

Selecting a research partner

...perspective of a research service provider.

think M. is an established research agency working with both public and private sector clients. We have substantial experience of interpreting client needs and delivering 'true value' for our clients.

As a client...remember:

- **Do you want vegetables... or bright ideas.** If you treat buying research like buying potatoes – you'll get spuds! Participation in collaborative research requires a professional relationship based on teamwork and strategic co-operation. Quality research does not represent a traditional client-contractor relationship.
- **Keep an open mind.** Being a decision-maker partner offers the opportunity to participate in expanding the amount of methodology, tools, intelligence and science available for use in making decisions. You'll get better value and results if you shape your needs and approach with your research partner.
- **Plan to get involved.** With modern research technology, decision makers can participate at a variety of levels - from viewing focus groups in real time at your desk, to monitoring survey results as they arrive. Remember, participation in the research process makes it easier to understand the results and put them into practice.
- **Set some time aside for best results.** Don't stand for traditional data presentations, ask for workshops, and interactive processes for defining meaning and action based on the results.

What to look for in your chosen research partner...

Given this, here is a checklist of what to ask for when looking for a quality research project partner:

- **Size doesn't matter**, but expertise and attention do. Be wary of firms that offer you too much, and ensure they have resource in place to deliver contracted work.
- **Look for quality assurance** such as memberships of the MRS, CIM and other professional bodies.
- Be sure the person you meet is/ will be involved in delivery support **ongoing communications**.
- Look for a partner that offers **creative process for applying results** – more than slides and tables. This is critical so be sure to ask the question.
- Look for awareness and **understanding of contemporary research** methodology and tools. Modern methods can be combined with traditional to offer better results and value.
- Question **relevant experience and expertise in your field** of work. There are a wide range of specialists in the research community. Ask for references.



Our Philosophy, Skills and Experience

At think M our goal is to work with clients using the latest tools and techniques to rapidly resolve problems, explore and develop opportunities cost and time efficiently.

We recognise...

- ... Creativity in strategic marketing and research is vital
- ... Times change, exploit the latest tools, techniques and thinking
- ... Our clients time is of the essence
- ... True partnerships are based on trust and reliability
- ... We are judged on our results, make them count



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