



**Want to know what's really  
going on in the minds of  
your customers –  
*quickly and cost  
effectively?***

Gain insight about your customers for less than most research companies charge –  
and get more value for your research dollars!

IMR Research Group's  
**touchpoint**  
survey delivers:

- All survey programming and data collection
- Data file provided in the format of your choice (Excel, SPSS, ASCI)
- Full set of cross-tabs with up to 10 banner points of your choosing

Plus IMR's *touchpoint*, in partnership with a leading national online research firm,  
delivers even more, including:

- ✓ **Professional Research Consultation** – Questionnaire design consultation with seasoned marketing and research professionals to ensure deeper customer insight (up to 20 questions/data points per survey, 2 open-ends)
- ✓ **Superior Panel Participant Profile** – Research participants are not paid to take surveys so you don't get 'professional survey takers'
- ✓ **Concise Reporting** – One-page summary containing easy-to-read topline results
- ✓ **Advanced Quality Control** – After 10 years of conducting online research, IMR understands the nuances of online interviewing and is able to ensure high-quality data and actionable results

Contact Sarah Monks at 704.708.5219 or  
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