



## Market Research Division Capabilities



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# Company Information

- ❖ NLogic (formerly BBM Analytics) is the market research subsidiary of Numeris (formerly BBM Canada), the leading supplier of radio and television audience ratings services to the Canadian broadcast and advertising industries.
- ❖ Numeris began in 1944. NLogic began in 1996 (operated under *ComQuest Research* until 2006).
- ❖ Gold Seal Accreditation from the MRIA.
- ❖ Member of CASRO through Numeris.
- ❖ Individual membership with ESOMAR.



# Overview of Services

- ❖ NLogic provides high quality data collection services for CATI, online, and mail surveys.
- ❖ 250+ contact centre seats - fast turnaround time for large projects.
- ❖ Extensive experience conducting customer satisfaction, media research, consumer, and B2B studies.
- ❖ NLogic is supported by the extensive resources and technology of Numeris including high-end IT security, support systems, and sophisticated research capabilities.
- ❖ NLogic can provide in-house qualified sample that can help increase survey response rates, lower overall study costs, and reduce survey completion time.

# Experience - Consumer and B2B studies

## ❖ Consumer

- ❖ Insurance (customer satisfaction)
- ❖ Public Service Pension Plan (member satisfaction)
- ❖ Government / Economy (programs and services, healthcare)
- ❖ Banking (product technology awareness and usage)
- ❖ Media (consumer behaviour, technologies)

## ❖ B2B

- ❖ Small, medium, and large sized businesses in Canada and the US
- ❖ C-Suite, Senior Financial Managers
- ❖ Automotive Industry Managers
- ❖ Physicians, Optometrists, and Ophthalmologists
- ❖ Veterinarians

# Data Collection Services

- ❖ 250+ CATI stations / 50+ VCC seats
- ❖ 3 contact centres: Moncton, Montreal, Toronto
- ❖ CATI / Online / Mail methodologies
- ❖ Voxco, DASH, Quancept CATI software
- ❖ In-house CATI programming
- ❖ Web programming and hosting
- ❖ Predictive dialing
- ❖ Call Recording
- ❖ Remote monitoring
- ❖ Multilingual interviewing (including French, Spanish, Cantonese, Mandarin)



# Numeris Radio and TV Diary Sample

## What is it?

- ❖ Through the work we do with the Radio and TV audience measurement, we have compiled an exceptionally large database of Canadians containing demographic profile, media habits, product and service usage, and psychographic profiles.
- ❖ We can combine any of these attributes to create a unique targeted sample for marketing research purposes.

## Where is the value?

- ❖ Use of targeted sample will increase response rates thus driving total study costs down.
- ❖ Studies with tight timelines can be completed more quickly.

# RTS Consumer Sample

- ❖ RTS is a twice-yearly study with over 42,000 respondents, reporting consumer and media behavior across a wide range of categories.
- ❖ RTS reports consumer behavior across categories such as automotive, high tech, financial, travel, telecom, retail, restaurants, home improvement stores, sports, and leisure.
- ❖ Sample sizes are the largest by far of any Canadian media study with a total in-tab sample of over 42,000.
- ❖ Ideal for lower incidence studies.
- ❖ MAJOR MARKETS: Toronto, Vancouver, Montreal
- ❖ OTHER MARKETS: Halifax, Quebec City, Ottawa Anglo, London, Calgary, Winnipeg, Edmonton



# Additional Services

- ❖ Tabulations
- ❖ Coding
- ❖ Data entry
- ❖ Transcription
- ❖ Translation services
  - ❖ Questionnaires
  - ❖ Verbatim responses



# Quality Control

- ❖ NLogic quality assurance standards mirror those of its parent company, Numeris. Data integrity is a top priority in the audience measurement business and Numeris' systems and procedures are uniquely transparent, continually monitored and improved through the member committee structure.
- ❖ A high level of management support, deliberate focus on coaching and development as well as constant communication with end clients ensures that results are consistent and accurate.
- ❖ As part of our ongoing commitment to quality and service excellence, we have a team of Quality Control specialists who ensure the integrity of the respondent experience and data collected.
- ❖ Our quality program follows established MRIA best practices in line with our Gold Seal Accreditation status.

# Contact Centre Staff

## Average Field Staff Tenure

- ❖ Managers 6+ years with Numeris
- ❖ Supervisors 5+ years with Numeris
- ❖ Recruitment Coordinators 3+ years with Numeris
- ❖ Quality Control 3+ years with Numeris
- ❖ Interviewers 1.25+ years

Note: Supervisor : Interviewer Ratio = 1:15

## Staff Hiring and Training

- ❖ Rigorous and comprehensive screening process
- ❖ Highly trained interviewing staff
- ❖ Strong focus on employee engagement and tenure

# Contact Centre Hours

## ❖ Monday to Friday

Daytime: 9:00 AM to 5:00 PM EST

Evening: 5:00 PM to 12:00 PM EST

## ❖ Saturday and Sunday

10:00 AM to 8:00 PM EST

# For Further Information

**Connie Classen**  
**Operations Manager, Market Research Division**

Tel: 416-847-2079

Email: [cclassen@NLogic.ca](mailto:cclassen@NLogic.ca)

