

Clients satisfaction is our Achievement

**D & Y RESEARCH CONSULTING PRIVATE LIMITED**

GSTIN 07AAJCD0002D1ZG PAN No : AAJCD0002D

Certificate of Incorporation U74999DL2022PTC392120.

# MISSION & VISION

***“To be a preferred research & consultancy firm by offering Superior Client Service, Strategic Insights, Innovation, Quality & Commitment”***



## INFORMATION

- Today is the age of information, however the most critical element is the accuracy of the information & the speed at which it comes to you.
- It has to be timely, relevant and accurate.
- We at Brand Mantra have focused on using State-of-the-art technology & robust system and processes to ensure the information collected is timely, relevant and accurate.

## INNOVATION



- This century has been full of innovation.
- New technologies, new products, new services, whole new industries have emerged.
- Innovation is the need of the hour for competitive advantage.
- We invest in developing & using innovative statistical and analytical tools to make data come alive & gain actionable insights.



## INSIGHTS

- The business world is constantly evolving and with it the business of market research.
- Every business needs to maintain competitive advantage
- We have the passion to deliver insights that are strategic, meaningful and actionable

***Actionable insights***

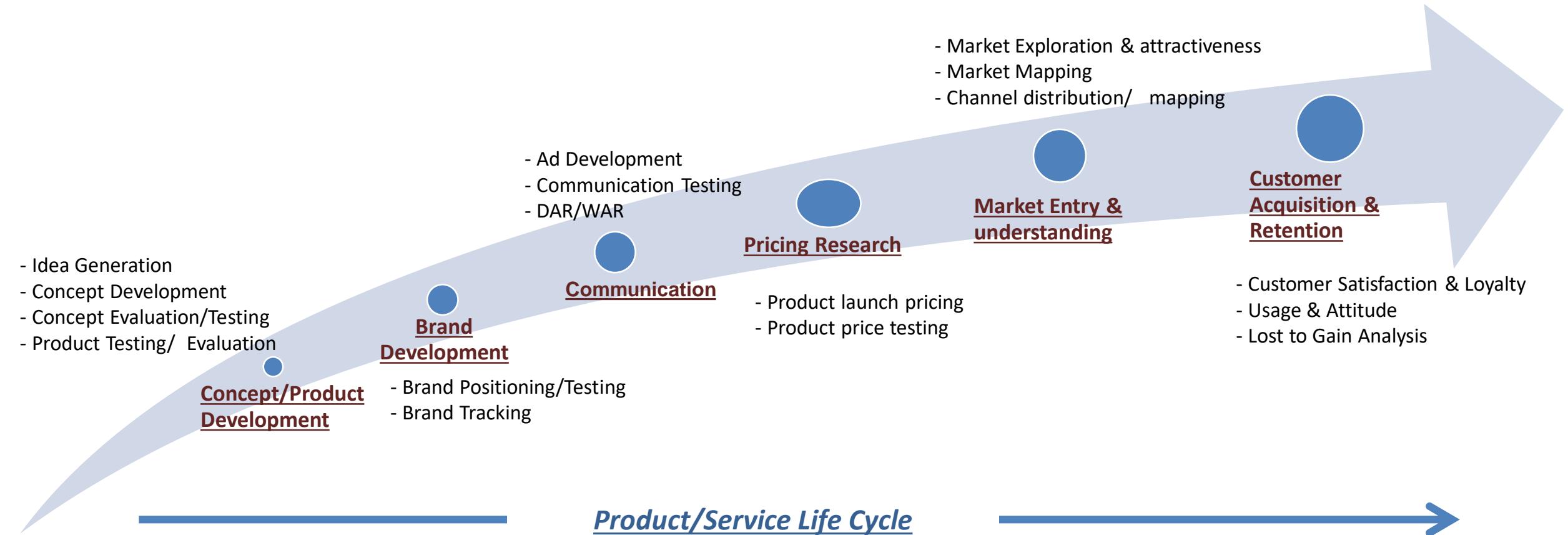
***Quick Turnaround***

***Flexible Approach***

***Committed to Quality***

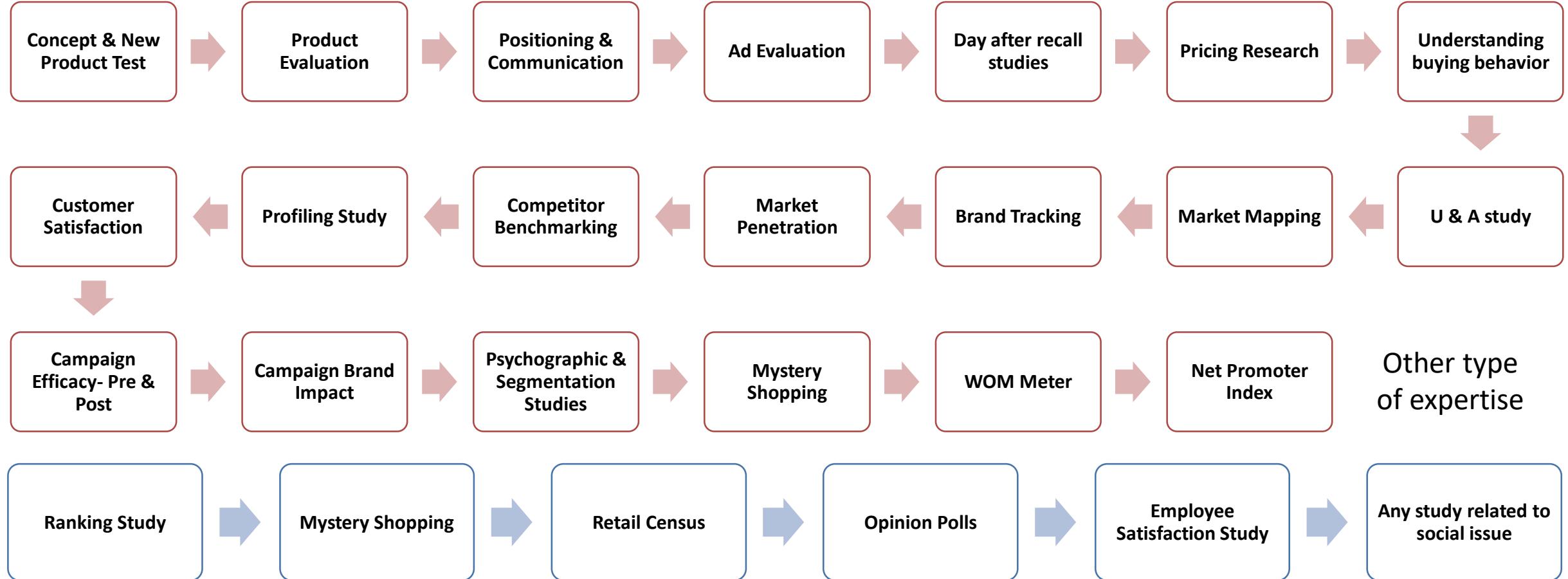
# OUR COMPREHENSIVE SERVICE OFFERINGS...

*We bring extensive knowledge to the clients with customized research solutions across marketing functions.*



# WE SPECIALIZE IN...

*We bring an extensive knowledge, with the core team having a vast experience in customized research solutions across marketing functions*



# OUR STRENGTH



**Highly Qualified data collectors**

**Wide network Reach**

**Tech-Enabled F2F Data Collection**

**Third Party Auditing**



**Advance Analytics**

**In-House Data Processing**

**Product Promotion and event**

**Product & Concept Marketing**

# OUR METHODOLOGIES

## QUANTITATIVE

We offer an array of effective, customizable techniques for quantitative research- all scalable to meet your unique research needs with the help of:-

- 01**  
**Strong in-house field and data processing infrastructure**
- 02**  
**Hands-on involvement of senior research professionals in each assignment**
- 03**  
**Strong commitment to providing actionable information and insight to clients**
- 04**  
**Strict adherence to promised timelines**



