



Zoluzen

Pioneers in processing

www.zoluzen.com

Market Research and Back End Processing



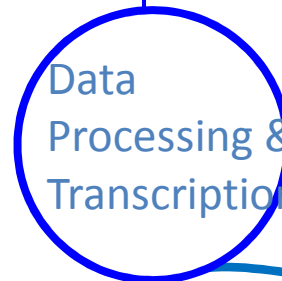
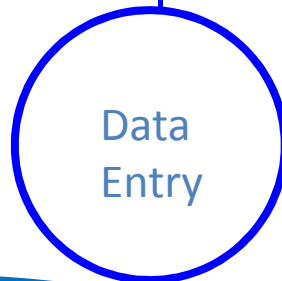
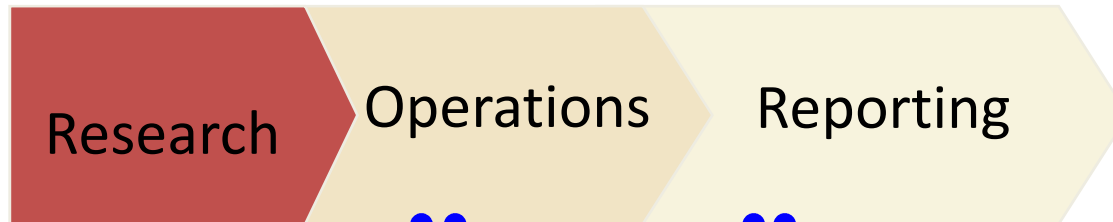
MR Offerings



Wide range of back end support services (KPO)

We primarily support clients' **Transcription, Data Processing and Reporting (Qualitative and Quantitative)** requirements

Client's focus on value added services and Zoluzen on the rest



Data collection

Online survey

Confermit, Survey shack, Questionpro

Tools

Edit Question Delete Question ▲ Move Up ▼ Move Down Cut Copy Add Help ?



10 * Which type of muffin are you most likely to buy for the following occasions

	Mini	Standard	Large	Any
Kids Parties	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Treat	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Lunchbox	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>

Thanks to Zoluzen for the timely work – Ohio group, Oman

Data entry

Types

Online, off line, editing, modification

Yes, I can see all are completed in the system.
Thank you so much for scaling up in a short time frame
– MR firm from Singapore

P	Q	R	S	T	U	V	W	X	Y
17	18	19	20	21	22	23	24	25	26
S7	S8	S9.1	S9.2	S9.3	S9.4	S9.5	S9.6	S9.7	S9.8
Condom	MAP	1	1	1	1	1	1	1	0
MAP	OCP	1	1	1	1	1	1	1	0
IUS / IUD	OCP	1	1	1	1	1	1	0	0
OCP	MAP	1	1	1	1	1	1	1	0
Condom	IUS / IUD	1	1	1	1	1	1	1	1
Condom	IUS / IUD	1	1	1	1	1	1	0	0
IUS / IUD	MAP	1	1	1	1	1	1	1	0
Condom	IUS / IUD	1	1	1	1	1	1	0	1
IUS / IUD	erilization	1	1	1	1	1	1	0	1
Condom	IUS / IUD	1	0	1	1	1	1	0	0
OCP	MAP	1	1	1	1	1	1	0	1
IUS / IUD	Condom	1	1	1	1	1	1	1	0
MAP	IUS / IUD	1	1	1	0	1	1	0	0
MAP	OCP	1	1	1	1	1	1	0	0
Condom	MAP	1	1	1	0	1	1	1	0

Online

Looking at the list below, what type of contraception are you currently aware of?

Please include all methods that you are aware of, including those you just answered in the previous questions.

- Oral contraceptive pill (daily/ monthly)
- Morning after pill (MAP)
- Condom
- Safe Period/ rhythm/ calendar method
- IUS/ IUD
- Female sterilization/ ligation
- Vaginal ring
- Contraceptive patch
- Withdrawal method
- Vaginal contraceptive film
- Other, please specify
- None

Data processing

Thank you so much for your efforts and cooperation! The final document you sent to her seems perfect!

We are going to print it out and have a closer look. But it seems perfectly OK and beautiful!

