



# Direct Data Analysis

Surveys, research, data analysis, reporting.



Plan your next steps using our professional data collection, analysis and reporting services.

# About us

Established in 2010, we provide a professional data collection, analysis and reporting service to customers throughout the UK.

Using the full range of qualitative and quantitative research and the latest technology, we gain insights into the issues in question.

## Our clients currently include;

- NHS Trusts
- Pharmaceutical Companies
- Universities
- Local Government
- Housing Organisations
- Charities
- Local and National Business
- National Tourist Boards



We have access to around 160,000 UK panellists, should you need to conduct research from a specific target group.

# Our services

## Surveys and market research

### In our Customer Experience Programme we;

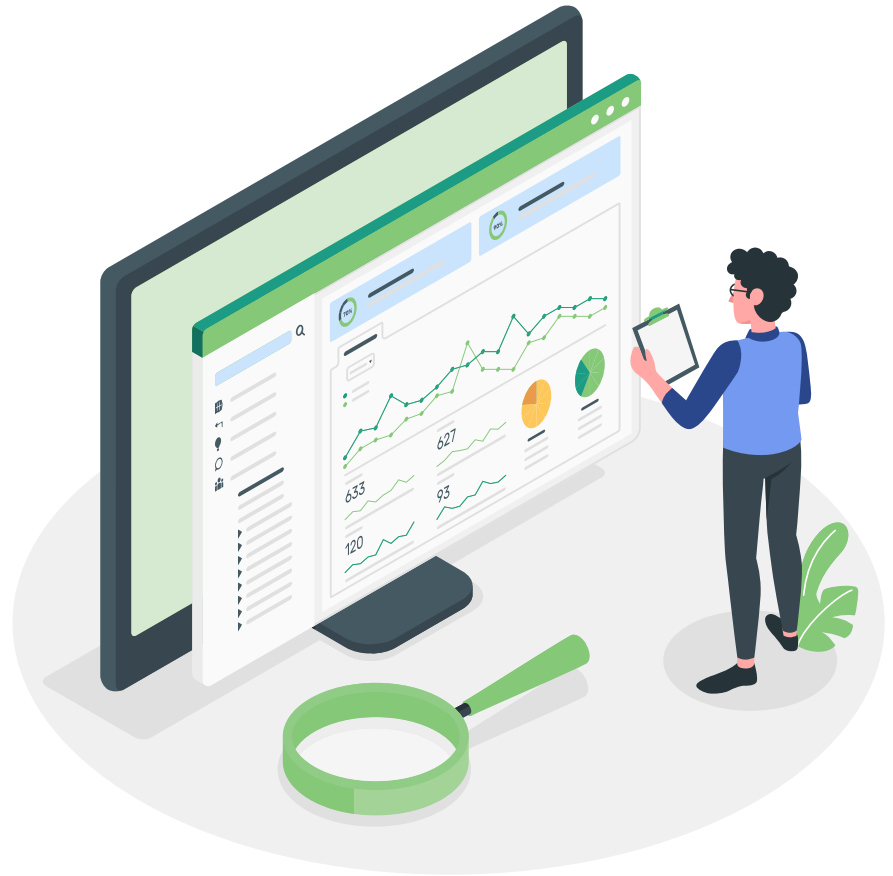
- Engage with you to understand and map your requirements
- Design a tailor made collection programme to capture your data
- Offer a wide range of methods to capture your data. From the traditional paper based methods through to text, telephone, email, online, mobile, touchscreens, social media, and online focus groups
- Automatically enable respondents to undertake a survey in over 50 non English languages



# Our services

## Analysis of data

- We analyse data from a wide range of sources. Data from a survey, your own data, or data collected as part of research
- We undertake the process of cleaning, transforming, and analysing your data to discover useful information for business decision-making
- Our team are highly skilled and experienced in the analysis of both qualitative and quantitative data
- We analyse over 1 million data records annually



# Our services

## Reporting of data

We offer a range of professionally produced reports, tailored to your individual requirements.

Our report options include:

- Detailed executive and boardroom level reports
- Departmental level reports
- Secure online real time reporting
- Dashboard style summary reports
- Graphical and PowerPoint summaries
- Ability to quickly and easily share results and insights across your organisation



# Some examples of our work



## **NHS**

We gathered feedback from around 1,500 patients on a monthly basis.

In addition to monthly feedback reports, we also undertook sub analysis to identify any common themes from patient comments and any issues that may be gender, ethnicity, age or level of disability specific.

## **Local Authorities**

We undertook a postal survey of around 2,000 households that had accessed social care services. Special consideration needed to be given to persons with learning difficulties and the very elderly, where easy read and large print questionnaires were used.

## **Universities**

We used a range of data, including initial application and open day attendance data, to map the probability of a given student profile selecting the university as their first choice. This helped the university target their marketing at applicants with a higher probability of selecting the university.

# Some of the sectors we work in

## Hospitality

We collected feedback from around 10,000 attendees of a national motoring event. Our analysis and findings assisted the organisers in maximising potential for the following year's event.

## Private sector

We undertook an employee satisfaction survey for a national biotech company.

Our findings identified a number of important (and simple to action) issues the company was unaware of. These issues were subsequently implemented.





## Contact us

Please contact us for a free written quotation for your next survey, research or data analysis project.

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