

# Market Xcel Data Matrix Pvt Ltd

CATI & ONLINE PANELS

## Company Profile:

Date Established : Nov. 1st 2000  
Number of Employees : 73

### Offices:

India (6Offices)  
Singapore  
Cambridge (UK)

### International Affiliates :

China  
Japan  
Korea  
Indonesia  
Vietnam  
Bangladesh  
Nepal .  
Sri Lanka



**MRSI**

• Market Research Society of India



**ESOMAR**

• European Society of Marketing and Researcher



**AIMRI**

• Alliance of International Market Research Institutions (UK)



**CASRO**

• Council of American Survey Research Organizations (USA)



**MRSS**

• Market Research Society of Singapore



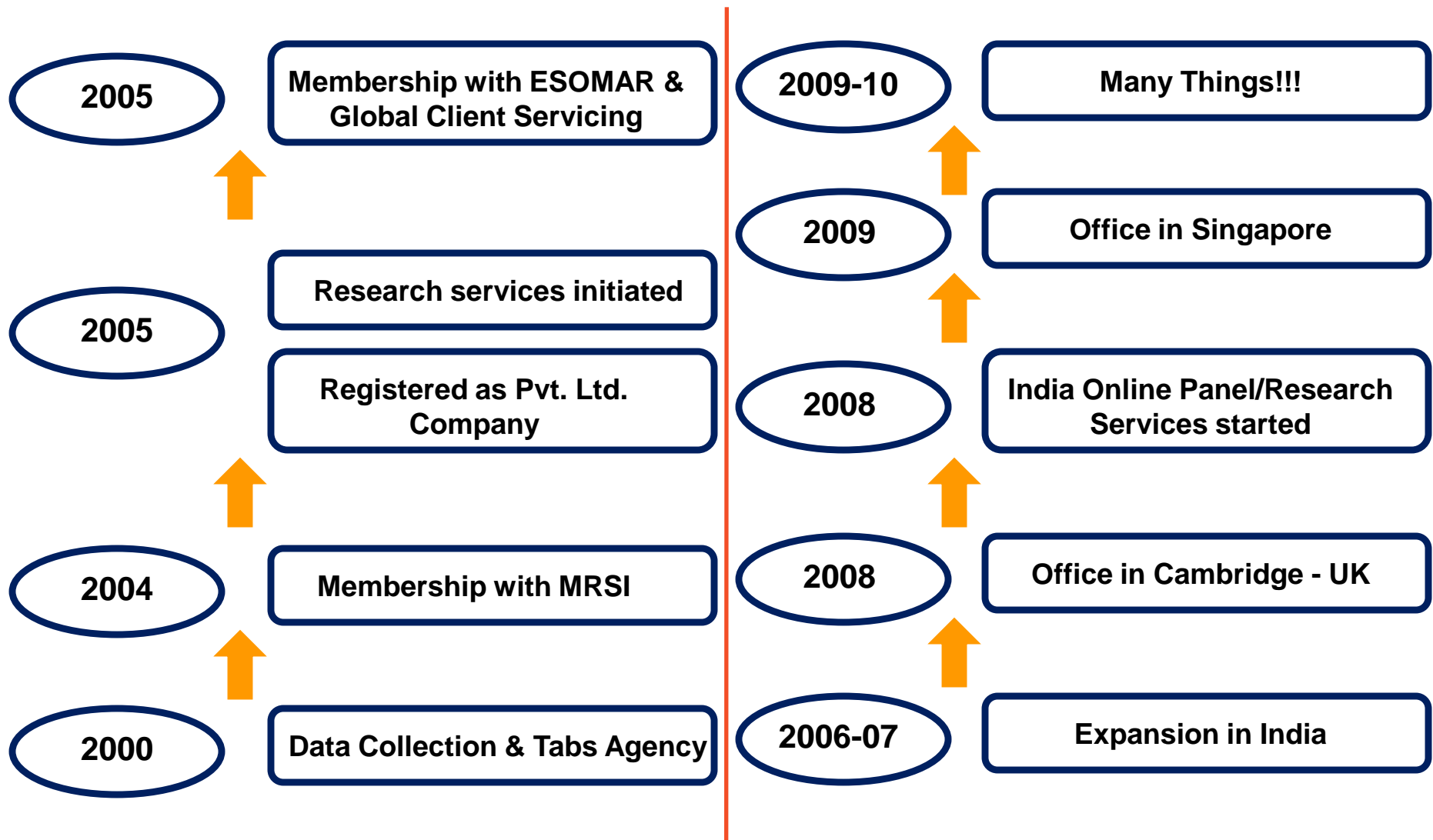
**MRA**

• Marketing Research Association (USA)