Thank a lot. I shall keep you updated about the outcome of the survey. I have also looked into my budget, and as you requested, I shall be happy to accept an invoice of xxxx €. I think you deserved it thoroughly, and I thank Zoluzen's dedication during this quite complex survey!

I think I shall have others projects soon. I shall let you know when they are commissioned.

- Client from Europe

Raw data to tables

HTMLSE	GTH	2009-12-22	11:07:522127244	20091222110755	2009-12-22	10:36:170GELDERLAND	995998241413	2619	127244	272727
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HTMLSE	GTH	2009-12-22	11:37:1529096357	20091222113721	2009-12-22	10:32:240limburg	99597551957			
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HTMLSE	GTH	2009-12-22	11:01:1629541572	20091222110122	2009-12-22	10:36:370Utrecht	995997361263	760	9541572	272727

Table:1

Q1. Bonjour, Pour commencer, pouvez-vous préciser dans quel secteur d'activité

Base: All respondents

Proportions/Means: Columns Tested (1%, 5% risk level) - A/B - A/C - A/D

	Total	Salariés		
			10 à 49	50 à 249
				250 à 500
	A	B	C	D
Base	305	132	129	44
Services (banques, assurances, conse	70	31	29	10
	22.95%	23.48%	22.48%	22.73%
Autres industries	68	28	30	10
	22.30%	21.21%	23.26%	22.73%
Commerces	34	20	13	1
	11.15%	15.15%	10.08%	2.27%

Transcription offerings



- **Interview Transcription**

- Focus groups
- IDIs
- Telephone interviews
- Journalist interviews
- Medical interviews
- Meetings
- Legal

TAT - Zoluzen TAT is 48 hours from the receipt of audio - after ensuring second level QC

Transcription - Clients swear by us

I'll recommend your perfect and efficient transcription services to our colleague. Thanks a lot for your kind support.

- Client from Asia

Thank you for sending the transcripts for Lansing and understand you need to final proof these last two groups. I very much appreciate your efforts in trying to reach this goal.

- Leading Market Research agency from US

I received your (Zoluzen) name through a reference from your client. I would like to speak to you about transcribing the recording of a one day medical meeting that will take place the 5th of July in Paris. Could you please contact me at the number below?

- Medical meeting organizer France

Thank you for all your great works and congratulation on your anniversary.

- Qualitative agency from Korea

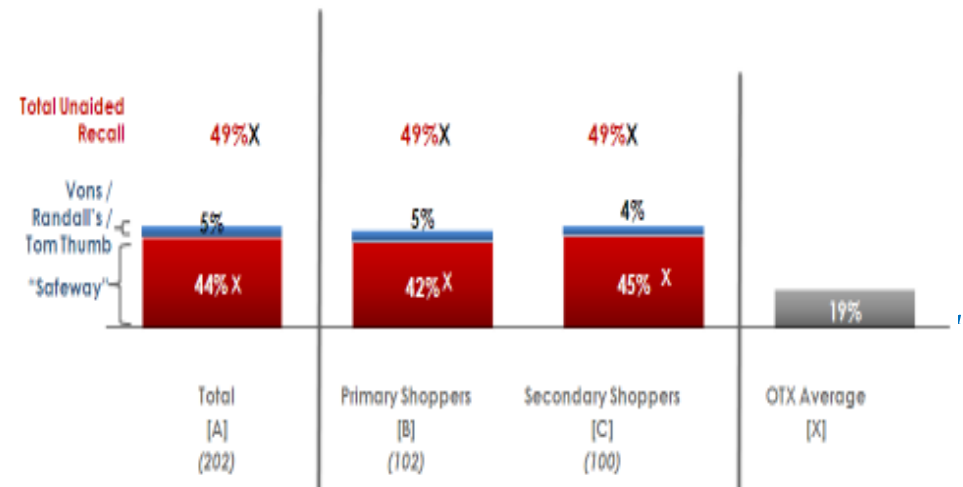
Charting

Sorry about they delay - We have a policy of paying my good suppliers on time, so please don't think bad of us,
 Zoluzen is one of our good suppliers
 - Consultancy from UK (A client who is willing to give references whenever needed)

