

The industry's first-choice survey research partner for a combined five decades, SSi now partners with more than 2,000 companies around the globe—including the top-50 market research organizations—and conducts more than 10 million online and 6 million offline interviews a year. We tap into our wealth of experience to maximize the success of all your market research programs—across any mode, audience or geography. Whatever your research need, we work closely with you to deliver the highest-quality results—on time and on budget.

Why Is SSi Value Add Critically Important Now?

We Ensure You Meet the Demands of Today's "More for Less" Environment, with a Skilled Team Delivering End-to-End Support

Today's economic environment means you need to do more with less. You are faced with a growing list of projects at the same time you are coping with shrinking budgets, resources and timelines. SSi Value Add gives you the skilled sets of extra hands you need to complete your projects with optimal outcomes—and minimal demands on your already full schedule. Just one phone call to one partner gives you total end-to-end support. We work as a seamless extension of your own team, ensuring every project runs smoothly, efficiently and cost effectively, from start to finish.

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What Unique Value Does SSI Value Add Deliver?

*Expert Consultants...
Advanced Survey
Designs...Round-the-
Clock Support...Global
Reach, with Local
Expertise...Real-Time
Delivery...and Integrated
Results for Powerful
Decision Support*

SSI Value Add provides a wealth of key benefits:

- **Expert consultative guidance and experienced translators.** Our senior methodologists work with you to fine-tune your questions. In addition, our translators understand language and cultural nuances to ensure your survey is appropriate in every country. Your surveys deliver maximum response.
- **Dedicated, 24/7 service.** With 30 offices spanning the globe, SSI provides 24/7 support. Your project manager and support team are in your country, speaking your language and available in your time zone. You can reach us whenever you need us—and communicate easily and efficiently.
- **Global access, backed by local expertise.** SSI reaches around the world to access respondents from any country. Recognizing the importance of local differences, we also offer on-the-ground experts in each geography who understand the language, culture and lifestyle. You can be sure surveys are relevant and effective in every market.
- **The most engaging survey designs.** Benefit from a full range of sophisticated survey set ups and flash effects—from drag and drops and sliders to media evaluations and shelf tests. You even can do 360° or 180° product views. Plus, execute surveys through your choice of mode—from CATI to online to mobile devices.
- **The most cost-effective conjoint support.** SSI can program and host Max Dif and Choice-Based conjoints for a fraction of what you may be paying today. We can design your conjoint from scratch to your specifications, using Sawtooth software...support one you've created yourself...and calculate Utility and Part Worth scores. You get top-rate quality at rock-bottom prices.
- **Easy-to-use, real-time reporting.** SSI provides Data Express™—the most powerful and intuitive real-time reporting interface. Data Express puts survey results at your fingertips, with multiple viewing options, including raw data tables, tabulations and exportable charts and graphs.
- **Integrated survey data.** SSI can develop dashboards, customized to your company's content, look and functionality requirements. You can integrate survey results into one easy interface, for immediate feedback, operational simplicity and executive-level decision support.

How Do I Get More Information?

To learn more about how SSI Value Add can drive your success at every stage of the survey research process, contact us:

- **In North America:** +1 203 567 7200 or info@surveysampling.com
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