COMPANY PROFILE

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ABOUT US

Intel Research Solutions (IRS) is an African based full market and social Research company Headquartered in Nairobi, Kenya.

Intel Research Solutions also has affiliate offices in Uganda and Tanzania, we have field contacts in more than 12 other countries in Sub Saharan Africa.

Intel Research Solutions attributes its growth to innovation, high level of professionalism and dynamism.

Services provided include:

Customer & Employee Satisfaction Surveys, Market Segmentation Studies, Brand Health checks, Consumer Usage and attitude studies, advertising awareness/impact surveys, advertising pre-post testing, media surveys, pricing studies, new product research, market feasibilities, formative research, perception surveys, KAP studies etc. We also work with our clients to enable them transform the research data to insights and then into action.

MISSION
To revolutionize the field of market and social research

VISION
To help our clients achieve success by enabling access to diversified research products including quality intelligence, analysis and market research consultancy, that provides businesses with reliable evidence as a basis for decision making, based on good corporate practices, delivered within committed time and cost.

1. MARKET RESEARCH

Customer Satisfaction Surveys

Identifying unhappy customers is as important as identifying extremely happy ones.
Our customer satisfaction tool enables companies to measure satisfaction levels of various touch points, net promoter score, and identify priorities for improvements.
Corporate Reputation Studies
A good reputation is an organization's most valuable intangible resource that should be measured and understood in the context of competitors. Our corporate reputation management research tool uses mixed methodologies to track the evolution of the corporate reputation of a firm over time.
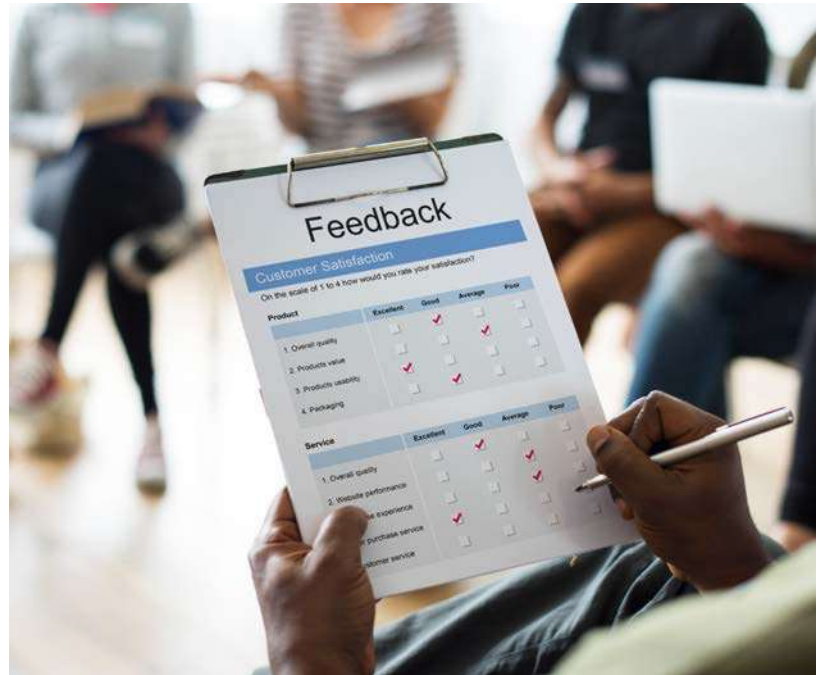
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Mystery Shopper's Survey

Collecting feedback by using mystery shoppers provides you with a view of your customer experience from the eyes of your customers and it is important to measure the quality of customer services that your employees are offering at the point of service. Our team visit and make calls to a service outlet incognito and then evaluate the service levels.

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Product Testing Research

We are committed to work with clients to help them collect qualitative and quantitative information about consumer's potential consumption/usage behavior, preferences, and reactions on a product. The end-goal of our vigorous product testing research is to ensure that our clients launch superior products and at the best value.

Employee Engagement Survey

A satisfied employee is not necessarily an engaged employee. our customized employee surveys measure the degree to which employees feel valued at your company, engagement levels, the key engagement drivers, vulnerabilities, priorities for improvement and
 organizational change potential.

