

**NETWORK
RESEARCH** ●●●

Experience with a view

BI



MR

BI & MR:

When two worlds collide

Who are Network Research?

History

27 Years independently owned

1 Million+ Interviews a year

Clients



LLOYDS BANK



International New York Times

Focus

One focus: Customer experience
helping our clients understand their audiences.

Ethos

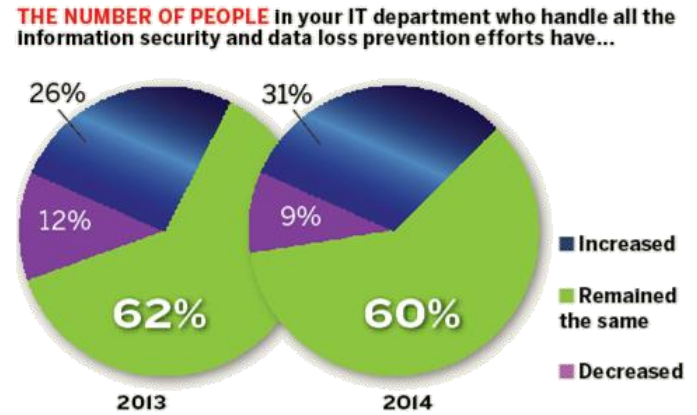
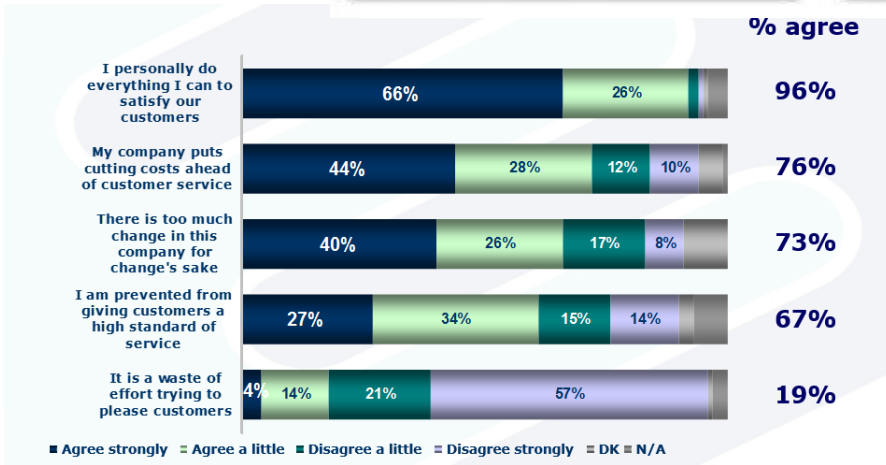
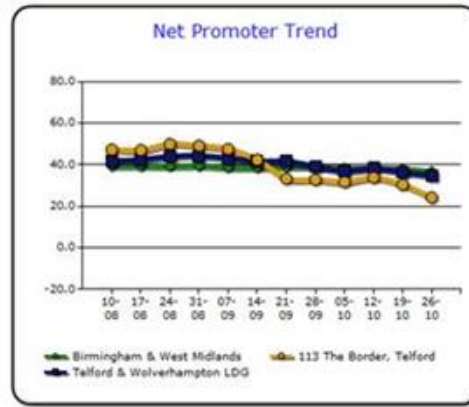
Dedicated
to providing great service

