



GMI Powers OnSurvey's Online Research

CUSTOMER PROFILE

OnSurvey, Inc. is a Canadian full-service market research firm based outside of Toronto. It employs 50 people, and has an overseas office in Delhi, India. The company serves the research needs of Fortune 500 companies in a variety of industries, from consumer packaged goods and information technology to advertising agencies and financial services.

One of OnSurvey's proprietary methodologies is OnSite™, a 360-degree website effectiveness assessment of corporate websites. This three-pronged approach of data collection, analysis and recommendations is designed to empower decision-makers with the tools necessary to improve their website. OnSurvey's approach utilizes a unique website pop-up method and a powerful data collection mechanism. OnSite™ tracks each visitor's behavior on the website, and collects attitudinal website experience feedback before the visitor exits. This proven system is used to continuously monitor the online user experience of visitors across the entire website. OnSurvey's analytics team analyzes the comprehensive sets of data that are collected from visitors to provide key strategic business recommendations for enhancing the overall effectiveness of a website.

THE CHALLENGE

"When we founded OnSurvey back in 2001, we set out to add the *service* back into customer service," explains Jason Ten-Pow, Vice President of Research for OnSurvey. "We had heard about GMI, who at the time had already been a leader in the marketplace for two years, and discovered that their customer service approach was very much in line with the thinking we wanted to bring to bear with our own customers."

THE SOLUTION

OnSurvey conducts about 90% of its research projects online, around the world. "When we started out, we also noticed that there was a huge gap to be filled in online research, and together with GMI, we could bring that to the forefront," continues Ten-Pow. "Since 2002, we have grown significantly, and taken on larger corporate accounts, such as Abode, American Express, or Procter & Gamble."

OnSurvey doesn't only rely on GMI for global sample. It also uses GMI's multilingual market research platform, Net-MR®. "GMI's bundled offering offers a very flexible and modular solution for us," concludes Ten-Pow. "And should our 20 in-house analysts get swamped with workload, we know we can always outsource part of the work to GMI's Service Bureau if need be, and still comfortably meet our budgets and deadlines."