



Prevision Research is a specialist B2B data collection agency.

Prevision Research:

At Prevision, we work with our clients to design their projects to collect data by the most appropriate, cost-effective method.



Telephone Research



Online Research

Prevision's ethos

- **Researcher's viewpoint.** We look at everything we take on from a researcher's point of view; our priority is always good market research above everything.
- **Personal touch.** Our 28 seat CATI centre is big enough to take on the large projects, but not so big that we lose the personal touch:
 - Our clients' projects are managed from start to finish by experienced researchers
 - We never use power dialers or predictive dialling
 - Our quality control team deliver consistent monitoring and feedback to interviewers
 - We are able to match interviewers to projects to ensure best results
- **Focus on objectives.** We never lose sight of the research objectives – what our client wants to achieve.
- **Full range of services.** Our business was built by delivering top quality B2B CATI and that remains our core offering, though we have evolved and now offer a full range of data collection services.

Research experience:

- **Heritage.** Our heritage is in market research. We look at everything we do from a research angle and because we've been around for a long time, there aren't many things we haven't seen before. Our clients value that experience, it saves them time and money and makes their lives easier.
- **Experience.** Prevision was founded by Martin Walls, who has worked in the research industry, on both client and agency side, for 25 years and all of our management team have at least 15 years experience in the industry.
- **Making things work.** The experience we have means that we know how to make things work. Some of our clients know exactly what they need, while others are less sure and look to us to advise on what is the best way to deliver the project. Whatever, we're always happy to share our expertise and wisdom to get the best possible results.

Our Service Promise:

- **60 minute quotes.** We will come back to you within the hour with value for money research quotes (qualitative takes 24 hours).
- **Regular feedback.** You'll be fully up to speed by 9am each morning.
- **Consultancy.** We know what works. We know what we can ask and how long to keep people on the phone. We can even formulate your questionnaire for you. Show us your wish list and we'll suggest ways of making it happen for your client.
- **Deadlines.** We just never miss one.

Telephone Research

- We've been interviewing B2B audiences for 15 years now, it can be difficult to reach the person you need to speak to, but our interviewers know how to get through to the decision makers.
- Our team of specialised B2B interviewers have been with us for years, they enjoy what they do and they're good at it. Our clients know how good they are, that's one of the reasons they keep coming back to us.
- We offer really high quality interviewing, but without the price tag to match. We know we're very competitive on price, our clients tell us so, another of the reasons they keep coming back to us.



Online Research

- Our online service gives our clients access to fast and cost-efficient data collection.
- The relationships we've built with panel providers enable us to get to even the most difficult to reach target groups.
- Using our dynamic reporting tools, our clients are not only able to see their data in real time, they can cut and dice them and tailor their own reports.



Quality Control:

- Data quality & security is crucial for us and for our clients. The processes we have put in place have been independently audited and we hold both ISO:9001 Quality Management System & ISO:27001 Information Security Management accreditations.
- At Prevision, we know that the quality of data we provide to our client stands or falls by the quality of the team doing the interviewing. We're very proud of our core team of experienced B2B interviewers, they have been with us for years and they really know what they're doing.
- We know that our clients value the attention we pay to quality control, at every step of the way through their project's lifecycle:
 - Outset - we brief thoroughly, interviewers understand the project, the audience, the reason for research, what will happen as a result.
 - Pilot – because you can't be sure how the questionnaire will work until you try it. We always review the project after a handful of interviews and talk to our client about any tweaks that could improve the quality of the responses we're seeing.
 - During fieldwork – monitoring, coaching, our continuous improvement programme ensures that the quality never drops.
 - Daily updates – you'll never have to ask us how it's going, we'll have told you already.

What our clients say:



“The guys there seem to ‘get it’ - they know what we’re looking for.”
Andrew Magee – Research Manager



“They consistently provide a quality service at a competitive price, are highly responsive and are happy to make proactive suggestions.”
Debbie Kear – Director



“We enjoy working with Prevision for all the right reasons and they make doing so even easier by being nice people!”
Alan Hathaway – Director

Example Clients:



TRINITY
MCQUEEN



Principles[®]
AGENCY



Relish



outlook



prevision research



<https://www.previsionresearch.co.uk/>

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