### Our Quant Methods

- PAPI
- CAPI
- CATI
- Hybrid Gang Surveys (Qualitative in Quantitative report)
- Come Over – Central Location Test
- Excuse Me – Street Intercepts
- Knock Knock! – Door to Door
- In-Home Usage Test
- Spy! – Mystery Shopping

# OUR METHODOLOGIES

## QUALITATIVE

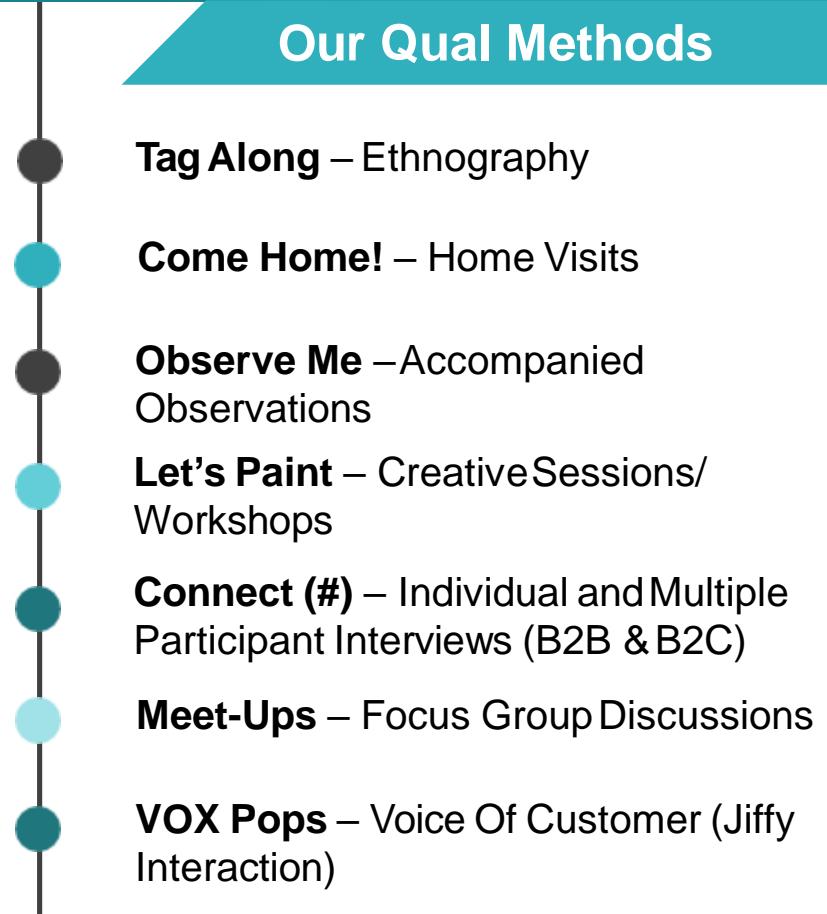
Vmak's team of research professionals employ a variety of in-person and digital approaches designed to uncover stories that matter around consumer perceptions, attitudes, and behaviors

**Our focused approach for actionable qualitative insights**

**Targeted Recruiting**

**Creative Moderating**

**Strategic Reporting**



# RESEARCH & INSIGHTS



## Brand Image and Development Research

- With our brand research solutions, we will help you to uncover the health of your brand vis-a-vis competition which will enable maximize your brands' potential by identifying threats and opportunities
- With **Brand equity measurement** and **Brand health measurement** and **tracking** research we will help you to understand, measure and manage your brand

## Mystery Shopping & Audit

Our Mystery Shopping & Audit services such as **Customer experience audit**, **price check audit**, **Store staff audit**, **Customer service audit**, **Visibility audit** will help you objectively measure the quality of your customers' experience at retail stores and compliance to policies and SOPs at service locations



# RESEARCH & INSIGHTS



## Advertising Research & Tracking

- Our broad range of advertising testing solutions will determine if your ads will perform well in market or if they should be improved
- Our advertising research services include **Pre-launch testing**, **Advertising effectiveness measurement post launch** and **Brand and advertising tracking studies**

## New Product Development and Product Testing

- We help brands develop new products from the early idea generation through to launch
- Our development and product testing services include **New concept testing**, **Product and usability testing**, **Packaging & design testing** and **Pricing research**