A	B	C	D	E	F	G	H	I	J
					No				
				Hear	Hear	Eat			
				Ranc	Ranc	Roof Always			
		Total	Rese						
				EX2:	EX2:	EX2:	EX1:	Less	\$50K
	Specific	Types of	Ranchers	Ranchers	Ranchers			than	or
	Total	Mags	Mags	Reserve	Reserve	Reserve	Contri	\$50K	more
		(A)	(B)	(E)	(G)	(I)	(J)	(K)	(L)
Base	69*	39*	69*	64*	5**	45*	**	20**	49*
CORRECT - NET	80%	79%	80%	81%	60%	80%	-	80%	80%
CORRECT BRAND NAME - SUBNET	54%	54%	54%	56%	20%	56%	-	60%	51%
NET STORES - SUB-SUBNET	39%	41%	39%	41%	20%	44%	-	45%	37%
SAFeway - SUB-SUB-SUBNET	39%	41%	39%	41%	20%	44%	-	45%	37%
Safeway	19%	18%	19%	19%	20%	20%	-	25%	16%

Excel to PPT

- Unaided Recall-



Reporting

Again it was so nice to meet you in person in Bangalore. I will definitely introduce you to my circle for reporting tasks– I am also going to try to get a better idea of the pipeline going forward.

- Market Research client from US

Our client congratulated us for your user friendly reporting! Thank you!

As for the CBC report, I shall send you a structure of report in order for you to estimate the cost.

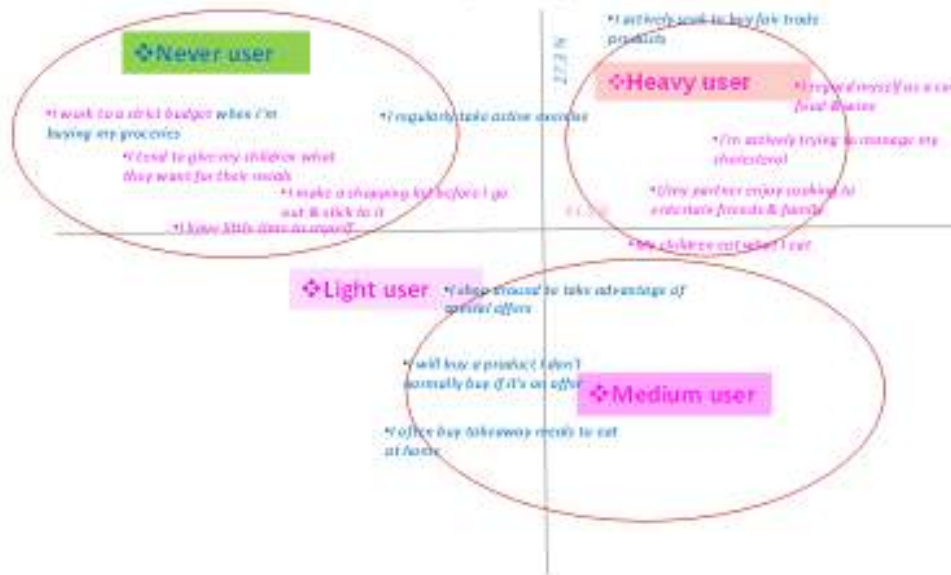
Thanks so much for your dedication!

- Long time client from Europe

Lifestyle Mapping

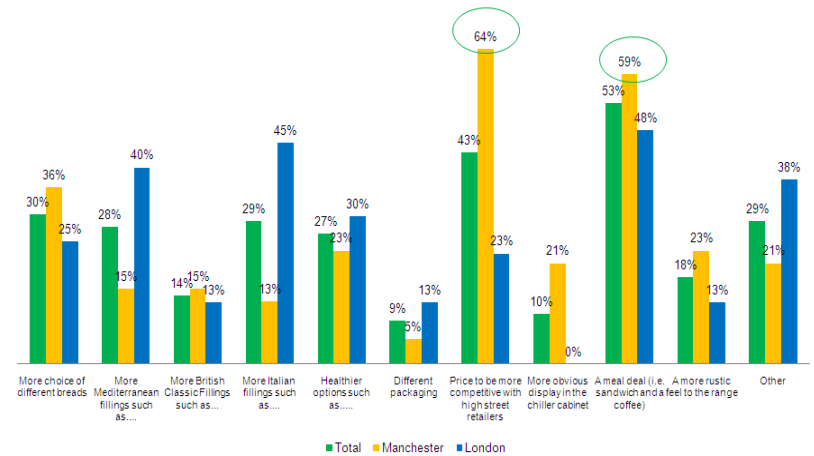
Heavy Buyers of Prawns (buy more than 1 x month) are health conscious, foodies and ethically minded.

