



INMAIL enables you to carry out large-scale postal surveys with ease

Postal surveys are a popular method of collecting information for specific types of research, such as Employee and Customer Satisfaction Research. But the mechanics of running them can be off-putting. There are a host of things to consider and organise. Perhaps you have the resources to manage small self-completion surveys but lack the infrastructure to handle large-scale projects. Attention to detail is paramount. Each stage including questionnaire layout, printing, despatch, returns, reminders, preparation and finally analysis needs to be undertaken carefully. Mistakes can be very expensive, particularly on large-scale projects.

To be successful is a juggling act, bringing together client's expectations, printers, data preparation and analytical staff. Perhaps one of the key elements is communication. Working with a company that function as part of your team, a company that delivers time and time again. No nonsense projects delivered to your specification. You know how much it will cost, what you'll get for your money and when you'll get results by. You can relax and get on with other things, knowing the data collection and analysis are all taken care of.

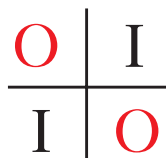
One of your key requirements is to avoid risk and know what you will get at the end of the project. You may also want access to a wider variety of data collection techniques and data analysis services, ideally all in one place. Well now you have found it.

JUMP TO

MAKING
LIFE
EASIER

GOOD
FOR
BUSINESS

SOME
KEY
FACTS





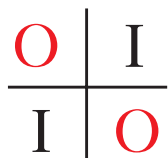
Make life easy for yourself!

Choose a fieldwork partner who will make your life easier and provide you with reliable data again and again. Select a company that is trusted by some of the most respected market research agencies in the U.K. such as Hall & Partners, Mercer Human Resources, MORI, Network Research, Right Management Consultants. Make sure the company will give you independent and unbiased advice on postal surveys recommending if necessary, other fieldwork options. This will enable you to compare the costs and relative advantages and disadvantages of different methodologies. It will also give you the ability to offer mixed mode interviewing to your clients, for example combining postal with internet, face-to-face or telephone interviewing. Find a company who can offer data analysis as an integral part of the project and not just as an additional service.



Good for business

- Speak to people you can trust
- Relax knowing all the details are taken care of
- Easily compare the costs of different fieldwork options
- Offer flexible and innovative fieldwork solutions to your client
- Work with senior experienced people
- Receive regular updates on the progress of your project
- Work with people who are flexible, innovative and friendly
- Receive data analysis promptly
- Access multivariate analysis, custom charting and reporting
- Have confidence in the the quality of the data and analyses you receive



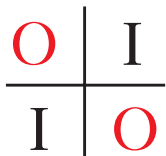


Check us out

Send us details of your questions, or a project that you would like our views on; it doesn't have to be a request for a quotation. We'll get back to you with our recommendations and some specific examples of our experience that relate to your project.

Some key facts about what we do

Postal surveys designed, printed, despatched and returned (using Freepost) to our London offices. We offer data preparation including editing, coding, manual data entry or scanning. We can provide data analysis including tabulations or multivariate analysis. We specialise in the automation of customised graphical reports. We have successfully managed numerous projects that combine postal data collection with online interviewing, particularly in the area of employee research.



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