

A network diagram on the left side of the slide. It consists of several orange circular nodes of varying sizes connected by thin blue lines. Some nodes are highlighted with dashed circles, and one node at the top is highlighted with a solid light blue circle. The lines crisscross the left side of the slide, creating a complex web of connections.

Market Research Division

Capabilities

nlogic

Summary

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Company Information

- ❖ NLogic is the market research subsidiary of Numeris, the leading supplier of radio and television audience ratings services to the Canadian broadcast and advertising industries.
- ❖ Numeris was founded in 1944 and NLogic in 1996.
- ❖ Gold Seal Accreditation from the MRIA.
- ❖ Individual membership with ESOMAR.



Overview of Services

- ❖ NLogic provides high quality data collection services for CATI, online, and mail surveys as well as custom research projects.
- ❖ 250+ Contact Centre seats - fast turnaround time for large projects.
- ❖ Extensive experience conducting customer satisfaction, media research, consumer, and B2B studies.
- ❖ NLogic is supported by the extensive resources and technology of Numeris including high-end IT security, support systems, and sophisticated research capabilities.
- ❖ NLogic can provide in-house qualified sample that can help increase survey response rates, lower overall study costs, and reduce survey completion time.

Experience - Consumer and B2B studies

Consumer

- ❖ Media (consumer behaviour, technologies)
- ❖ Insurance (customer satisfaction)
- ❖ Public Service Pension Plan (member satisfaction)
- ❖ Government / Economy (programs and services, healthcare)
- ❖ Banking (product technology awareness and usage)
- ❖ Public Opinion and Polling

B2B

- ❖ Small, medium, and large sized businesses in Canada and the US
- ❖ C-Suite, Senior Financial Managers
- ❖ Finance and Insurance
- ❖ Automotive Industry Managers
- ❖ Physicians, Optometrists, Ophthalmologists, Veterinarians

Data Collection Services

- ❖ 250+ CATI stations / 35+ Virtual Contact Centre Market Research Specialists / 400+ trained interviewers on call
- ❖ 3 Contact Centres: Moncton, Montreal, Toronto
- ❖ Voxco, DASH, Quancept CATI software
- ❖ CATI / Online / Mail methodologies
- ❖ Web programming and hosting
- ❖ Predictive dialing capability
- ❖ Experienced project management teams
- ❖ In-house CATI programming
- ❖ All calls are recorded in Voxco and accessible in real time
- ❖ Multilingual interviewing



Additional Services

- ❖ Tabulations
- ❖ Coding
- ❖ Data entry
- ❖ Transcription
- ❖ Translation services
 - Questionnaires
 - Verbatim responses



Security and Privacy

We maintain a constant, high level of security within our facilities with regard to access to all systems and survey data.

Facility: Entrances to our sites are controlled by biometric fingerprint readers which also require a Proximity card. The system is active 24/7.

Data Centre /Backup and Recovery: All of our data and system backups are stored within Canadian boundaries.

Firewall: Intrusion Prevention is performed by hardware firewalls which inspects all packets coming into the local network.

Secure file transfers: File transfers between our customers is performed by FTP and encryption of files.

Privacy: NLogic is committed to protecting the privacy of personal information and abides by PIPEDA. <http://en.nlogic.ca/Pages/privacy.aspx>

Quality Control

- ❖ NLogic quality assurance standards mirror those of its parent company, Numeris. Data integrity is a top priority in the audience measurement business and Numeris systems and procedures are uniquely transparent and continually monitored and improved.
- ❖ A high level of support from Management, deliberate focus on coaching and development as well as constant communication with end clients ensures that results are consistent and accurate.
- ❖ As part of our ongoing commitment to quality and service excellence, we have a centralized Quality Assurance team who ensure the integrity of the respondent experience and data collected.
- ❖ Our quality program follows established MRIA best practices in line with our Gold Seal Accreditation status.

Contact Centre - Staff Training

- ❖ Extensive training and development program for Interviewers and Supervisors.
- ❖ Training includes review of company policies, CATI platforms, general methodology and best practices and is carried out in a mix of classroom training and on the floor training.
- ❖ Ongoing coaching to increase participation rates and engagement with regular Supervisor support and feedback
- ❖ Interviewer certification programs.
- ❖ Regular calibration of Quality Assurance department.

Contact Centre - Staff and Tenure

- ❖ Comprehensive staff selection for all projects taking into account interviewer tenure, quality of calls and overall productivity.
- ❖ Extensive project briefings with all interviewers including review of key requirements along with review of every survey question.
- ❖ MRIA industry standard is to monitor 5%+ of an interviewer's work (both on screen and telephone) and we aim to consistently exceed this.

Average Field Staff Tenure

- ❖ Managers 6+ years with Numeris
- ❖ Supervisors 5+ years with Numeris
- ❖ Recruitment Coordinators 3+ years with Numeris
- ❖ Quality Control 3+ years with Numeris
- ❖ Interviewers 1.25+ years

Note: Supervisor : Interviewer Ratio = 1:15

Contact Centre Hours

Monday to Friday

- ❖ Daytime: 9:00 AM to 5:00 PM EST
- ❖ Evening: 5:00 PM to 12:00 PM EST

Saturday and Sunday

- ❖ 10:00 AM to 8:00 PM EST



For Further Information

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