## AT A GLANCE

Market Xcel is a boutique market research firm that provides custom market research solutions to the clients. The strong background of the leadership team and the employees allow us to deliver very high quality service. At the same time the smaller size of our firm, translates into lower overheads, allowing us to provide the cost competitiveness that cannot be had from the large market research giants.

# STEP-BY-STEP





Domestic (India) & International (Global) data collection services include:

**Face-to-Face  
Interviews**

**Focus Groups /  
Moderation**

**Data Tabs**

**CATI/CAWI**

**In-depth  
Interviews**

**Secondary  
Research**

**Ethnography**

- 15 CATI Work Stations expandable up to 30
- Individual telephone Lines up to 50
- Dedicated Server
- Power backup for uninterrupted power supply
- Dedicated IT support for quick troubleshooting
- Dedicated leased line for uninterrupted speed
- Call recording capabilities

## Advantages

- Record all telephone interviews to control fieldwork performance
- Lower Cost
- 24x7 facility
- Real time results
- Global coverage

# CATI@XCEL – COVERAGE (1/2)

Geography	CATI Coverage	Partner NW
<b>ASIA</b>		
China	😊	😊
Indonesia	😊	😊
Japan	😊	😊
Korea	😊	😊
Malaysia	😊	😊
Philippines	😊	😊
Singapore	😊	😊
Taiwan	😊	😊
Thailand	😊	😊
Hong Kong	😊	😊

Geography	CATI Coverage	Partner NW
<b>THE AMERICAS</b>		
USA	😊	X
Canada	😊	X
Brazil	😊	😊
Argentina	😊	😊
Chile	😊	😊
Mexico	😊	😊
<b>PACIFIC</b>		
Australia	😊	X
N. Zealand	😊	X

# CATI@XCEL – COVERAGE (2/2)

Geography	CATI Coverage	Partner NW
<b>EMEA</b>		
France	😊	X
Germany	😊	X
Italy	😊	X
Spain	😊	X
Portugal	😊	X
Poland	😊	X
UK	😊	😊
UAE	😊	😊
KSA	😊	😊
Morocco	😊	😊
Egypt	😊	😊

Geography	CATI Coverage	Partner NW
S. Africa	😊	😊
Angola	😊	X
Botswana	😊	X
Burkina Faso	😊	X
Kenya	😊	X
Ghana	😊	X
Mozambique	😊	X
Namibia	😊	X
Nigeria	😊	X
Senegal	😊	X



## The Foundation of Research

The Internet is growing at a breakneck speed in India. India has registered 4th slot amongst the top 10 nations in the world with 81 million internet users. Various studies indicate that by the year 2010, India will have the world's third largest Internet population. Internet is moving from New Media to a Mass Media.

Market Xcel's actively managed proprietary panel (called Xcel-Online Surveys) provides the industry with credible, quality, actionable data. Xcel-Online Surveys creates and maintains this environment by implementing our quality control standards and employing a dedicated panel management team that is solely focused on the development of a community of active, engaged and genuine respondents.

## The Theory of Member Recruitment

- Dual double Opt-in: Choice between e-mail and Mobile Phone
- Exclusive use for market research industry
- Extensive profiling
- 92-95% of the panel recruitment done online through following sources, thus providing clients access to active internet population:
  - Banners
  - Referrals
  - Affiliate Programs
  - In-person recruitment for tough to target groups like teens, physicians, IT/C-level professionals

