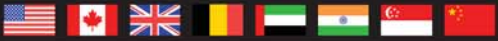


Market Probe

NEWS



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Market Probe
Set to Open
Bahrain Office

Prescription for Growth

Market Probe takes major step to expand its healthcare business by acquiring Pharma Research Division of Maritz

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Market Probe Acquisition Brings Total Pharmaceutical/Healthcare Sector Business To Nearly \$5 Million



Hhealthcare will become a major practice area in the US for Market Probe. With existing clients in Health Insurance and Prescription Management Services, Market Probe took a major step to expand its healthcare business by acquiring the Pharma Research Division of Maritz Research. With this acquisition, Market Probe's client base expands into traditional pharmaceutical companies and diagnostic equipment makers in addition to insurance and service providers.

According to Dr. TR Rao, the President and CEO of Market Probe, this acquisition fulfills an important strategic goal for the company. Rao says: "With this recent acquisition, we can offer Market Probe products in satisfaction and loyalty research to the suppliers of medical and diagnostic equipment, various intermediaries of the healthcare system, health insurance providers and more, all in addition to product development and custom market research."

Market Probe's new Pharma Division will be led by Senior Vice President, Madhunika Raghavan, former Pharma Sector Lead for Maritz, and includes her former Maritz staff. This team of specialists has over 40 years of collective market research experience encompassing a broad spectrum of therapeutic categories including CNS, Cardiovascular, Oncology, Metabolics, Urology, Women's Health, Devices and Diagnostics.





"With this acquisition, healthcare will become a major practice area in the US for Market Probe, and additional acquisitions to strengthen this area are already in the works. Being a global company with a presence on all continents, we are now in a better situation to service the needs of global firms in this sector."

- Dr. T.R. Rao, CEO & President



"The acquisition of Maritz's pharma business, combined with our existing healthcare business, will bring our total healthcare sector business to nearly \$5 million, making healthcare a significant industry segment for Market Probe."

- Karen Ethington, CFO



"We are very excited to be a part of the global team at Market Probe. We expect this transition to be seamless to our clients as our research services and service delivery model remain the same post-acquisition. Market Probe, like Maritz, has a strong heritage in Customer Satisfaction/ Tracking Research and, in addition, has a strong, deep and wide global footprint. So we are excited by the opportunity to expand our offerings with respect to global market research."

**- Madhunika Raghavan,
Senior Vice President, Pharma Division**

Office Needed to Handle Major New Business in Bahrain, Saudi Arabia and Kuwait

"Opening a Market Probe office in Bahrain was essential to support our rapid expansion in the region. We have already won major assignments from a large bank as well as one of the largest airports in Saudi Arabia. Our office in Dubai will continue to handle UAE as well as Qatar clients."

Amit Adarkar, Managing Director
Market Probe - India & Middle East

Look for details about the new Bahrain office in our next issue!



Market Probe Climbs to 21st Largest Market Research Firm

Honomichl Ranking Continues to Improve Despite Global Economic Downturn

Market Probe has again improved its ranking on the annual Honomichl list of Top 50 US Research Firms by climbing to 21st largest US-based marketing research firm by global revenue. This compares to a global ranking of 24th in the Top 50 list for last year. Market Probe President and CEO, Dr. TR Rao, said that he was encouraged by the steady rise in the company's rankings in this category and expects this trend to continue based upon recent acquisitions and rapid growth in India and the Middle East.

Recognition

Market Probe Repeats as Top Minority-Owned Business

USPAACC again ranks Market Probe among 50 Fastest-Growing Asian American Businesses

For the second consecutive year, Market Probe has been ranked as one of the 50 fastest-growing Asian American Businesses by the US Pan Asian American Chamber of Commerce Education Foundation (USPAACC-EF). The award is based on percentage of revenue growth from 2006 to 2008.

USPAACC Education Foundation was formed in 1984 as a national, non-profit organization representing all Asian Americans and Asian American-related groups in business. It promotes, nurtures and propels economic growth by opening doors to contract, educational and

professional opportunities for Asian Americans and their business partners in corporate America, the federal government, and the small and minority business community.

Dr. TR Rao, President and CEO of Market Probe, was publicly recognized for this achievement during the CelebrAsian Business Opportunity Conference, in New York City.

"It is good to again share in the success of the USPAACC and to have met a diverse group of entrepreneurs from different cultural backgrounds at the conference. They represented a wide range of business models and many different products and services."

-Dr. TR Rao, CEO and President



Outsourcing-Offshore for Data Collection - Part of Today's Value Proposition for Market Research

Why this may be a cost-effective option for companies in North America and the UK.

To remain competitive in today's marketplace, many companies in North America and the UK are reviewing the feasibility of outsourcing field services. The feasibility of outsourcing depends on several factors: federal and state laws for the protection of customer lists; privacy laws; and the magnitude of savings in field costs largely available in large survey programs.

Certainly cost is the primary driver for offshore data collection, but other factors like faster turnaround time and higher quality of work have emerged as equally important factors because of employee commitment, 24-hour work schedules and quality of the labor supply.

