

> Gain a Deeper Understanding of Customers

For companies that specialize in providing market research services to other organizations, or for organizations that perform surveys as a part of doing business (or would like to), it's more important than ever to have the means to conduct accurate research easily and effectively—and then share insights with those who can benefit from them.

Survey and market research provides companies all over the world with a deeper understanding of their customers' attitudes and opinions. Companies use results from surveys, questionnaires, and forms to gather customer insight that helps them address critical organizational objectives. With this insight, companies can:

- Develop new products customers want to buy
- Improve customer satisfaction
- Acquire and retain more high-value customers
- Increase brand awareness
- And much more

SPSS Inc. has been a leader in meeting the survey and market research needs of companies for 37 years, a commitment that is every bit as strong today as it was when SPSS was founded. We offer powerful, flexible solutions to help organizations conduct quantitative survey and market research for business purposes, whether it's consumer market research, product marketing research, concept testing, brand evaluation, or any other type of marketing research. For organizations in the market research industry, SPSS solutions enable them to meet their clients' most exacting requirements—and differentiate their services from competitors.

SPSS is the world's most frequently used survey deployment and analysis provider. Market research companies such as Synovate and Millward Brown use SPSS software to provide their clients with innovative global surveys. Many SPSS customers are regularly included on Jack Honomichl's Top Fifty U.S. and Global 25 lists. The organizations that comprise these lists, which are published annually in *Marketing News*, represent the best in the market research industry. Ninety-six percent of the organizations on the Honomichl Global 25 and nearly all of the research organizations on the Honomichl Top Fifty U.S. have used software from SPSS.

Many organizations choose to perform their own research. Companies such as Avon and Yamaha Motor Europe N.V. use software from SPSS to capture customer and market feedback, and turn it into insight that drives critical business decisions.

SPSS provides a flexible and scalable market research platform that enables organizations to design surveys and forms, capture data centrally, analyze it, and distribute the results. Using this software, companies can:

- Get information from the right people, regardless of their location, language, or preferred contact mode
- Go from the field to findings faster
- Make customer feedback a part of everyday business

Collect information from a representative sample

Companies today have a variety of methods, or modes, in which to reach potential respondents. Web, e-mail, and mobile devices, along with traditional paper, in-person, and phone modes, give researchers more opportunities to reach respondents—using the most cost-effective method to generate the required response from a particular audience.

Survey and market research software from SPSS enables companies to capture feedback from any mode—or even a combination of modes—using a single questionnaire and central data capture. This makes it easier to conduct surveys that encourage the right audience to respond.

For organizations whose surveys must reach respondents who speak different languages, providing surveys in a respondent's native language can also help increase response rates—and make their responses more reliable. The multilingual capabilities in SPSS' market research software enable organizations to create questions and instructions in virtually any language, including Asian languages and those that read from right to left. Data from all language versions are captured centrally and results are immediately available for analysis.

Improve results using Web-based surveys

Many organizations today choose to conduct research online. Whether it's done in-house or by a market research organization, online research is a viable, cost-effective, and convenient way to survey people. It offers a fast turnaround time and can support both simple and complex surveys. SPSS offers the sophisticated online survey software that professional researchers have come to rely on.

For example, motorcycle manufacturer Yamaha has used specialized software from SPSS to conduct online surveys. Previously Yamaha conducted in-person focus groups across Europe, which proved costly and time-consuming. With online surveys, Yamaha:

- Improved and accelerated its new product evaluation process
- Enhanced the competitiveness of existing products

Yamaha linked surveys on its new online portal, geared toward its core audience. The company asked technical questions that only a well-informed rider would know, which ensured that Yamaha reached its target audience and received more detailed information than it would have otherwise. This enabled Yamaha to save time and reduce costs. And, because the software also has centralized translation abilities, crucial for its multilingual research, Yamaha could reach audiences from several countries using one survey. Yamaha continued to conduct focus groups, but it did so using much more specific information gathered through the online surveys.

More ways to reach more respondents

Multimodal research, where more than one mode is used to conduct a single survey, gives market research organizations more ways to connect with more respondents. For example, an organization can conduct one study using both paper and online surveys. Multimodal research enables organizations to:

- Reduce costs
- Increase response rates
- Save time
- Enhance data quality

Multimodal research also gives companies new ways to reach audiences—especially those that traditional methods miss—and differentiate themselves from competitors. Using market research software from SPSS has enabled NOP World, a top global market research organization, to explore some unique data collection methods. These include text messaging, popular among young adults in Europe, which helped the organization to capture a group that is notoriously hard to reach through surveying. For a project designed for the music industry, the organization gave mobile phones to people at clubs in order to record short passages of music. The company then used “finger printing” to determine what music was actually heard.