Constantly innovating
to generate **insight and value**

Always honest
and **open**

We bring our expertise
to bear **challenging**
ourselves and our clients

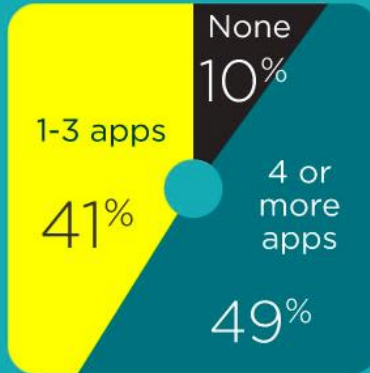




Staid (and often bad) market research reporting



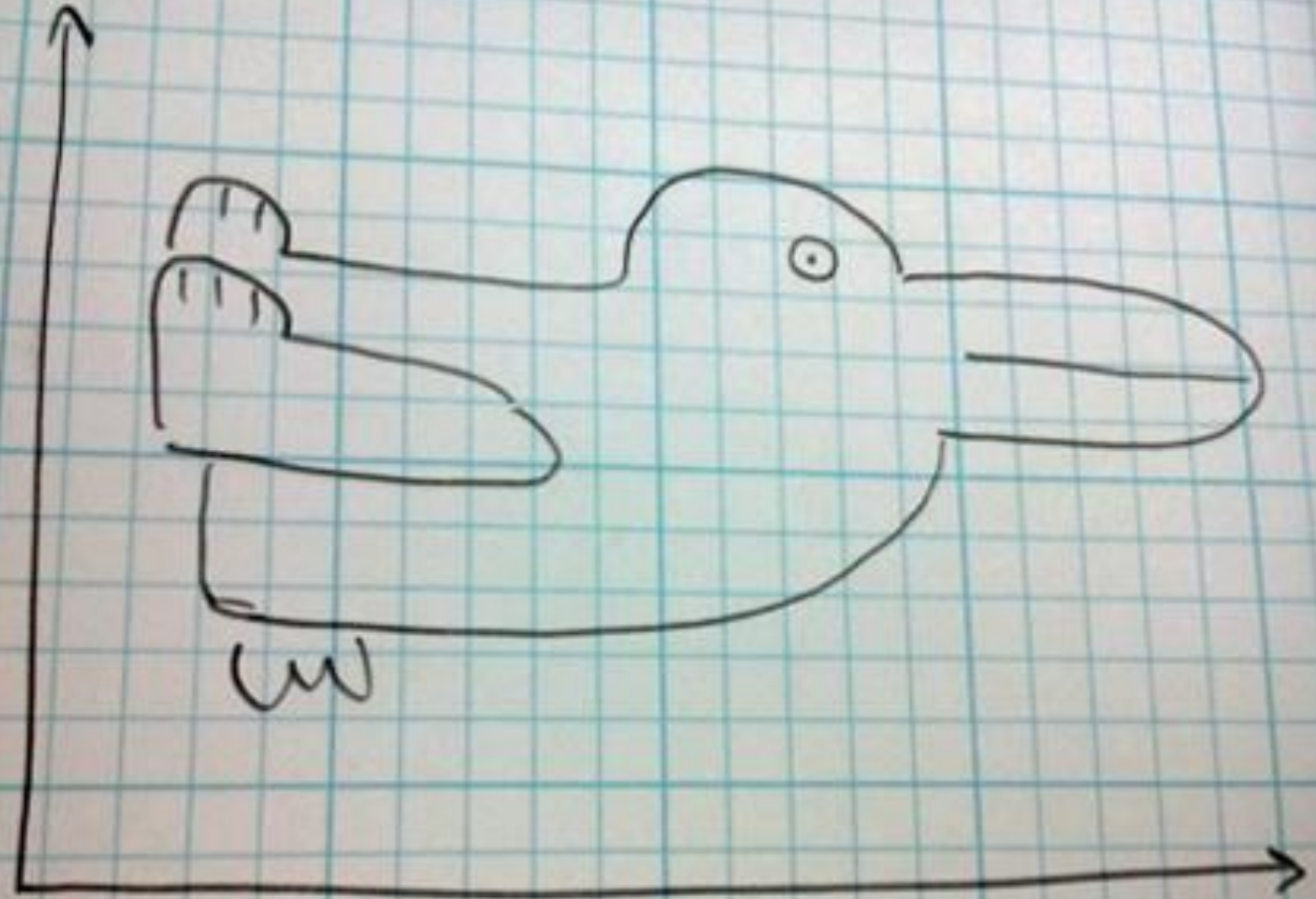
They Try Out New Apps Every Month...



Poor visualisations/ use of BI software



RABBIT



DUCK

The issue at hand



“There’s a strand of the data viz world that argues that everything could be a bar chart. That’s possibly true but also possibly a world without joy”

