

Quantitative & Qualitative Research



Description

Crescendo's highly effective approach — which often combines techniques from multiple research methods — blends marketing and strategic planning knowledge with extensive research expertise. Crescendo's proprietary methods generate robust and actionable data sets, delivered in reports that provide clear interpretations of even the most sophisticated analytic models and data.

Features & Benefits

- ▶ Obtain an objective, independent analysis and critical market data before launching a new business endeavor.
- ▶ Identify your organization's biggest opportunities for growth and develop strategies to capitalize on them.
- ▶ Make important strategic decisions based on how your constituents (customers, patients, community, members, and stakeholders) perceive your organization.
- ▶ Improve staff morale by determining whether your employees are satisfied and your organization's compensation systems are fair and effective.
- ▶ Simplify multiple data streams and convert them to usable information.

How We Help

- ▶ Develop customized qualitative and quantitative research methodologies.
- ▶ Provide focus group recruiting, topic development, and facilitation.
- ▶ Conduct qualitative interviews with varied audiences including employees, customers, business leaders, competitors, national thought leaders, and c-suite.
- ▶ Aid decision making with Delphi/modified-Delphi processes.
- ▶ Develop and administer a broad range of quantitative research including online or telephonic surveys, intercept studies, factor analyses, multiple and linear regressions, correspondence analyses, forecasting, discriminate analyses, queing, and more.