

## Customised

# Surveys

Surveys are a classical tool of empirical market research. We conduct mainly quantitative (standardised) surveys and distinguish the following forms:

- **PERSONAL INTERVIEW (FACE-TO-FACE)**

An interviewer visits the person and conducts a personal interview.

- **TELEPHONE INTERVIEW**

The survey is conducted in our own call centre.

- **WRITTEN SURVEY**

Standardised questionnaires are filled in by the respondents on paper or via computer.

- **ONLINE-SURVEY**

Internet-based survey method, in which the respondents complete the questionnaire online.

- **ONLINE-PANELS**

Internet users participate in recurring surveys over a longer period of time. This method is mainly suited for systematic sampling on current issues and for longitudinal market research surveys.

### Your benefit from surveys

- Surveys (e.g. to customers or employees) provide an insight into the strengths and weaknesses of your company. They allow you to take corrective measures quickly and effectively. Through regularly recurring surveys quality can be continuously monitored and improved. Online surveys are cost effective and lead, thanks to computer-assisted user interfaces, to accurate and quick results.

### Quick and accurate results

- Thanks to our self-developed web applications we can conduct surveys all over Switzerland in all three national languages and quickly deliver the results. The quality of the collected data is high, as we conduct consistent plausibility and quality control checks through all steps and applications of the process.

### Customised presentation in our web application

- The results of the surveys are visible with just a few clicks in our online self-developed web applications. The assessments and reports will be designed by our in-house IT professionals to suit your wishes and requirements. All the graphics showing the results and evaluations can of course be downloaded into a spreadsheet application (Excel).

### Own call centre

- Telephone interviews on a smaller scale can be conducted anytime in our own call centre.

### More information

- Please feel free to contact us. We would be happy to show you examples of application and sample evaluations.

### Your contact person

- **Raffaella Arcuri**  
raffaella.arcuri@lpmarktforschung.ch

### Lp Marktforschung AG

Oberwilerstrasse 40b, 4106 Therwil/Basel  
Tel +41 61 263 32 82  
eMail: [info@lpmarktforschung.ch](mailto:info@lpmarktforschung.ch)

[www.lpmarktforschung.ch](http://www.lpmarktforschung.ch)