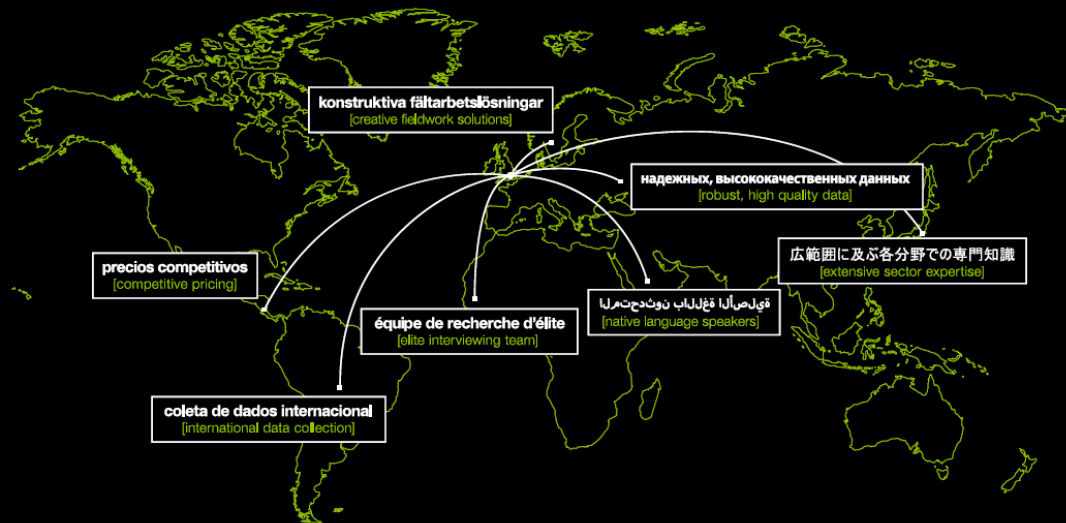


Your perfect partner for premium quality data-collection



About Us

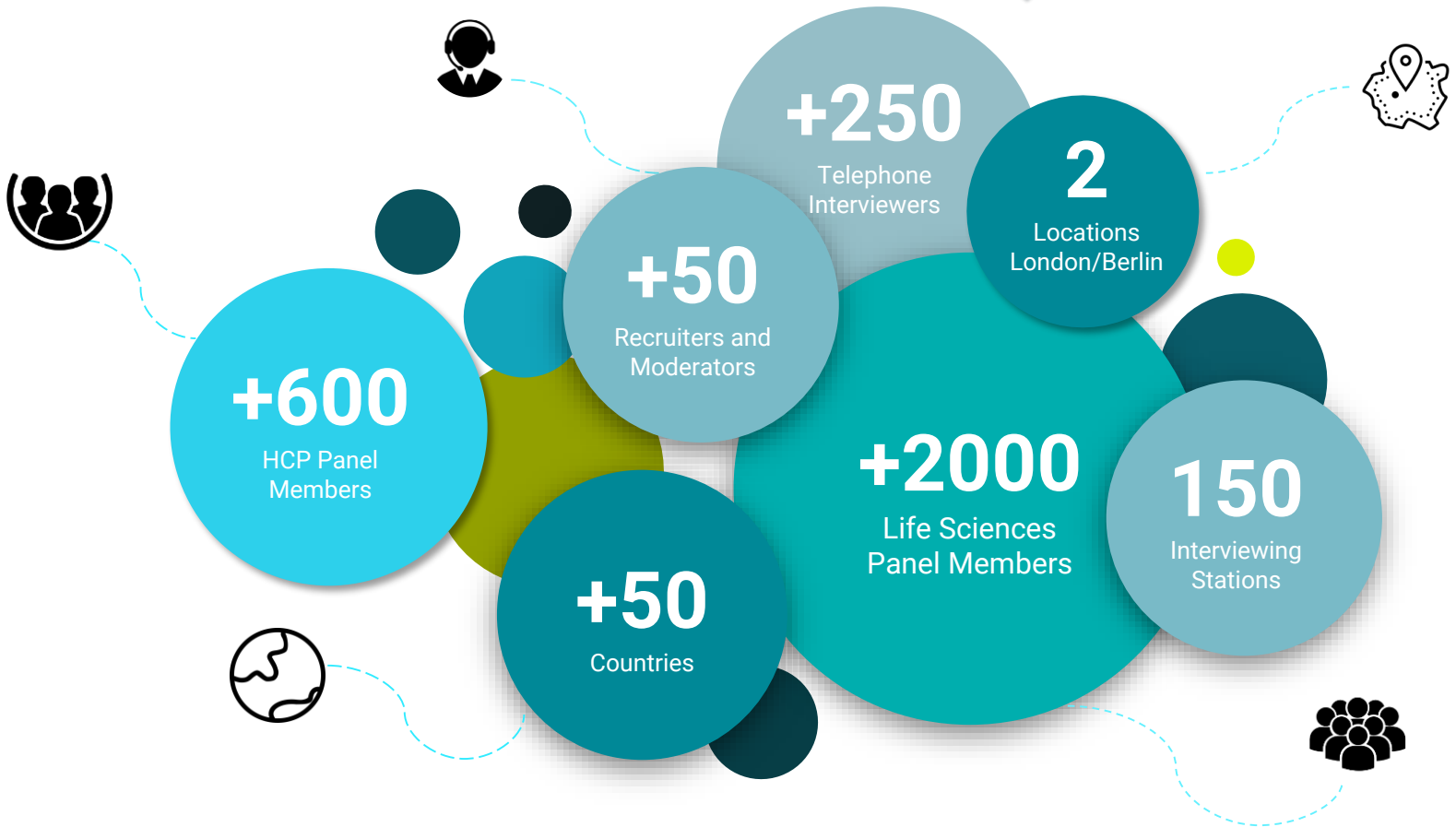
Founded in **1986**
we support our
clients with
international
market research
data collection
services from our
offices in **London**
and **Berlin**

We provide an
unparalleled level
of data-collection
experience and
offer holistic,
solutions-
focused end-to-
end services to
support the
research process

Markets include:

- EU5
- Benelux/
Scandinavia
- Other Europe/
Middle East