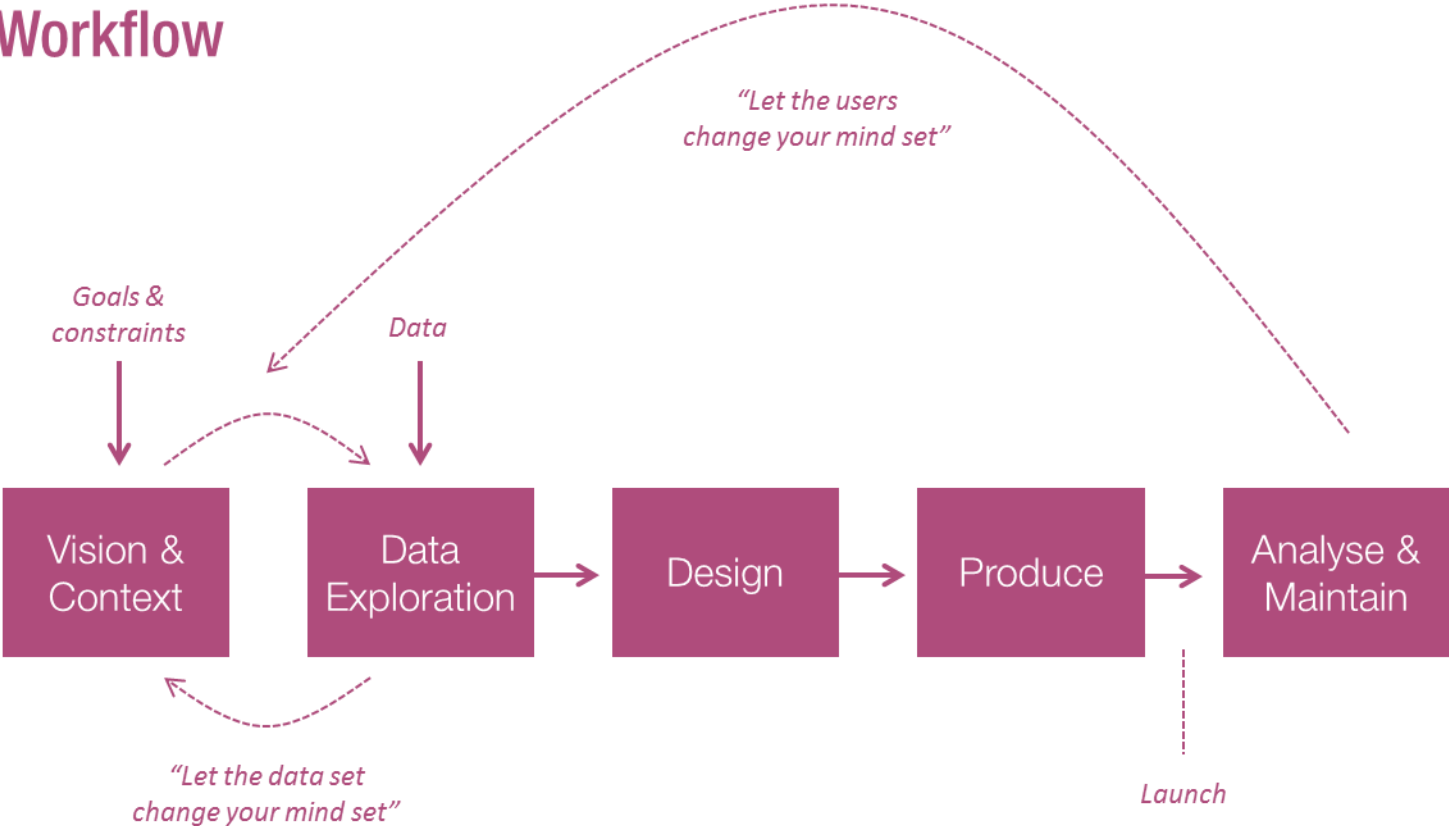
Amanda Cox, *The New York Times*

“Design is a process, not a product.
Design(ing) is a process, not a product.”

Scott Murray (2014)

Moritz Stefaner (2013)

Workflow



THE DEMOCRATISATION OF DATA



Bringing together the best of both worlds...

BI

- Beautiful visualisation
- Flexibility
- Self-intuitive
- Speed of development
At the forefront of modern data visualisation practice
- Data blending

MR

- Our proprietary-developed technology
Individual customer responses, Direct customer feedback, Red alerts etc.
- Our experience/understanding of survey data



Our solution in focus...



10 clients on board

40,000 weekly users

Bespoke solution tailored to the requirements of each client

Significant investment in **branding** and **communication**



EXAMPLE



A **process** not a **product**

Using the **best tools**

Bringing the client **closer** to their **customer**

Future-proofing the **solution**

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