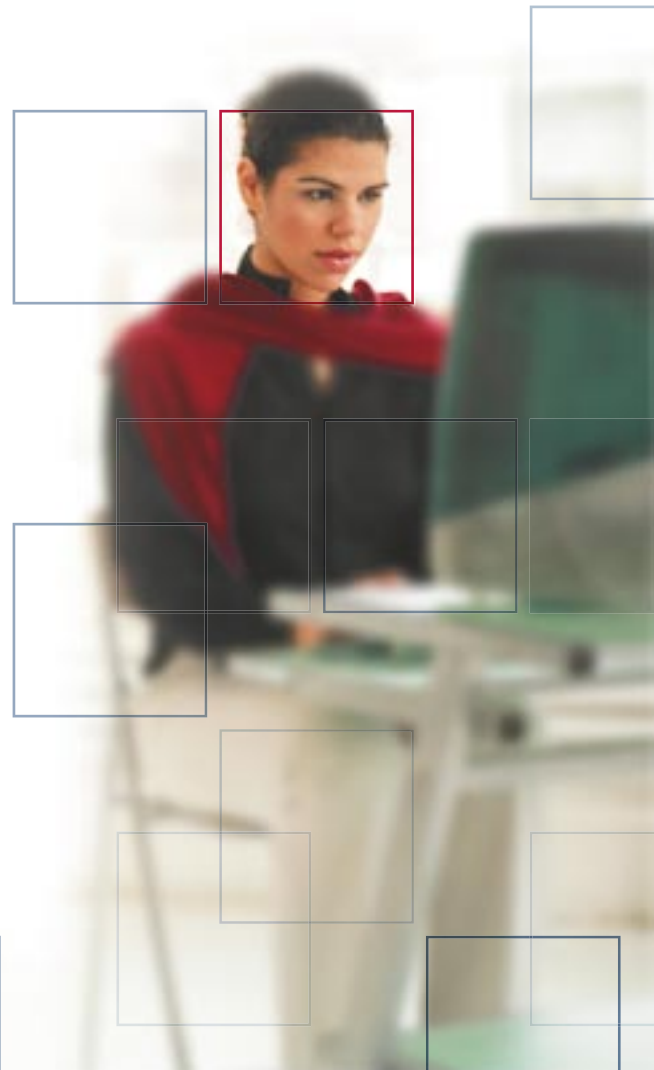
Go from field to findings faster

With survey and market research software from SPSS, organizations can improve the way in which they work with survey responses. Because data is collected centrally, it dramatically shortens the survey time cycle and facilitates the analytical process. For example, organizations can:

- Observe and interact with results as they come in. Companies can generate topline reports and even make changes to online surveys in progress to improve their effectiveness without interrupting the fielding process. They can even share incoming results with in-house and external clients.
- Understand customer thoughts and behaviors using any number or type of analysis or modeling techniques. In addition, data collected in SPSS market research software is clean and immediately available for analysis—further decreasing the amount of time it takes to deliver findings to the field.
- Use verbatim responses to their full advantage. Specialized text analysis software based on linguistic extraction concepts enables researchers to avoid the drudgery and expense associated with manual coding, and ensures that the insight from this type of data is capitalized upon.

Using software from SPSS, NFO Research, Inc., a leading, full-service provider of information-based insight regarding the American consumer, provided clients with survey results much more quickly than before. By using SPSS software to quantify open-ended responses, NFO Research delivered results to clients within hours rather than days. This helped NFO Research meet its clients’ demanding deadlines and increase the volume of its computer-assisted telephone interviewing (CATI) studies by 23 percent, all while reducing labor costs by 25 percent. Said director of data production Carol Birman, “To succeed in our industry, companies need to be responsive, timely, and cost effective. [Software from SPSS] helps us do that. It’s changing the way we do business.”

Ninety-six percent of the organizations on the Honomichl Global 25 use SPSS software
— Marketing News



Broadcast feedback more effectively—across the enterprise

Once companies have captured customer and market feedback, it's important that information gets shared with the right people—clients and other decision makers—and with the right systems. In order to make an impact on business decisions, clients and other decision makers need information that they can easily understand and access through their preferred method. Or, even better, they need the ability to interact with the results. Software from SPSS can help companies easily do all of this. For example, they can:

- Tabulate results and create graphs showing patterns and trends, and then make this information available in a variety of formats, such as .PPT, .XLS, .SAV, and HTML—with a mouseclick. Results are presented visually, so meaning and strategic information are clear.
- Improve client communications, reviews, and reporting by providing insight throughout the entire process. A secure online connection enables organizations to provide in-house or external clients with real-time access to surveys and interactive results. Organizations can also automatically deliver individualized interactive reports to decision makers in their preferred communication method and format.
- Incorporate survey results in predictive models and in automated systems such as Web site recommendation engines or call center scripts. This enables companies to use results throughout the organization—and take action immediately.

The SPSS logo is displayed in white text on a red square background.

To learn more, please visit www.spss.com.
For SPSS office locations and telephone numbers, go to www.spss.com/worldwide.

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To learn more about SPSS solutions for survey and market research, and the companies using them, visit www.spss.com/survmkt_research.

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More than 250,000 public sector, academic, and commercial customers, including more than 95 percent of the Fortune 1000, rely on SPSS technology to help increase revenue, reduce costs, and detect and prevent fraud. Founded in 1968, SPSS is headquartered in Chicago, Illinois. For additional information, please visit www.spss.com.