Promotions/special offers are key for Light/Medium Users.



For Mancunians, price or meal-deal offers matter most. Londoners find varied and healthier options as persuasive factors

Q14. (SHOW CARD) Thinking about what would persuade you to buy a sandwich / more sandwiches from Caffè Nero, which are the AREAS (UP TO FOUR) you feel, would improve the offer available?



Qualitative - Reporting

Thank you for sending the reports as they show strong potential to support some of our future deliverable needs.
- Qualitative Market Research client from US

Impact of Gulf of Mexico Event

+ Consumer Behavior

- Consumers considered that the Gulf of Mexico event had occurred because of irresponsible behavior on Client's part
- They felt that Client isn't doing enough to control the situation
- Taken too long to get on top of the situation
- Boycotted Client products, in some rare cases vandalized Client gas stations

+ Dealer Behavior

- No significant impact in dealer behavior, they continue to believe strongly in the Client brand and its products
- However, they felt that Client could have done more to help them during the sales drop owing to Gulf of Mexico event, like:
 - Extending the relief program
 - Spreading more awareness about the relief program that they are offering presently

+ Sales

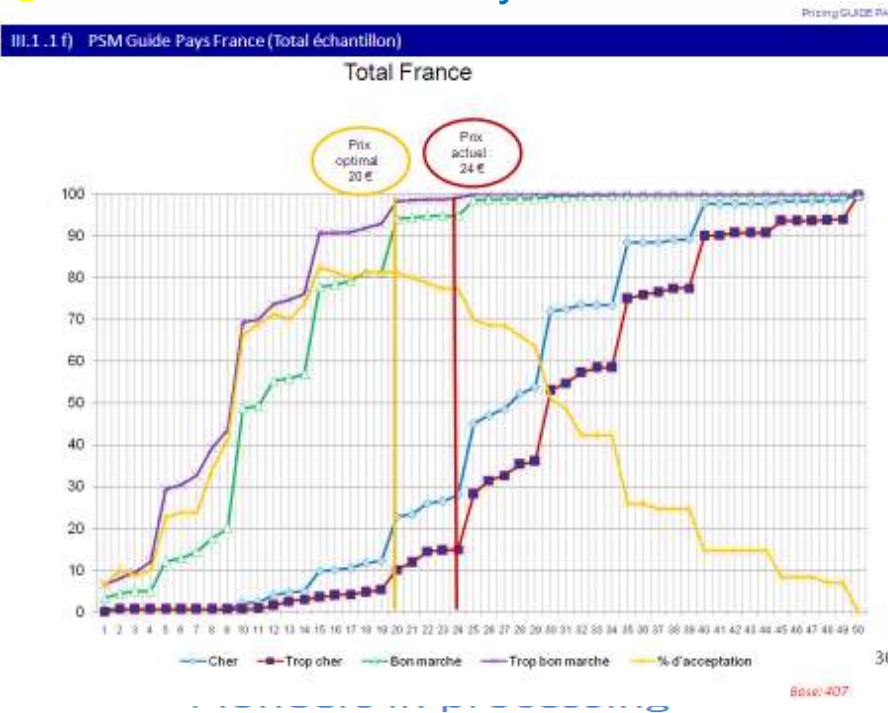
- Dealers in general experienced 10-15% dip in sales owing to Gulf of Mexico

- Panini is the most likely choice of products (higher among Manchester customers), followed by Bloomer (higher among London customers). Between Bloomer and Wrap, Bloomer seems to be the preferred choice
- Customers are neutral when it comes to likelihood of purchase (No difference between Londoners vs. Mancunians)
- While Londoners are positive on most of the parameters, Mancunians agree on quality, freshness and "easy to find"
 - ✓ Strong agreement on "Freshness"
 - ✓ Variety is good
 - ✓ Attractive packaging
 - ✓ Neutral on overall offer as well as on 'meeting one's needs'
 - ✓ Not value for money
- "Freshness", "Healthy" and "Choice" are main parameters for buying sandwiches
Price is a major criteria for Mancunians and Londoners would like to experiment with "interesting fillings"
- For Mancunians price or offers would be the prime motivators to purchase and for Londoners, variety and healthier options would persuade them to buy
- **Brown Bread sandwich with Cheese/Mozzarella, Chicken and salad are favourites**

