

MARKET XCEL DATA MATRIX PVT LTD - INDIA

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.

ABOUT US

- The company was established in the year 2000, as a Data Collection agency. On completion of its fourth financial year the company transformed & up scaled from being a partnership firm to a Pvt. Ltd. Company, and also started offering end to end research projects.
- We believe in what we do and that's what has made us grow over the last more than 9 years. The current workforce strength of Market Xcel stands at 73, as against 4 in the year 2000.
- Mission : Our mission is to become an entity offering a holistic marketing research service of any magnitude across region.
- Vision : To be the Enterprise of the future and **viewed as one of the best and proficient people to deal with, in our areas of competence**
- Keys to Success : We focus on balancing three basic metrics for any project:

Quality ⇔ On-Time-Delivery ⇔ Price

OUR SERVICE PORTFOLIO

End to End Research

Online Panels & Surveys

Data Collection & Tabs

Xcel Omnibus Survey

CATI (Computer Aided telephonic
Interviews)

Market Xcel was founded in the year 2000 by **R. Vishal Oberoi, Manish Narang** and joined by **Ashwani Arora**.

Together, these long time friends and colleagues have laid the foundation that has allowed Market Xcel to grow in size each year since its inception. Fostering an environment with a balance of academic strengths, strong recruitment policies, company ethos, and business acumen, the Market Xcel management team continues to propel the company forward in the Data Collection and Research space.

END TO END RESEARCH - 1/2

We are a market research company that helps guide your business through all phases of planning and development. With a diverse backgrounds of our research team we can offer our clients the insight of over 20 years of market research experience combined with market understanding at both local and global levels.

We offer full service research services across multiple verticals to clients both Indian and Global clients. Our research services include Qualitative, Quantitative and Desk Research and with complete support from In-House operations team to assist and collect data and thus offering quality services at a controlled price. Our most typical research experience have been - analyzing and estimating market scenarios, research across product and label designing, creating complex indexes across various segments.

What makes us different is that we have in-house access to multiple data collection methods and hence delivering at various time and price points.

At Market Xcel, we understand that no two industries are similar. Each industry has its own unique market dynamics, technique and challenges. That is why we adopt different research methodologies and techniques that will supply the vital market information and address issues specific to your industry.

Much of our work is done in the IT & Telecom, Healthcare, Financial Services and Automobile sectors, but we have extensive experience in many other industries as well.

We have experience and expertise in following industries –

Automotive

Healthcare & Pharmaceuticals

Information & Technology

Telecom

FMCG

Retail

Banking & Finance

Food & Beverage

Media

Education

Social Rural

DATA COLLECTION & DATA TABS

Data Collection Management:

Insistence on the use of research best practices for all studies...Market Xcel will not cut corners to make the project easier for Market Xcel

Rigorous quality control (QC) program throughout the entire data collection process... Market Xcel continuously tracks key measures to ensure the highest quality

Ability to deploy the optimal mode or modes for your study. Market Xcel offers multiple data collection modes, so you will always get an objective recommendation

Methods we adopt:

- Face to face surveys
- Focus Groups
- Depth Interviews
- Mystery shopping/Mystery audit
- Recruitments Only
- Telephonic Survey

COVERAGE:

- INDIA
- BANGLADESH
- SRI LANKA
- SINGAPORE

PROJECT EXECUTION STAGES - QUANTITATIVE

Sampling

- Random face to face interviews for Intenders
- Purposive sampling with Users
- Sampling from electoral rolls wherever available
- Zonal sampling where electoral rolls not available
- Starting points to be generated in consultation with client's sampling format

Questionnaire translations in regional languages

- Study instrument shared by Client will be translated in respective regional languages
- Translations to be shared with client in soft- format and to be administered post client's approval

Briefing & Mock sessions

Quality Checks

Punching of formats (data entry)

Sharing of Information (as required – data in form of SPSS/ASCII . Tables . Full Report

PROJECT EXECUTION STAGES - QUALITATIVE

Questionnaire & Stimulus translations in regional languages

Recruitments

Quality Checks

Incentive Management

Facility Arrangements

Audio, Video & CCTV arrangements

Delivery of Audio & Video in Required formats (Tapes, CD's & DVD's)

