

TRANSFERPLUS

TransferPlus AG was founded in Stansstad/NW in 1994 and we have been putting our philosophy - top quality at competitive prices - into practise ever since. We are in a position to guarantee this thanks to our highly trained employees, our low fixed costs, by transferring results into firm proposals for action and as a result of our own high demands in terms of customer satisfaction.

Using market research we obtain the relevant information for you, advise you on implementation issues and offer the following services:

- Customer satisfaction measurement
- Employee satisfaction measurement
- Consumer and purchaser analyses
- Positioning study/Image study
- Advertising research (AdPlus, preliminary test, advertising effectiveness, advertising tracking, cinema advertising test)
- Evaluation research
- Market potential analyses
- Design and product test
- Consulting, training and implementation

At any time we can quickly turn to reliable partner field organisations, thus enabling us to keep fixed costs low and remain independent in deciding upon the best interviewing methods on your behalf:

- Telephone interviewing (CATI)
- Face-to-face interviewing (CAPI or paper & pencil)
- Online interviews (Internet/E-Market Research)
- Written questionnaires (postal)
- In-hall interviews (Test studios)
- Group discussions (focus groups)
- Individual explorations (in-depth interviews)
- Specific methods (e.g. employing measurement instruments)

Your market research objective doesn't fit into the traditional mould? Excellent, that is just the inspiration we need to develop a model suitable for your requirements. We would be happy to advise you in the implementation of your market research project. Talk to us!

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