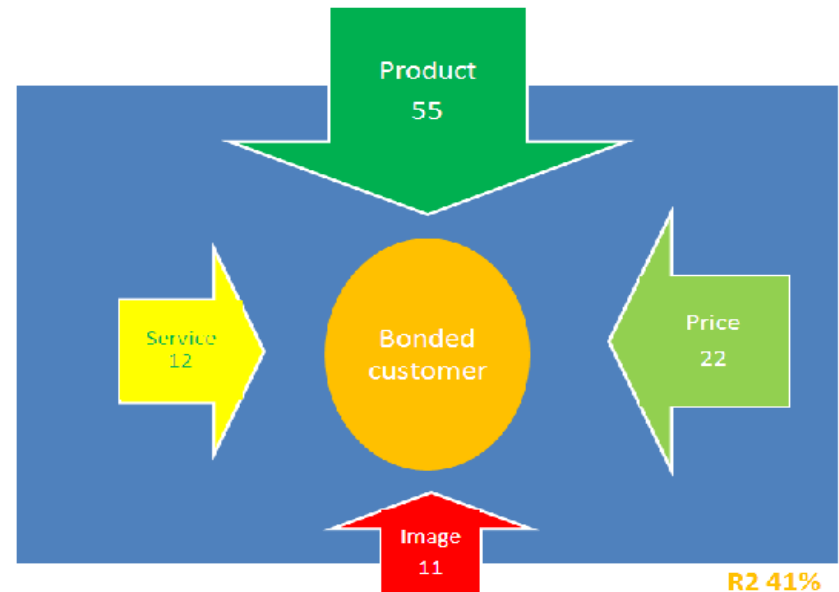
Advanced analysis

When it comes to extra analysis such as regression, variance analysis as well as in developing new models, Zoluzen is best - Market Research Consultancy from UAE

PSM – Price sensitivity measurement



Competitive Opportunity Analysis Factors that are influencing Bonded customers



About Zoluzen & Crew

Ramesh Hariharan - Has over 20 years experience in market research. He has travelled to and worked in different countries such as Japan & the UK. Prior assignments with Research International Japan, NFO/TNS, IMRB and in the UK leading the WPP group's analytics exercise..

Shubha Ramesh – Over 15 years in Market Research operations handling clients from across the globe

Knowledge Processing

Data analysis

Advanced Statistical analysis

Data processing

Charting

Reporting

Transcription

Online-CATI/CAPI/CAWI (Confirmit, Surveyshack, Questionpro)

Market Research Training

- Basics

- Advanced

- Technicals (SPSS/Quantum)

Benefits to Clients

50% savings

Addition to
bottom-line

→ by using a lower Indian cost base, clients can better utilize their time for value added services