Moderators (English & Local Language)

Simultaneous Translators (Interpreters)

Video Voice Over (Dubbing) OR Subtitles

Transcription

Sharing of Information – Top Line Report / Full Report

WORK FLOW & QC

Step	Our Task
Design Questionnaire	<ul style="list-style-type: none"> - Skilled Researcher design Questionnaire. - Local Adaptation to Indian Market.
Recruitment	<ul style="list-style-type: none"> - Recruitment Teams : Telephonic & In Field - 100% validations by Supervisors & Operations Executive - Team Composition - Recruiters : Supervisors : Operations Executive : Operations Managers : Head of Operations : Project Manager
Field Work	<p>Our Fieldwork and Recruitment Quality Administration Systems are standardized and meet desired quality levels. We ensure the interviewing and recruiting standards using the following procedures:</p> <ul style="list-style-type: none"> - A supervisor accompanies every interviewer in the project to observe them. - We conduct quality audits in field termed as back-checking/validation, - Our QC executive ensures that all desired norms are being complied with respect to respondent selection and administering of questionnaire. - 100% scrutiny/editing on all questionnaires.
QC	<ul style="list-style-type: none"> - Our in house QC department monitors the fieldwork performance through various checks during and after the fieldwork. - The same is then used to find loops if they exist and how to better the standards
Data Punching	<ul style="list-style-type: none"> - Briefing to Data Entry Team - Random 10% Checking by Supervisor of Data Entry with Questionnaires - Coding Supervisor to check 15% Questionnaires for Coding Errors. - Test Data to be sent to Client for Approval.
Data Check	<ul style="list-style-type: none"> - Skilled Operator check Raw Data. - Skilled Operator make Ground & Cross Tables.
Reporting	<ul style="list-style-type: none"> - Our skilled research team analyzes and makes presentation on findings/conclusions

CATI - COMPUTER AIDED TELEPHONIC INTERVIEWS

Market Xcel houses a Computer Assisted Telephone Interviewing (CATI) system to conduct sophisticated, large-scale telephone surveys for our clients. The system facilitates the timely completion of surveys and makes data available upon completion of each survey and allows our highly qualified interviewers to remain focused on collecting quality data.

Our survey managers implement quality control measures by monitoring the progress of interviewers from remote supervisor stations.

Our setup is...

20 CATI Work Stations expandable Up to 50

Individual Telephone Lines up to 100

Dedicated Server

Power backup for uninterrupted power supply

Dedicated IT support for quick troubleshooting

Dedicated leased line for uninterrupted speed

100% call recording capabilities

Domestic : Language capabilities of 10 Indian Language speaking Interviewers

International : English speaking population and we are also upgrading to conduct surveys in other foreign languages

COVERAGE:

North America

Western Europe

Asia

Services

Pilot surveys before starting fieldwork

Fieldwork set up within 3 days

Outbound services across the globe

Advantage

- Record all telephone interviews to control fieldwork performance

- Lower Cost

- 24x7 facility

- Real time results

- Global coverage

ONLINE PANELS AND SURVEYS

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.

Log on to <http://www.xcel-online-surveys.com/>

COVERAGE:

INDIA



ONLINE PANELS AND SURVEYS

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

XCEL OMNIBUS SURVEY

- A total of 1,200 face to face interviews are conducted each week, across 12 cities (100 each), balanced to match the census/IRS data by age, gender, and SEC. Quotas are set for key demographics such as age, gender, region, and SEC to ensure results are nationally representative.
- The sampling design includes:
 - A fully replicated, stratified, single-stage, sampling of households
 - Random selection of specific individual respondents within a household
- It remains the most cost effective and reliable survey program for clients seeking answers for up to **seven to eight** questions plus one open ended question. We limit the length of our Omnibus surveys to about 10 minutes' duration, and the service is priced to be attractive for up to about 7 or 8 questions (plus demographics).
- Once questions are submitted, it typically takes no more than a week to return results.

CONTACT US

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UK

and

SINGAPORE

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

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