



# Who we are

**Quaeris** is a research institute specialized in the **marketing research** and **opinion surveys**. Established in Treviso in 1996, operates on both national and international level.

Quaeris provides customized research services using **qualitative, quantitative** method as well as an integration of both. It makes use of the collaboration of a capillary and qualified group of interviewers.

Quaeris uses state of the art tools for the research sector such as CATI, CAWI, CAPI, MAWI, MAPI.

Quaeris products apply to **private companies, public authority** and **institutions, media** and **operators of third sector**.

## Our view

Cornerstones to Quaeris researches are the attention to customer needs, the quality and the speed of project implementation.

The quality of our work relies also on the respect of three different internationally accepted standards:

- Quaeris is an associated member of the European Society For Opinion And Marketing Research – ESOMAR.

**ESOMAR**  
|member

- Quaeris complies with the Italian Market Research Institutes Association (ASSIRM) self-discipline code

- Quaeris complies with the guide lines for the Customer Satisfaction Analysis and related Index as standardized in the UNI 11098 and UNI 13816 norm.

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## MARKET RESEARCHES

Brand Studies  
Markets Segmentation & Positioning  
Communication Surveys  
Concept, Product and Pack tests

## QUALITY EVALUATION

Customer Satisfaction  
Citizen Satisfaction  
Job satisfaction



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## SOCIO-POLITICAL ANALYSIS

Political poll  
Socio-economic research  
Policies Monitor



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## MARKETING

Political Marketing  
Strategic communication  
Operational Communication



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# What we do

## QUALITY EVALUATION

### Customer Satisfaction

*How satisfied are the customers?*

These surveys analyze the degree of satisfaction of users or customers in related to the use of a product / service.

The degree is defined as the ratio between the expected and the perceived quality level.

### Citizen Satisfaction

*How satisfied are the citizens?*

These surveys analyze the degree of knowledge and satisfaction upon the services provided by the public institutions (Municipality, Province, Region). Both from a general point of view as well as specific aspects related to citizens life quality (eg safety, environment, etc.).

### Job Satisfaction

*How satisfied are the employees?*

These surveys analyze the degree of satisfaction of human resources within a Company or Group.

This type of analysis provides important data for the understanding of the work flow inside a company, to evaluate the degree of sharing of the Company objectives among the whole work force, as well as the motivation to achieve them.

A Job Satisfaction analysis is a unvaluable starting point to address a transformation or evolution inside any organization.

## MARKET RESEARCH

### Brand studies

*Beautiful, good and famous?*

The research methodology developed by Quaeris starts from the well-known Brand-analysis studies (awareness, associations, loyalty, reputation), integrating them with contributions from psychology and from sociology.

### Positioning and segmentation

*Can you sell everything to everyone?*

Positioning is a way to measure the way a product/service offered by a company is perceived, and how it compares with competitors offers.

Segmentation techniques allow to identify and select homogeneous groups of customers.

### Communication Research

*How effective is communication?*

Communication Researches developed by Quaeris study contents, its effectiveness and the means by which it is conveyed.

This allows to measure how and how much of the original message is received, with an eye to the economic optimization.

### Concept, product and packaging testing

*Is the idea a valid one? Will the public buy the product?*

The product test is the evaluation of the appreciation of a product / service by a representative sample of potential consumers.



## **SOCIO POLITICAL ANALYSIS**

### **Political Poll**

*Who's going to win at the next elections?*

A political survey is aimed to explore voting intentions, to measure the appreciation of voters respect to the different candidates and parties, and to define the most effective agenda of themes to be proposed in an election campaign.

### **Socioeconomic research**

*How is the society changing?*

Socioeconomic research looks for those phenomena that influence social and economic behavior and that are likely to shape future scenarios (impact of innovations technology, market trends, habits and cultural evolutions, etc.).

### **Policies monitor**

*How are institutional activities evolving?*

This type of monitoring allows public agencies (Municipalities, Provinces and Regions) to evaluate and measure the effectiveness and efficiency of the different policies implemented to carry out their institutional functions

## **MARKETING**

### **Political Marketing**

*How can build my electoral campaign?*

Quaeris is able to support parties, candidates, political figures and public administrators in managing their public image during all strategic and operational phases of a political activity

### **Strategic and Operational Communication**

*Is creativy enough?*

Given ist thirty years experience Market Reaserch, Quaeris has the knowledge to both produce and analyse data, as well as read and translate it into calls to action.