- North and South
America
- Asia/Australia/
NEW Zealand

Quick Facts

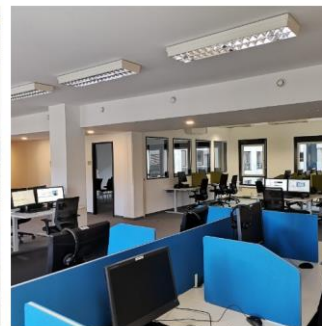
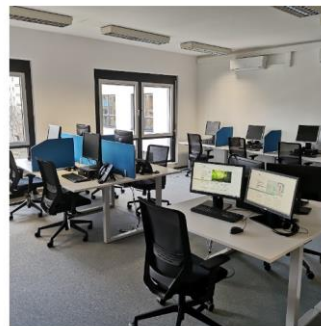
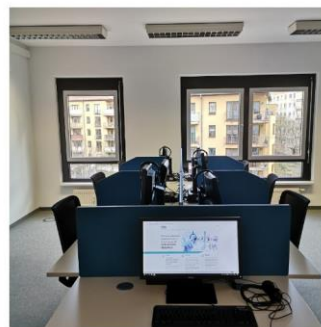


Kudos Research **Quantitative** Data Collection

- CATI (150 Seats)
- All Interviews Audio Recorded
- Online (Internally and externally hosted)
- CAWI

- Internal and external panels
- Recruitment to web
- Large Scale Patient NAT REP
- In-house Sampling and Desk Research

- Full service DP
- Scripting and Hosting
- Coding
- Translations
- Data & Tables