## The Intelligence of Quality & Panel Management

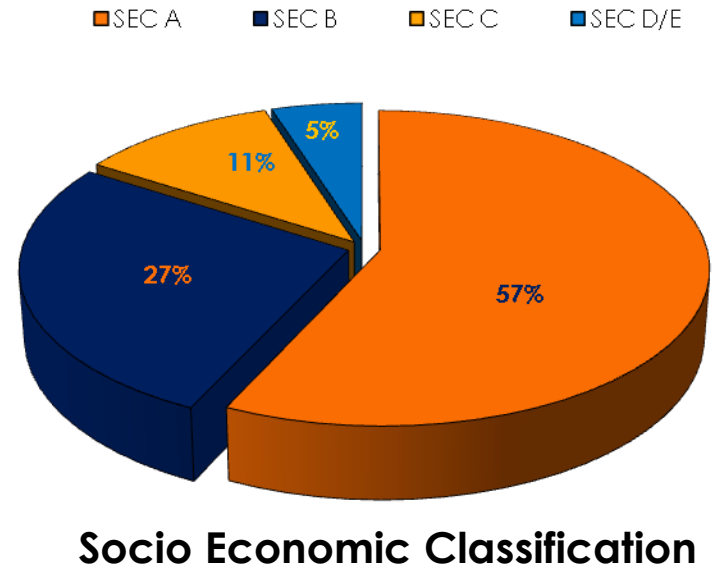
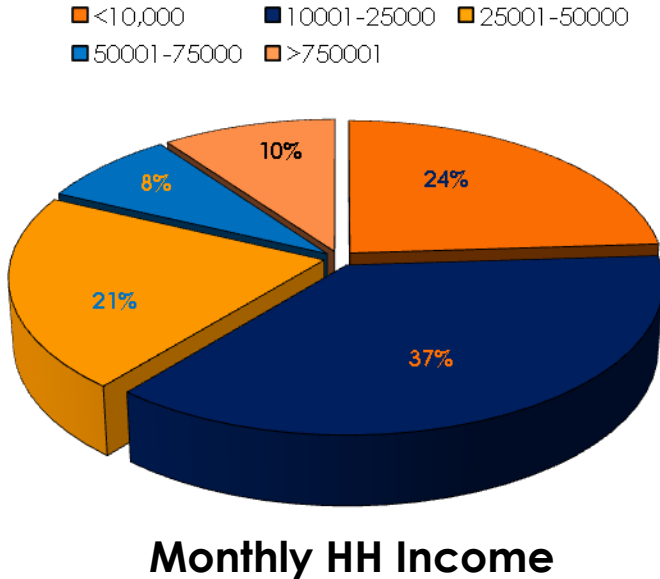
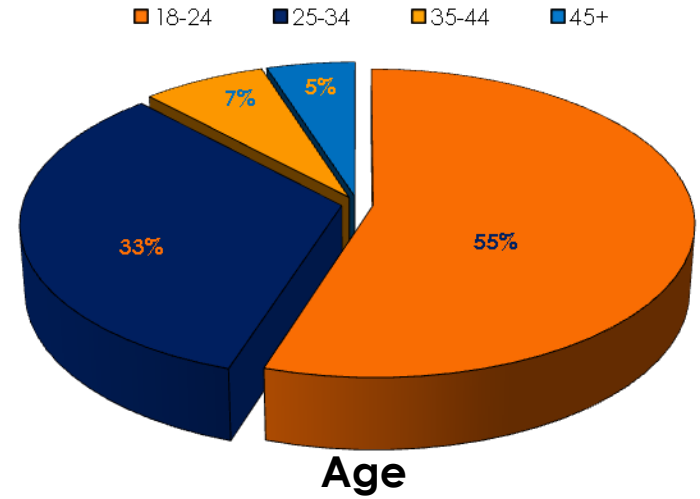
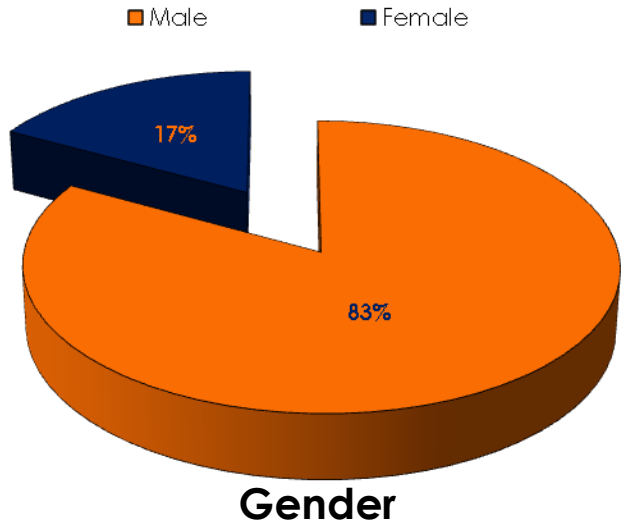
- Actively managed by a dedicated panel management team
- Real-time incentives to survey respondents
- Compliance with ICC/ESOMAR International Code of Marketing and Social Practices and Market Research Society of India
- Strict, on-going quality control practices to identify and remove questionable bad data
  - Duplicate e-mail & username checks upon registration
  - Mobile Phone number check upon registration
  - Security code (Captcha) at registration to prevent fraudulent/automated registration to the panel
  - Conduct 'trap' surveys to spot dishonest respondents