Increased
Business Velocity

→ flexi timing based on client's request

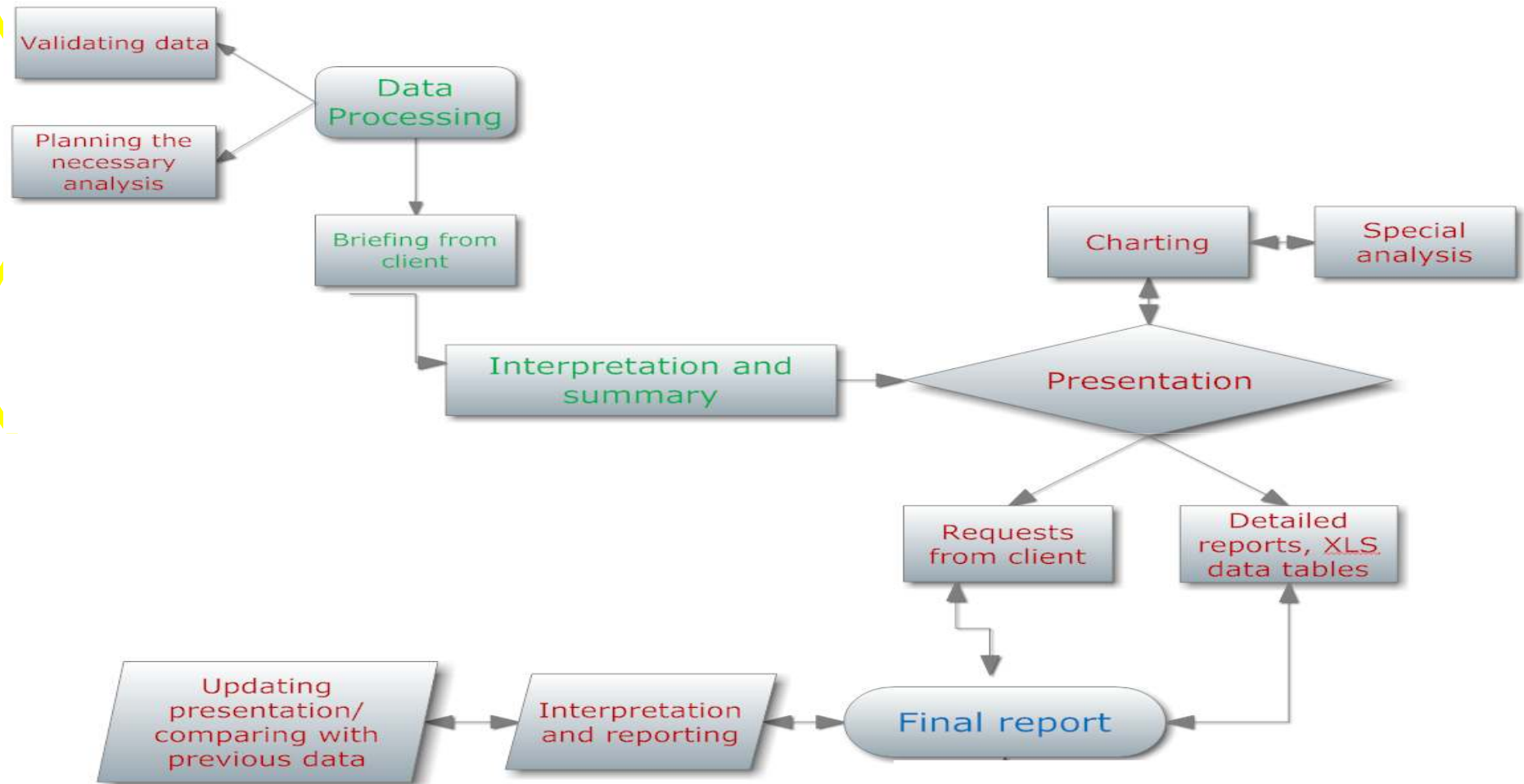
Ramping up

→ of support operations enabled by the large talent pool in India

Quality
enhancement

→ access to talented pool of experts, and adherence to high quality standards

Delivery model



Team of 5 seniors

A large pool of freelance professionals to tap into for respective tasks

Zoluzen Workflow for clients

Receipt of planning document and questionnaire



Receive Analysis plan



Obtain Raw Data from Clients



Write Data Checking Program



Analyze as per the plan and objectives



Generate Tables, Charts, Reports



Quality Check



Final Report

Reporting to the Client



- Time plan for the current week
- Planned analysis
- Inputs
- Regular updates

The Zoluzen Advantage

1 Quick Turnaround

- We take advantage of time zone differences, so that client receives the outputs on time

2 Guaranteed Quality

- Rigorous Quality Control processes, with up to 100% sampling based QC
- Extensive Reporting and MIS systems to keep track of processes

3 Process Driven

- Library of procedures to bank upon. Accurate and extensive documentation, training and a culture of being process focused

4 24*7 operations

- Specific teams to focus on client's working time/days

5 Established Communication

- Well defined systems guarantee no failure in communication

6 Use of tools and Applications

- Processes are supported by data management and processing applications. Software's used as per client's requirement

Contact us

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A. **Zoluzen**, Pioneers in processing
G8, Zoluzen Towers, Gitanjali Pirde, 3rd cross,
5th main, Near More and NCFE, MalleShPalya,
Bangalore, Karnataka 560075 - 080 25344494

