

Client Case Study – Supply Chain Administration

The client is market research division (Revenue GBP 500 million; 6,000 employees) of a London-listed GBP 10 billion media firm. The global head of data processing engaged us to provide market research and analysis support for the firm's clients in Asia Pacific region.

Our team in Guangzhou now provide a wide range of survey creation, scripting, data mining, tabulation, and reporting support using tools such as SPSS. We also provide detailed reports back to client researchers for use with clients in the Hospitality, Retail, Financial Services, and Transportation industries.

Our client has effectively lowered its analysis costs to approximately USD 9 per hour and improved service levels through our contracts. Our staff now also provide training and management for client team members.