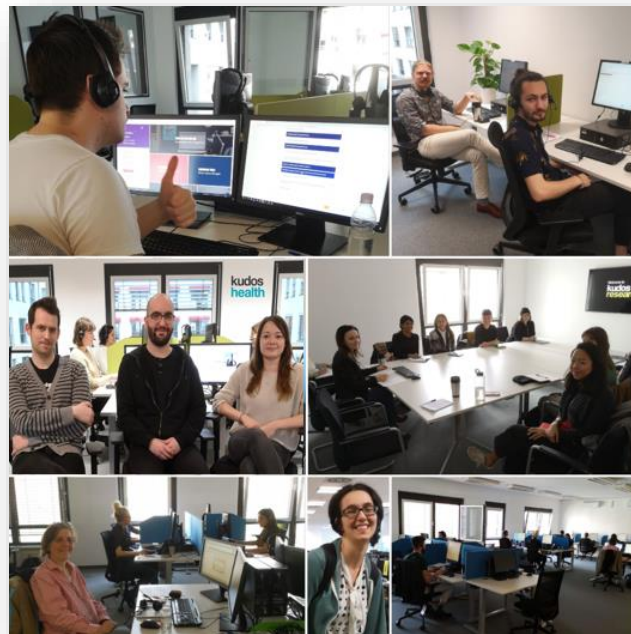
Global Data-Collection conducted from Kudos' **London** and **Berlin** Offices

Kudos Research **Qualitative** Data Collection

- Depth Interviewing
- Recruitment to:
 - Depth / TDIs
 - Group / workshops / F2F

- Moderation of TDIs
- Virtual Face-To-Face Interviews
- Screen Sharing supported Self-completes
- Concept Testing

- Full service DP
- Scripting and Hosting
- Coding
- Translations
- Data & Tables

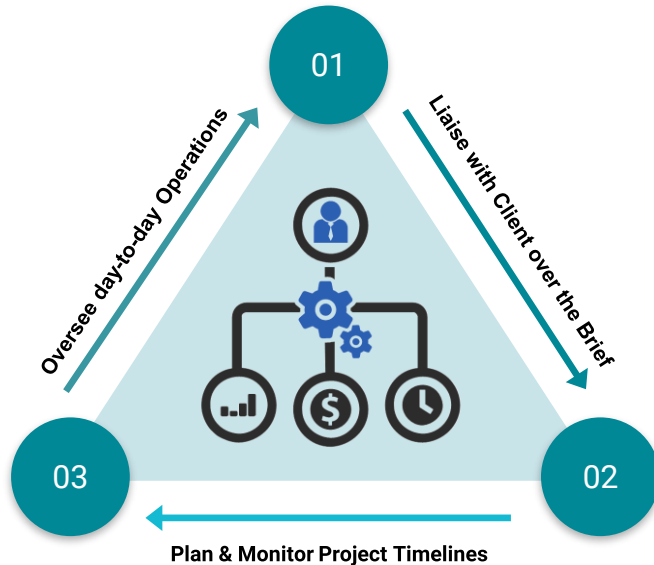


We interview into over 100 countries globally, covering 48 native languages operating 24/7

Project Management

Project Management Lifecycle

On commission of a project, we assign an internal Project Manager to oversee the following:



Our weekly review meetings throughout the fieldwork is conducted to discuss any project-related issues including:

Progress by quota

Quota status and management

Recruitment progress

Sample status

Feedback on interviewing and questionnaire performance

Additional de-briefing requirements

Timeline

Deliverables (incl. Reports, KPI Spreadsheets & Red Alerts)

B2B, B2C and Customer Satisfaction

Our executive interviewers are engaged, qualified and appropriately experienced to undertake the most challenging of assignments.