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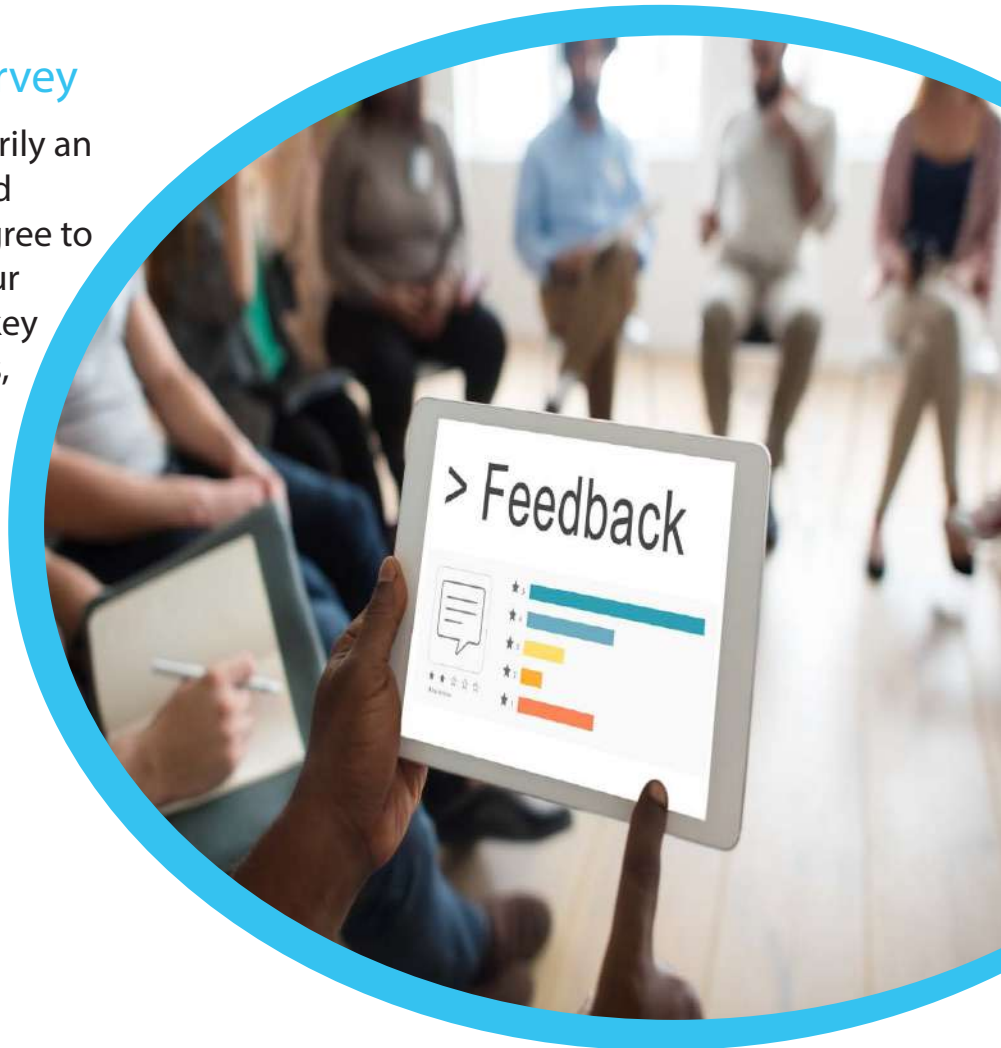
2.SOCIAL RESEARCH

Opinion Polling

We measure public opinions in order to provide factual data for campaigns decision making. Our opinion polls have been instrumental in enabling organizations understand the perceptions and opinions of the public.

Monitoring and Evaluation (M & E)

Our M&E tools assist our clients improve performance and achieve results for their programmes

OUR STRATEGIC FIT

Experience in conducting market research surveys:

Intel Research Solutions (IRS has experienced team in conducting market research surveys. Among surveys that IRS and its staff members have conducted include: Customer satisfaction, Employee satisfaction and stakeholder satisfaction surveys for various Clients.