# RESEARCH & INSIGHTS



## Customer Relationship Assessment

- Our customer relationship programs evaluate the overall brand relationship strength and identify which parts of the overall customer experience need to be improved and which will provide the greatest return on investment
- Our customer relationship assessment services include **Customer satisfaction**, **Channel partner satisfaction**, **Customer transactional assessment** and **NPS**

## Usage & Attitude Research

- Our U&A research will help organizations to see their business from the eye of the consumer or buyer. They are used to test the effectiveness of a company's image, brand or advertising campaign
- By determining user attitudes toward the company/brand, the way they perceive the company/brand (image), and how or how frequently they use the company/brand, we can uncover motivations and drivers of usage



# RESEARCH & INSIGHTS



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# QUALITY MANAGEMENT SYSTEM

A quality management system (**QMS**) can be expressed as the organizational structure, procedures, processes and resources needed to implement quality management. It has to have a focus on sustainability issues with the assumption that other quality problems will be reduced as result of the systematic thinking, transparency, documentation and diagnostic discipline that sustainability focus implies.

The vision of **QMS** is to ensure that the client servicing (**CS**) team gets an authentic data by having in place a professionally structured **QMS** team which help the data collection teams (both internal and external) to give the best of their abilities. This would be ensure by helping and guiding them in putting in place a strong & measurable system / process. Training and nurturing the field leaders who would be able to implement and monitor the system and process.

QMS will also build a confidence within the field partner as the approach would be to help & support them in **THINKING QUALITY** and **NOT POLISHING** them.

# Elements of a Quality Management System

## TQM Model



# QUALITY ASSURANCE AND DATA INTEGRITY

We carry out elaborate training upon recruitment, covers the principles of market research, Operations standards, practical sessions on our software, as well as a discussion of ethics and confidentiality.

We categorically plan all the activities under these 3 phases and monitor them as follows:

## Pre Field Work

- Clear understanding of the project by the Executive in charge (EIC) for appropriate manpower recruitment
- Talent based recruitment
- Appropriate translation of the q'res, if required
- Thorough briefing of the job assignment/projects
- Through mock calls/pilot interviews before taking a final call on the interviewers/supervisors selection
- Give importance on the following sampling procedures:
  - *Ensure proper selection of the areas.*
  - *Decide the starting points keeping in mind the SEC spread, covering the entire cities*
  - *Mapping of the city*