You can visit our panel website at: [www.xcel-online-surveys.com](http://www.xcel-online-surveys.com)

For additional info on panel, please request the panel book at [info@market-xcel.com](mailto:info@market-xcel.com)



# PANEL PROFILE/DEMOGRAPHICS



# PROFILER FAMILY (1/2)

Personal Profiler

Employment  
Profiler

Information  
Technology  
Profiler

Household  
Technology  
Profiler

Leisure &  
Entertainment  
Profiler

Personal  
Finance Profiler

Automotive  
Profiler

Health &  
Wellness Profiler

# PROFILER FAMILY (2/2)

## Personal

- Basic Demos
- Socio Economic Classification
- HH Income
- Responsibility of HH Tasks

## HH Tech

- 26 HH appliances
- Purchased in the past year
- Plan to purchase in next 3 months
- Brands owned
- Includes gaming stations
- Type of internet connections
- Details of landline & mobile phones

## Employment & IT/B2B

- Decision making on office systems including HW/SW/Services/Networking
- No. of employees/PCs
- Skills
- Developers

## Leisure & Entertainment

- Areas of interest
- What do they do when online: blogging, chatting, emailing etc.
- Which all SPs they use?
- Which shopping, job, travel, matrimonial portals they go to
- Social & Business NW portals used
- TV channels being watched
- Radio stations listened to
- Newspapers read
- Where do they dine out?
- Sources used for travel
- What do they shop & from where?

## Automotive

- Types of vehicles owned : Two-wheelers, cars etc
- History of all vehicle types owned up to 3 vehicles including make & model; YoP; usage etc
- In-car entertainment
- Types of fuels used

