



Market Research Division

Capabilities

● COMPANY INFORMATION

○ NLogic is a 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.

Member of the Canadian Research Insights Council (CRIC).

Gold Seal Accreditation from the Market Research Intelligence Association (MRIA) in 2018.

Individual membership with ESOMAR.

● OVERVIEW OF MARKET RESEARCH SERVICES

○ NLogic Market Research provides data collection services for custom research projects using CATI, online and mail surveys.

250+ Contact Centre seats - fast turnaround time for large projects.

Extensive experience with customer satisfaction, media research, consumer and B2B studies.

Backed by Numeris infrastructure.

In-house qualified sample increases survey response rates, lowers overall study costs and reduces survey completion time.

● EXPERIENCE

○ Consumer

Public Opinion and Polling

Customer Satisfaction (NPS and Brand Loyalty)

Media (Consumer Behavior and Technology Use)

Public Service Pension Plan (Member Satisfaction)

Government (Programs and Services)

Banking and Insurance (Product Awareness and Usage)

B2B

Small, medium and large businesses throughout Canada and the US

C-Suite, Senior Financial Managers

Finance, Insurance, Utilities

Automotive Industry Managers

Physicians, 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 and DASH CATI software

CATI / Online / Mail methodologies

In-House CATI and Web programming and hosting

Predictive dialing capability

Experienced project management teams

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

○ Facility: Site access is 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 via SFTP and encryption of files.

Privacy: NLogic is committed to protecting the privacy of personal information and abides by PIPEDA.

<https://www.nlogic.ca/privacy-and-accessibility/>

● QUALITY

○ Centralized Quality Assurance team: ensures the integrity of the respondent experience and accuracy of data collected.

Data validation: systems and procedures are uniquely transparent and continually monitored and improved.

Follows industry established best practices including monitoring a minimum of 5% of surveys.

Ongoing coaching to increase engagement and respondent participation rates.

Regular calibration of Quality Assurance team.

● CONTACT CENTRE STAFF TRAINING AND TENURE

○ **Staff Training**

Interviewer and Supervisor training programs focused on methodology and best practices.

Comprehensive staff selection for each custom research project.

Extensive project briefings include script review and key requirements.

Staff Tenure

Managers and Supervisors	6+ years with Numeris
Recruitment and Quality Team	3+ years with Numeris
Interviewers	1.25+ years with Numeris
Supervisor:Interviewer Ratio	1:15

● CONTACT CENTRE HOURS

○ **Monday to Friday**

Daytime: 8:00 AM to 5:00 PM EST

Evening: 5:00 PM to 12:00 AM EST

Saturday and Sunday

10:00 AM to 11:00 PM EST

● FOR FURTHER INFORMATION

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