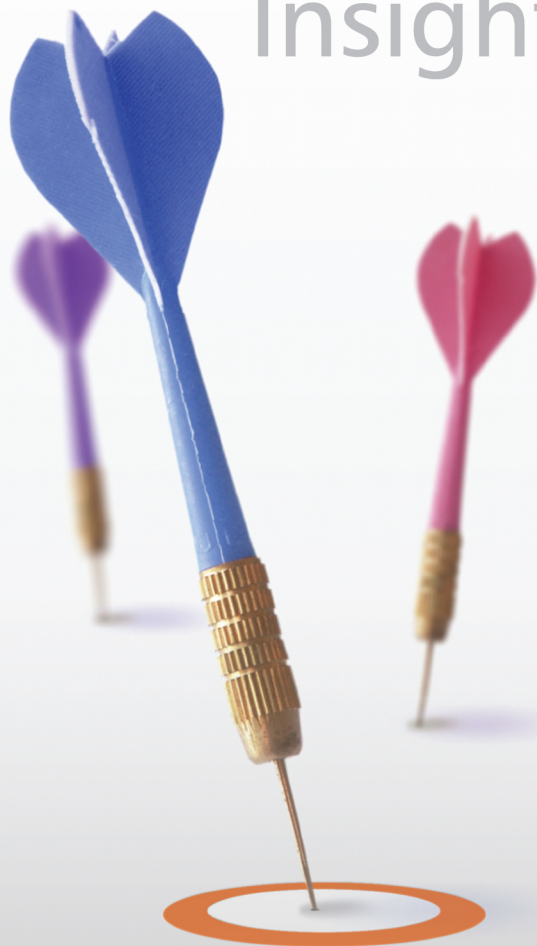


# Ceequence

*Powering*  
**actionable**  
Insights



**Market Research Services**

# Ceequence

Ceequence complements and supports social and market research companies, public and private sector organisations by providing **Field Services, Data Processing and Reports/Presentation Services**. You can rely on Ceequence for **accurate, cost-effective, on-time** and professional management of your research initiatives. Best of all you are free to concentrate your resources on delivering real and actionable insights.



Research Experience	Australia	US	UK
Pharmaceutical /Clinical study		✓	
Internet and technology behaviour survey (6-17 ages)	✓		
Consumer credit card research		✓	
Health care insurance trends		✓	
Omnibus survey	✓		✓
Customer satisfaction survey		✓	
African-American pharmaceutical survey		✓	

## CATI/Web-based Field Services

Ceequence provides Computer Assisted Telephone Interviewing (CATI) and Web-based surveys for B2B or B2C, small or large groups, short or long surveys and varying age segments across multiple geographies in the English speaking world.

We have an experienced team of interviewers who are trained to initiate dialogue that yields quality, actionable data.

The service includes list sourcing, CATI programming, training, call monitoring, sample and quota management, data collection and data reporting that is compatible with all standard analytical software packages.

## Data Processing Services

Ceequence provides a range of Data Processing (DP) services to assist clients convert data from paper-based documents (text and/or numeric, printed or handwritten matter, hardcopies or scanned images) and voice recordings to standardised soft table formats.

Our DP service includes key punch, key punch verification, data cleaning, open ended coding and data tabulation.

We use industry standard software packages and tools and can work with various input data formats.

## Report and Presentation Services

Ceequence provides complete Report and Presentation preparation as a stand-alone service or as an end-to-end market research service from data collection and data processing through to report/presentation preparation.

Our Report and Presentation service includes the preparation of charts, graphs, reports and presentations in text, excel, PDF, PowerPoint or other formats to client specified level of detail.



- Customer satisfaction surveys
- Product usage and placement studies
- New product development
- Market segmentation studies
- Advertising testing
- Buyer behaviour and need analysis
- Pricing research
- Attitudinal and image studies
- Employee assessments/surveys
- Event/conference feedback surveys
- Remote and rural studies
- Social, cultural and indigenous studies



***“It is a capital mistake to theorize before one has data.”***

- Arthur Conan Doyle, Sr

## About Ceequence

Ceequence delivers a wide range of outsourcing services for business to business (B2B) and business to consumers (B2C) from its 250-seat Global Services Centre located in Chennai (formerly Madras), India. Its customers cover a range of industry segments that include Telecommunications, Financial services, Insurance, Market Research, Travel/Hospitality, Technology and Non-Profit Organizations. The company has strategic alliances with industry and domain specialists in its key markets that include CATI facilities in Australia and the US.

To learn more, please visit us at

[www.ceequence.com](http://www.ceequence.com)

[info@ceequence.com](mailto:info@ceequence.com)

**Australia**  
Sydney

Suite 3, 73 Milson Road  
Cremorne, NSW 2090  
Sydney, Australia

**United Kingdom**  
London

Unit A, 5 Colville Road  
Acton, London W3 8BL  
London, UK

**USA**  
New Jersey

Suite 724  
9 Schalks Crossing Rd  
Plainsboro, NJ 08536, USA

**India**  
Chennai

Level 2 & 3, 23 Anna Salai  
Saidapet  
Chennai 600 015, India