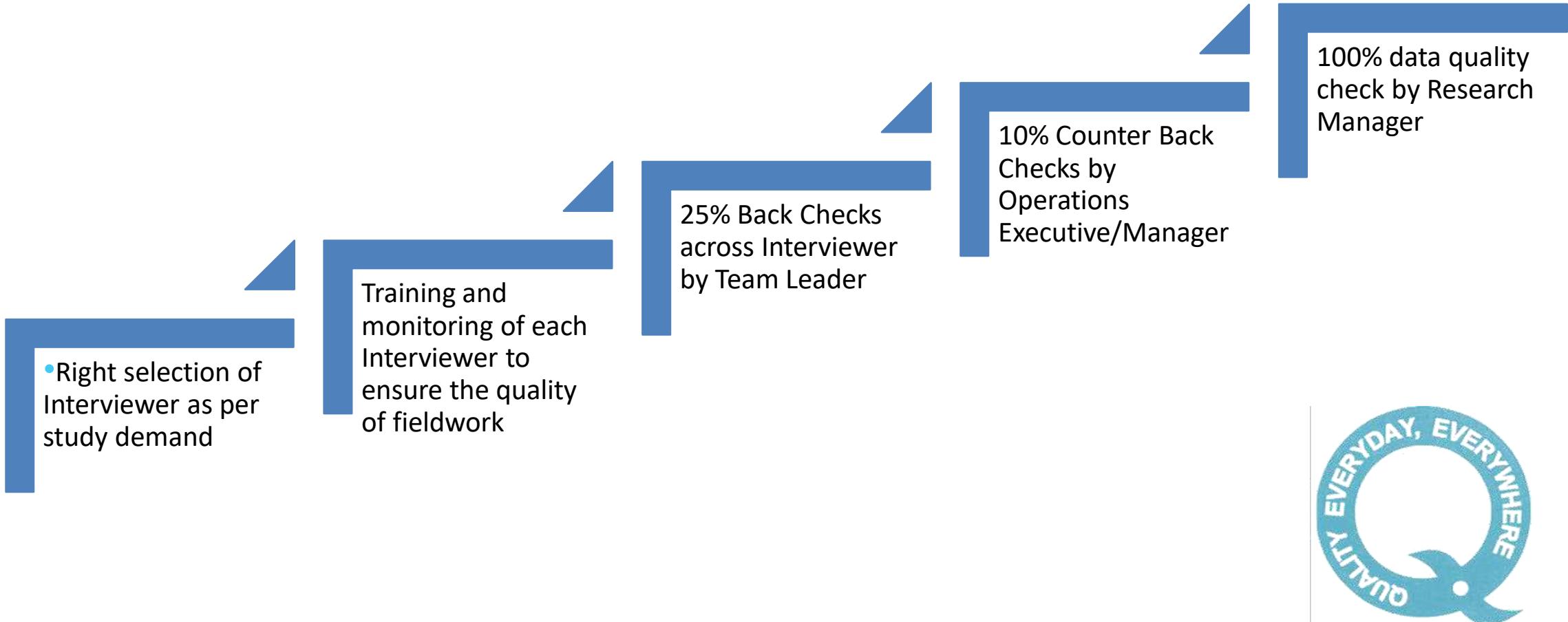
## During Field work

- **Accompanied interviews** – helps gauge interviewer's understanding & pattern of responses to expect; it also helps in giving initial feedback to the Research team
- **First day feedback**- Mandatory for all the interviewers to attend together. In this first reporting, the challenges, problems etc are discussed and along with tentative solutions
- **Scrutiny**- 100% scrutiny of all the interviews by EIC & Supervisor
- **Quality Check/Back checks** - 30% back check by Supervisors and EIC; The EIC carries out counter back checks of the Supervisors.
- **Audit Team** -Surprise audit teams to multiple locations. This is confidential and only known to the Sr. field personnel or the project manager.