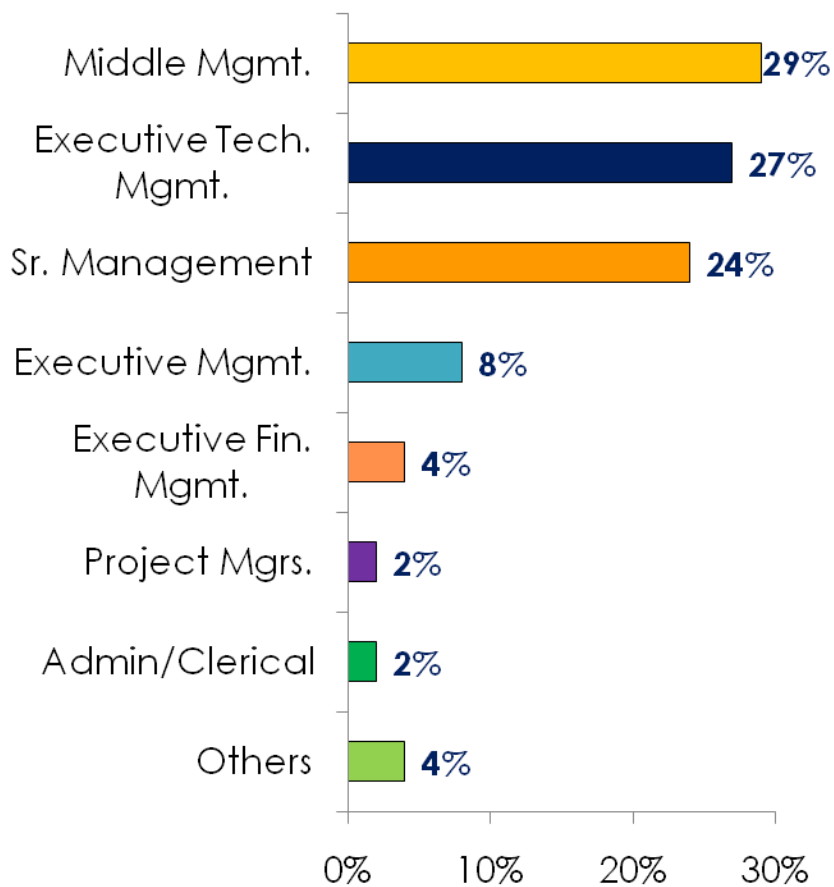
## Ailment

- Covers up to 13 ailments concerning person & family including Arthritis, Diabetes, Cancer, Skin Disease, Heart/Blood conditions etc.

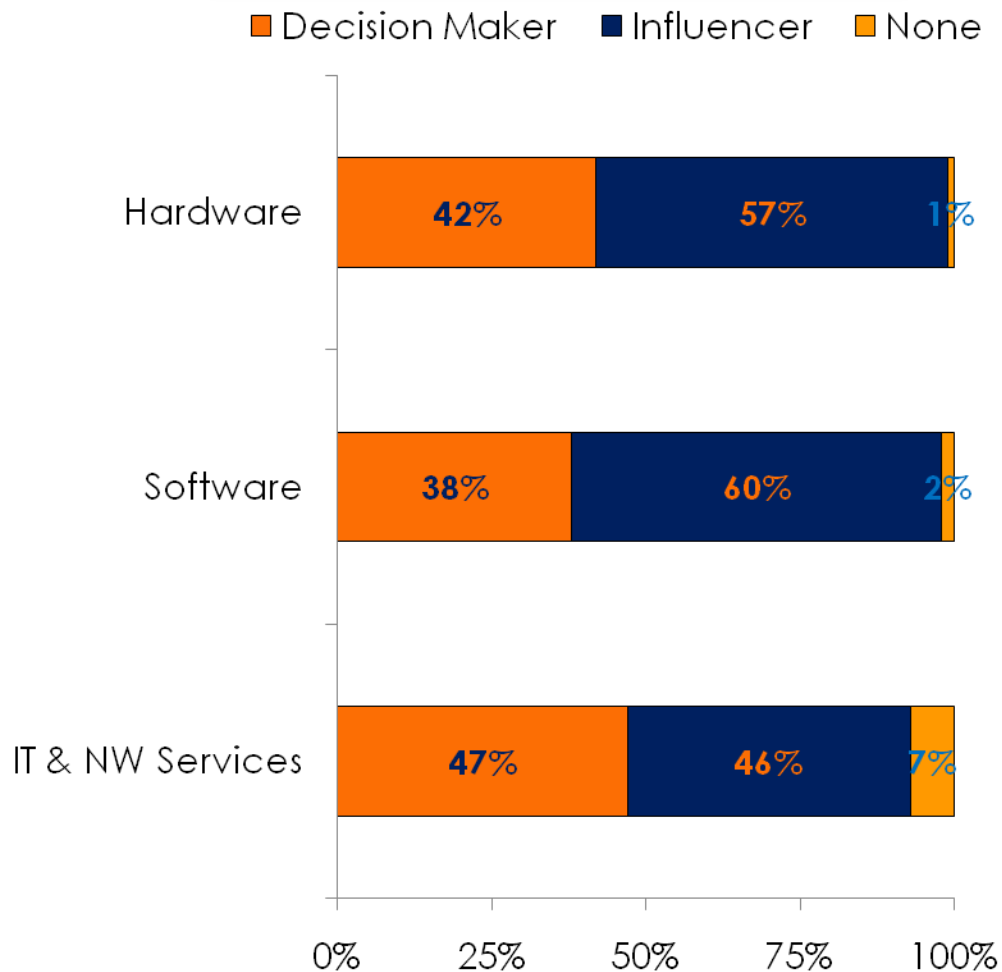
- Job role
- Industry

# SPECIALITY PANEL

## Job Titles/Positions



## Decision Making/Influence



# CONTACT US

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**INDIA** NEW DELHI | MUMBAI | CHENNAI | KOLKATA | BANGALORE | HYDERABAD

**UK**

*and*

**SINGAPORE**

Please send you proposal/cost requests at [rfp@market-xcel.com](mailto:rfp@market-xcel.com)

<http://www.market-xcel.com>