

Eureka Facts Core Capabilities

Survey Research

Survey design and execution
 Sampling design
 Snapshot & longitudinal
 Mixed mode studies
 Online survey programming and deployment
 Response analysis
 Data collection via online web-based surveys, phone (CATI), mail, intercept, direct observation
 In-depth interviews, focus groups, virtual focus groups

Marketing

Branding
 Market segmentation
 Offer/service targeting
 Positioning
 Direct response
 Marketing communications
 Strategic and tactical market planning
 Cross-sell & up-sell modeling
 Price & resource optimization
 Direct mail list brokerage
 List services
 Consumer and organizational behavior knowledge & attitudes

Data Analysis

Statistical analysis
 Data mining
 Advanced analytics
 Multivariate analysis
 Statistical testing
 Forecasting
 Predictive modeling
 Time series/ trends
 Data imputation, weights
 Segmentation analysis
 Decision modeling
 Classification trees
 Meta analysis
 Geography-based analysis & reporting
 Secondary dataset integration with large databases
 Data visualization

Customer Satisfaction

Understanding of existing metrics models: sought value, perceived value, top/bottom box analysis, ACSI
 Benchmarking studies
 Tracking studies
 Customer service evaluation
 Predictors of loyalty, attrition, repeat purchase
 Predictors of satisfaction
 Action Item processing and reporting

Government & Nonprofit Focus

Audience expertise
 Expertise in surveying professionals, government agency, executives, consumers, educators and teenagers

Public use & syndicated data

Census 2000 Summary Files, PUMS micro data, ACS, Tiger files. FIPS, BLS CEX, Dept of Ed CCD, PSS, HHS CDC data

Demographics & Geo-demographics

Geo-demographics Tapestry, ACORN, PRIZM

Core Technical Capabilities

Knowledge Discovery and Data Transformation – Expertise in the capture, transformation of data into actionable insight

Content and Knowledge Management - Processes for data management, documentation, content creation, editing, collaboration, transformation, publishing

Quality Assurance – Standard project methods and processes, review and approval procedures, integrity, accuracy controls

Technology Support – Intensive use of current technologies to support workflow, data capture and transformation, delivery and security

Project Management – Use of professional collaboration and project management tools and methodologies to meet objectives and maximize resources.

Team Approach – Multicultural and multidisciplinary high performance teams environment

Core Supporting Foundation