## Post Field work

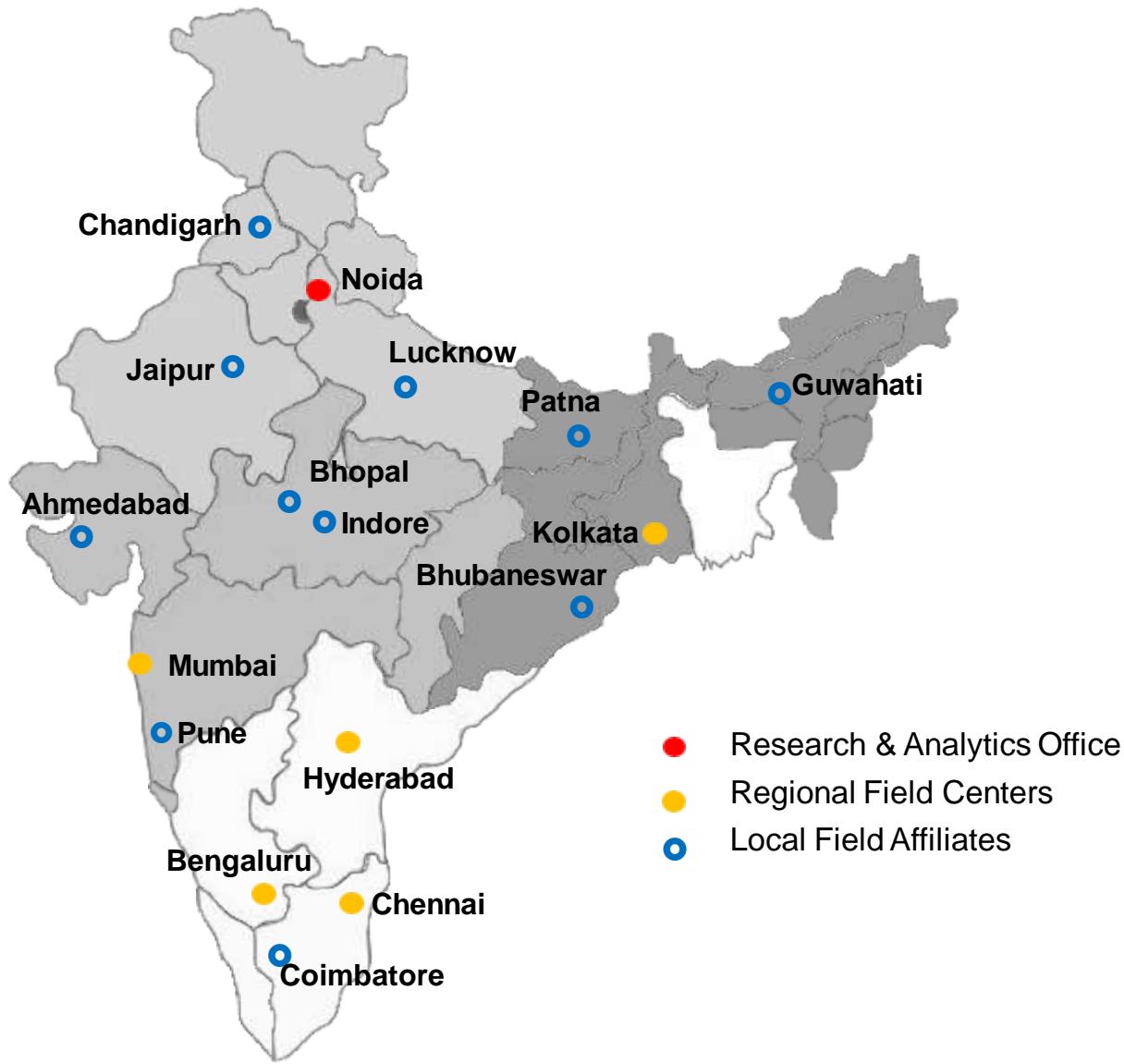
- **Project Completion Report (PCR)**: Every EIC submits the PCR for each project city wise. The PCR gives a clear understanding about the project in terms of details of the team; nos. of guided and back check has been done in the project for each city etc.
- **Quality Report from DP**: We are going to introduce the quality report soon which will be coming from the DP team (data entry team) such as nos. of back check, guided interviews done, nos. of errors etc. This will be a second check of the quality report besides the PCR.
- **Field Incentive Program**: Good quality work is recognized & rewarded. The reward could be a certificate, recognition on mail as well as the monetary incentives.

# QUANTIFYING-QUALITY CONTROL PROCESS



# Our infrastructure

# OUR REACH



## PAN India reach

- We have PAN India reach through tie-ups with trusted local teams for various important centers across India
- Also our team travel from base centers to various centers to manage the data collection

# SOME STUDIES

## KYC for E commerce Portal

- The objective of the exercise is to enrol as many as we can for a e commerce portal for generate their customer database for their future strategies
- Any Adult having their Aadhar card enrolled

Region	Team Strength
Delhi/NCR	200
UP	350
RAJASHTHAN	50
PUNJAB	75
HARYANA	50
HIMANCHAL PRADESH	15
WEST BENGAL	100
ASSAM	25
BIHAR	250
JHARKHAND	150

Region	Team Strength
MAHARASHTRA	200
GUJRAT	125
MP	150
CHHATISHGARH	50
KARNATAKA	25
TAMILNADU	100
ANDHRA PRADESH/ TELANGANA	150
KERALA	20
NEPAL	50

# CONTACT

**Head Quarter:**

225 Rajendra Park  
Extn. Nangloi  
New Delhi-110041

**Contact Person**

Mr. Ravinder Kaushik  
+91 8826269940  
[info@dyresearch.in](mailto:info@dyresearch.in)  
[dyresearch1@gmail.com](mailto:dyresearch1@gmail.com)



**THANK YOU!**