The example below illustrates the cost parameters for a hypothetical exercise:



global link

Linking Businesses with Their Customers

"The requests for outsourced data collection from North America and the UK have increased dramatically over the past year, due in part to the global economic downturn. MP Global Link India has a leg up on many of our competitors here because of our strong internal systems and processes coupled with a highly advanced IT / programming infrastructure. Our own state-of-the-art CATI center also enables us to carry out cost-efficient CATI data collection within faster turnaround times. Unlike some of our competitors who have drifted into data collection outsourcing due to a drop in customer care outsourcing, MP Global Link India is a true-blue data collection organization focused solely on data collection."

**- Mr. Sanjay Kumar, Director of Operations
MP Global Link India**

Price Point Comparison (Hypothetical)*

Example: Large volume
-10 minute survey, 20,000 sample

Potential US Cost **\$250,000**

Outsourcing-Offshore Savings

In US Dollars **\$125,000**

In Canadian Dollars **CD\$137,000**

In UK Pounds **£77,000**

*All price examples are subject to refinement pending the evaluation of the study parameters and survey structure.

To request more information about Outsourcing-Offshore, please submit your request to info@mpglinkasia.com.

Global



Market Probe **NEWS**

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QA – A Corporate Mission

Market Probe Quality Assurance Practices:
Article 1, by Kurt Pflughoeft

Article I



There are many ways by which companies can achieve competitive advantages such as innovation, style, value, customer service, etc. However, one aspect that is usually associated with a firm's success or failure is quality. Companies are keenly aware of this fact, building quality assurance programs to govern their operations. Constructing high levels of objective quality eventually leads to increases in consumer perceptions of quality and brand image. Perceived quality has many long-term benefits, allowing firms to maintain their market leadership despite many competitive onslaughts^[1]. When perceived quality is lost, through a prolonged period of failures in objective quality, it becomes a monumental task to rebuild the firm's image. Some companies within the automotive industry are prime examples of this phenomenon.

At Market Probe, we are concerned not only with the perceived and objective quality levels of our clients but also the quality of our own products and services. Quality Assurance initiatives at Market Probe are both broad and deep. One example of our QA practices is an internal, educational newsletter called *Best Practices*. The purpose of the *Best Practices* publication is to ensure that all employees know the latest and most acceptable methods for maintaining and creating high levels of quality. *Best Practices* is an initiative which is led by the Research and Development group, but all employees are encouraged to submit articles to address specific quality issues. Articles include many items such as a) how to develop quality checklists, b) how to create surveys and reports which are more actionable, and c) how to perform data integrity checks via SPSS.

The goals of *Best Practices* and Market Probe's other quality initiatives are best summarized by the company's mission statement, which is to help our clients achieve their business goals and protect their long-term assets – their customers, their employees and their brands. To accomplish this, Market Probe subscribes to a set of core values:

- Maintain the integrity of the data
- Protect the confidentiality of all client information
- Aspire to the highest standards of intellectual honesty
- Remain flexible to new ideas
- Achieve the epitome of client service and self-improvement

Upcoming issues of Market Probe News will include excerpts of *Best Practices* for market research practices which may be useful within your own organization. We look forward to sharing these quality guidelines and heuristics.

[1] See "How Does Objective Quality Affect Perceived Quality? Short-Term Effects, Long-Term Effects, and Asymmetries" in *Marketing Science*, 2006.



ART @ 20

Market Probe's Pflughoeft and Alejandro Present at AMA ART Forum



ART @ 20

Senior Vice President and Head of Marketing Sciences Dr. Kurt Pflughoeft and Associate Research Director Jorge Alejandro recently gave a presentation at the 20th Annual Advanced Research Techniques (ART) Forum in Whistler, BC, Canada. The title of their talk was “Survival Ensembles as a Tool for Analyzing Customer Attrition.” Several survival methods were discussed and used in the identification of important predictors of attrition in the telecommunications industry.

The annual ART Forum brings together leading researchers from academia and industry to exchange ideas, discuss new methodologies and review standard practices in market research. Market Probe has presented at the last four ART forum conferences.

Forums

Market Probe Presents Banking Webinar

Drs. Fusso and Pflughoeft's Presentation Focuses on Customer Defection Research

Dr. Kurt Pflughoeft and Dr. Tom Fusso, Senior Vice President and Head of the Services Division, teamed together to present a Webinar on a comprehensive research approach to reducing customer attrition. The title of their presentation was “A Two-Prong Approach to Customer/Asset Attrition Research: State-of-the-Art Practice in Database Analysis and Defector Surveys.” They discussed, via the OnsiteConference program, how survival analysis can be used with defector surveys to provide a strategy to stem the attrition of high-worth customers.

OnsiteConference speakers represent the best banking and financial services strategists and researchers in the world. Their educational programs focus on market issues related to Consumer Banking, Small Business Banking, Online Banking, Branding, Treasury Management, Wealth Markets and Segmentation.

To request a copy of either of these presentations, please contact info@marketprobe.com.



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