They specialize in conducting credible peer-to-peer conversations with audiences such as:

- C-Suites & Directors in large global multi-nationals & SME
- Key account customers
- Customers-Consumers
- Key purchasing decision makers
- Opinion Formers
- Policy Makers, Stakeholders
- Academics
- Influencers & Media
- Hospital Boards
- Governing Bodies and Payers
- All Industries



Examples of B2B, B2C and Customer Satisfaction Projects

CEO Study

A study on behalf of a global leading consulting organization, which Kudos conducts yearly since 2012.

The research audience consists of CEOs in the largest private and publicly listed companies in North America, West and Eastern Europe (including Turkey), China and Hong Kong.

The interview length is 35 minutes and we speak to approximately 500 CEOs a year about their vision for the future and topics affecting the global business community.

The research aims to understand how CEOs perceive risks and opportunities through such changeable times, while simultaneously building their companies so that they endure and succeed over the longer term. The results of this research form part of an annual presentation at a high level global economic forum in Davos, attended by the world's top business leaders and politicians.

Environmental Tax and Regulation

This is a research programme with 700 Tax and Finance Directors exploring views on environmental issues and perceptions of the current environmental tax and regulation regimes. The research was on behalf of by one of the Big 4 Accountancy firms. The interview was 20 minutes long and was conducted in UK, France, Germany, Netherlands, Spain, Sweden, Czech Rep, Russia, Brazil, India, China, USA, Canada, Australia, and South Africa.

Energy Corporation Reputation

A study talking to 250 well-informed public policy professionals (MPs, Local and National Government, Academics, NGOs, Charitable and Environmental organizations) about important issues related to energy. The study was on behalf of a large well-established energy corporation.

Global Customer Loyalty NPS Study

A global study for a leading manufacturer and installer of Lifts, Escalators, Moving Walkways and Doors, which Kudos conducts yearly since 2014.

We conduct around 30,000 five minute NPS telephone interviews across 53 different markets in 7 weeks. All interviews are conducted from Kudos's offices in London and Berlin using interviewers who were both native in language and dialect.

We interview around 1000 participants a day with all verbatim and data checked and exported daily into the client's CRM system allowing regional stakeholders to initiate any necessary follow up action within 24 hours of the interview.

Client Feedback

“ Loved working with the Kudos team, it was an incredibly tough project made much easier by their pragmatism and good humour. ”

“ Kudos did fantastic work on this study with timely fieldwork progress updates, strong attention to detail, and very clear responses / survey design comments. ”

“ We were very happy with the recruits. Some were particularly amazing and inspiring.
Singapore: We were really happy with the participants - they were very energetic and involved throughout the day. Thanks to you and the team for another great job!
London: London has been amazing! Perfect workshop, great respondents, everyone is happy. The participants have been fantastic. ”

“ The support we had from Kudos and their healthcare team has been absolutely outstanding, especially in the work we have done in Lifesciences.
Their foundation has always been first and foremost to listen to and understand our needs and objectives. The team has consistently taken the time to study and research an area which has an incredibly broad and diverse range of industries, roles and customer types, to provide a level of detail in fielding the studies which we rarely see from other partners and suppliers. This has facilitated robust, high quality research which has ultimately allowed us to provide credible, strategic direction-shaping global strategies at the highest levels. ”

Participant's Feedback

“ The interview was good, very straightforward and unlike some companies, they were very accurate with the time and the length of the interview. ”

“ I can definitely say that the interview went very smoothly. I felt under no pressure to provide any particular responses, questions were clear without ambiguity. I have been given clear information about the incentive. I will be happy to do more interviews for Kudos. ”

“ Interview went well; they were very accurate with the length of time that the interview would take. With some companies, they tell you that they just have a few questions and take forever, whereas Kudos were very accurate with the time. Received the Incentive via email on time and overall the interview was fine and would be happy to do more interviews with Kudos. ”



Thank you for your interest in our services!

For more information please contact us at
info@kudos.health

<https://www.kudos.health>
<https://www.kudosresearch.com/>
info@kudos.health

