



AllPoints Research partners with GMI for consumer panels, service, and global footprint

AllPoints Research is a marketing research firm which provides services for all phases of the research process - from innovative study design to action-oriented conclusions. The agency, which counts 15 people at its Winston-Salem, North Carolina headquarters, was originally founded in 1973 with a strong focus on agribusiness. A Triad Business Journal Fast 50 award winner in both 2004 and 2005, AllPoints Research employs state-of-the-art quantitative and qualitative techniques to deliver accurate, prompt and insightful results to Fortune 500 companies in a variety of industries ranging from pharmaceuticals, animal and human health, to agribusiness, financial services and consumer packaged goods.

"Four years ago, we were looking for a consumer panel vendor that could provide us with a broad geographical reach," explains La Tonya McCummings, Market Research Strategist at AllPoints Research. "We had been receiving GMI's email newsletter for a while, and had met a few of their staff at industry conferences. We then started investigating if the company was a good fit for our research needs ranging from Europe all the way to Japan and Latin America. We were impressed with what we saw and heard, and decided to partner with GMI moving forward."

AllPoints Research conducts 80 to 90% of all its research projects online, with the rest consisting of innovative phone-based, web-enhanced qualitative work, along with some traditional telephone surveying. McCummings finds online research effective in providing a self-administered platform that allows the respondent a sense of autonomy and an unhurried, self-paced interview environment, where the respondent may stop to consider their response and refer to descriptive material as needed. "While many think of simplistic tasks and survey questions in connection with online research, we feel online surveying offers a unique opportunity to present respondent-friendly complex lines of questioning and tasks, with the ability to employ built-in interactive experiences and quality controls such as totals, verifications with previous amounts, ranges etc. And in the case of phone-based web-enhanced qualitative work, not only does the Web provide a forum for clear presentation of the test pieces, but also significant savings to AllPoints' clients on the high traveling costs typically associated with in-person qualitative."

AllPoints chose to work with GMI not only because of its extensive global panel reach, but also because of its responsiveness to AllPoints' needs and its ability to be a real partner. "For example, when we utilize GMI, we know that we will be able to reach a GMI representative who is knowledgeable about our project just about any time of the day or night," continues McCummings. "This is another advantage of using a global company, even when the targeted demographic is domestic - calls into GMI roll over to time zones where it is still business hours. And given market research's tendency to be an industry hallmarked by frequent and rapid change, this makes GMI's capabilities a real asset to our team."

AllPoints Research recently conducted a pre-product launch testing project for a skincare product using Discrete Choice Modeling (DCM). They knew the research would require a large number of consumer respondents fitting a very narrow profile. Four vendors were evaluated for consumer panel recruitment for the project. "We were rating potential vendors on six main criteria: global reach, response quality, high consumer response rate, panel

recruitment methodology, panel integrity and data privacy," adds McCummings. "GMI passed all the categories with flying colors, so we were ultimately very confident with our choice."

"GMI's turnaround times are great. For one project, we gathered 1,000 U.S. completes within five business days," concludes McCummings. "And because of the high incidence rates GMI offered, we ended up saving approximately 30% on projected data collection cost on this research project. Combined with our very responsive account and service team, this makes our work a lot easier, and enables us to deliver great results for our clients."

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