

Survey for client base or association memberships by syndicated survey

Client Need: BenchMark conducts a number of surveys each year, mostly using on-line data collation, for several organisations of a global or regional nature where data or opinion collation is required without identification of individual respondent information.

Solution: Developing the questionnaires in conjunction with the sponsoring client, we identify the survey respondent base required, if needed seek participation agreement, manage the survey process

Result: Our results have supported and been presented at conferences, provided industry trend and performance data (in one case for 18 consecutive years) which not only provides benchmarking activity but supports industry lobbying, and provided industry insight into KPI and market activity.