National & large surveys:

(IRS) has experience in data collection, data entry and analysis of large surveys. We have handled samples of over 30,000 for National Opinion Poll

Experience on Electronic data collection.

(IRS) work closely with data management teams that are well versed with several data collection using mobile phones and tablets.

GPS mapping:

IRS have proven experience of using GIS mapping; We have GPS instruments and has the capacity to collect data by both hard copy questionnaires and electronic tablets.

Regional field teams:

We hire our teams in regional, district bases to balance the clan representation of the task force; as well as gender balance.

Field teams:

We have a robust database with the personal information of more than 100 well trained enumerators, supervisors, coordinators, data entry clerks and researchers; and an instant messaging system to call for all its on-call task force throughout in and outside Kenya.

Analysis capabilities:

IRS) has the ability to analyze all types of data by applying advanced statistical and mathematical techniques on SPSS, Stata and R, including multivariate analysis, such linear and non-linear regression analysis, in addition to all types of descriptive statistical analysis

NATURE OF BUSINESS

Some of the areas of specialization areas in research, the list includes a wide variety of products and/or services

- ✔ Market Research
- ✔ Advertising/Communication research
- ✔ Brand Equity surveys
- ✔ Concept testing
- ✔ Customer satisfaction and Mystery shopper surveys
- ✔ Employee satisfaction and corporate reputation
- ✔ Feasibility studies
- ✔ Market segmentation studies
- ✔ Monitoring and Evaluation surveys
- ✔ Impact Evaluation studies
- ✔ Baseline, Midline (Mid Term review) & End Line surveys
- ✔ Opinion Polling

METHODOLOGIES

- ✔ Household interviews
- ✔ Street intercepts
- ✔ Exit interviews
- ✔ Telephonic and E - mail interviews
- ✔ Central Location Tests
- ✔ In home user tests

- ✔ Focus group discussions
- ✔ Key informant interviews/In depth interviews
- ✔ Ethnography/Immersions/Observations

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CONSUMER INSIGHTS

Concurrent with our traditional expertise of offering data collection, we endeavor to provide rich in- sights that effectively guide decision-making for your (clients') business. At the center of our market and marketing research offering is the ability to apply appropriate methodologies and dive deep into consumers' lifestyle, draw journey- maps, acquire brand perception and preference indices, and use that data to map out brand equities and thereby advise our clients accordingly. We succeed in all these because of a number of reasons, thus: We know our clients quickly recognize both their needs and their wishes. This helps us build close and successful relationships.

We translate regional strategies to local markets.

We constantly introduce new knowledge, technologies and innovative research ideas to enhance solutions for our clients.

Our wide range of analytical tools results from our innovative spark.

We have a team of experts with more than 7 years' experience in marketing and social research. This gives us the confidence and n extension our clients that the projects undertaken will be done with precision, professionalism and integrity

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PROWL OUR PROWESS

ASSIGNMENT NAME	YEAR OF EXECUTION
Presidential National Opinion Poll	June 2020
Machakos Opinion Poll	March 2020
Dabaso ward by election opinion poll	July 2020
Kahawa Wendani By election Opinion Poll	July 2020
Kibwezi East Opinion Poll	July 2020
Msambweni Constituency Opinion Poll	July 2020
Nyeri County Opinion Poll	Jan 2021
Machakos Senatorial Opinion Poll	March 2021
Kiambaa Constituency By-Election Poll	June 2021
Muguga Ward By-Election Poll	June 2021
National Opinion Poll	Feb-2021
Mystery Shopper-Sarit Centre	August-2021
Mystery Shopper-Naivas Supermarket	January-2021
Mystery Shopper-Shoprite	Nov-Dec-2019
Mystery Shopping/Exit Interviews-AAR	July-2019
Product Testing-Pg-Foods	Nov-2021
National Opinion Polls (Predicted presidential poll accurately	Feb-2022, March 2022, April 2022,May 2022, June-1st, August 2022