

Capabilities in Detail

Online Surveys

Gantry Group uses its proprietary Web-based survey technology to design, program, manage and analyze quantitative market research studies. As a research tool, the Internet brings a set of unprecedented advantages over traditional methods that both the Research Sponsor and Respondent can enjoy. By leveraging the Internet to accelerate both recruitment and data collection, statistically significant results are generally available within 48 hours of survey launch.

Telephone Surveys & Interviews

Alternatively, Gantry Group can use its CATI technology to streamline telephone surveys and interviews. Like online surveys, this approach results in real-time population of the database, shortening the time-to-analysis.

Online Focus Groups

Gantry Group provides full-service focus group studies in an online environment. Qualitative in-depth sessions are conducted with highly targeted panels to reveal difficult-to-quantify preferences, reactions, and behaviors. The online platform easily creates an unbiased sample and offers added convenience and other advantages that are especially attractive for recruiting busy CXOs.

Questionnaire and Focus Group Session Design

Gantry Group's seasoned market research team knows how to design unbiased research tools that get to the real answers. Knowing how to design a set of questions that will generate meaningful results is vital not only to protect statistical integrity, but also to producing accurate results with a high level of confidence.

Research Sample Development: Even the best questionnaire or focus group session guide can provide misleading information if the sample of respondents is not representative of the target market. Gantry Group's professional recruiters use both our groomed in-house panels and highly targeted list rentals to recruit qualified participants with high completion rates. Gantry Group recruiters all have past business management experience enabling them to reach and gain participation from the highest corporate executives.

Data Analysis & Interpretation: With web technology improving the accessibility of market research, "market data" is not hard to come by. What is more difficult is the ability to synthesize this data and examine its meaning from the context of specific business challenges, as well as macro-economic trends. While applying proven statistical analysis techniques, Gantry Group's team uses its deep hands-on operating experience to gain deeper insight into qualitative and quantitative results, leading to highly effective strategies - ready to execute.