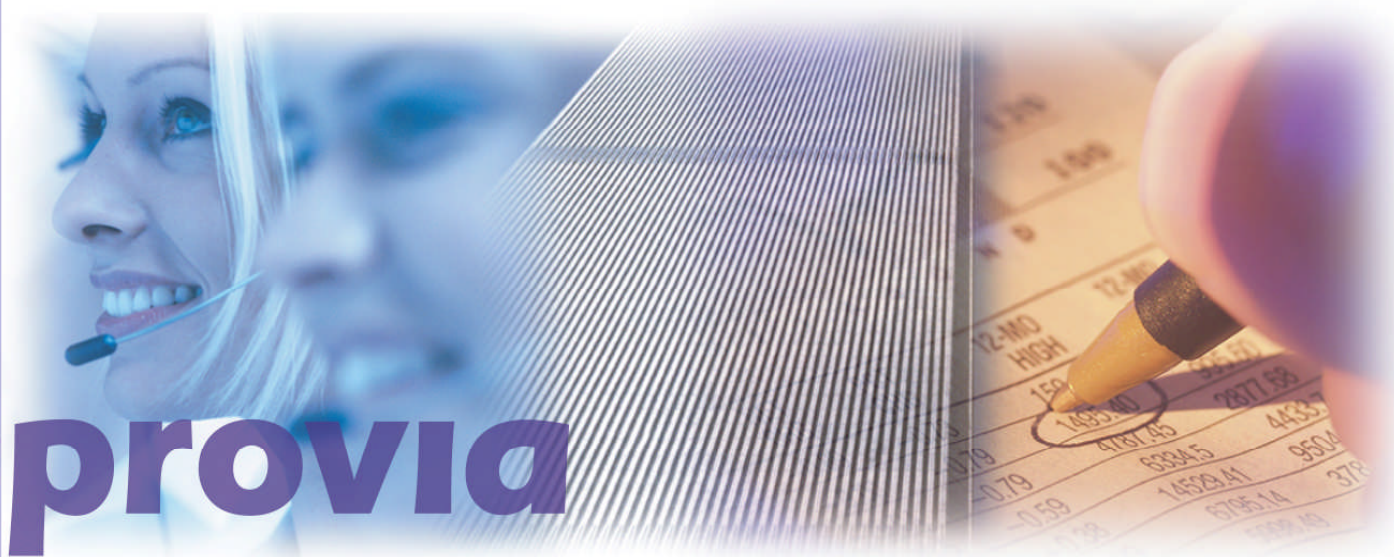


improvia



EXAMPLE INDEPENDENT RESEARCH REPORT

for
OUR CLIENT

Date:

**THE FORMAT OF THIS REPORT
IS ILLUSTRATIVE ONLY AND
MAY BE CHANGED TO MEET
OUR CLIENT'S PARTICULAR
REQUIREMENTS**



Improvia Limited
The Balaclava, Pell Green
Wadhurst, E. Sussex TN5 6EE

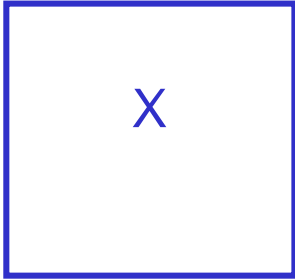
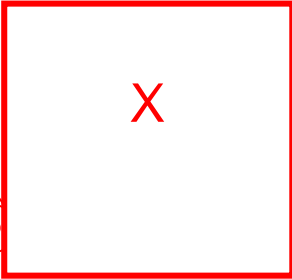
Telephone 01892 783383
Facsimile 01892 784336
E-mail info@improvia.co.uk
www.improvia.co.uk

RESEARCH OVERVIEW XXXX

- **A PICTORIAL SUMMARY LIKE THIS MAY BE USED TO OVERVIEW THE RESULTS IF APPROPRIATE**

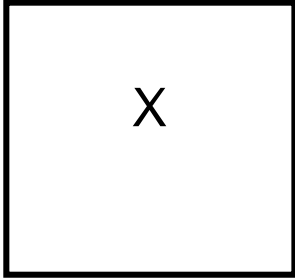
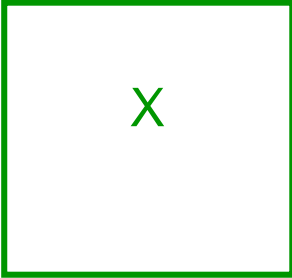
- Example comments

- Example comments



- Example comments

- Example comments



- Example comments

- Example comments

- Example comments

EXECUTIVE SUMMARY

The key points arising were as follows:

- **THIS SECTION IS AN “AT A GLANCE” SUMMARY OF THE RESEARCH AND WILL SUMMARISE THE RESEARCH METHODOLOGY AND THE KEY HEADLINE RESULTS ARISING FROM THE RESEARCH.**

INDEX

EXECUTIVE SUMMARY.....	3
BACKGROUND	5
APPROACH	5
COMPOSITION OF THE RESPONDENTS	6
ANALYSIS OF RESPONSES	7
SUMMARY AND CONCLUSIONS	10
APPENDICIES	11

BACKGROUND

An explanation of the background that led to the research

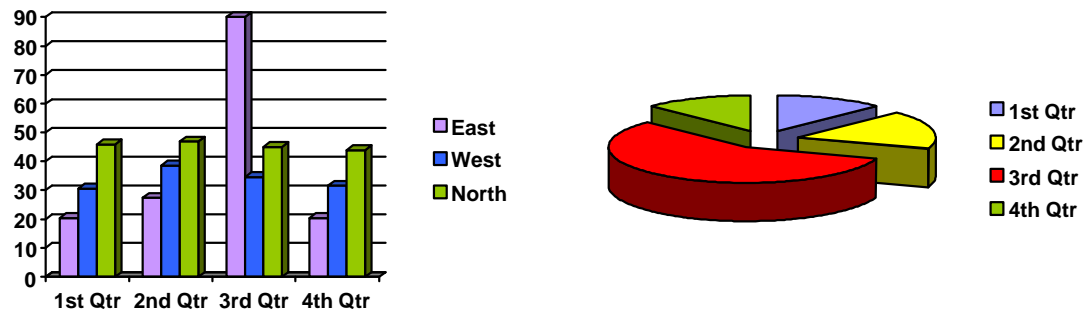
APPROACH

This section will detail the approach taken to conducting the research, for example the methodology used and the source of the respondents.

COMPOSITION OF THE RESPONDENTS

This section will contain details of the composition of the respondents to the survey. For example, the proportion that are male/female, or other relevant segmentation information e.g. geography.

- We will include graphs and charts where appropriate:



ANALYSIS OF RESPONSES

THE FIRST PART OF THIS SECTION OF THE REPORT DETAILS ANY RESPONDENTS THAT HIGHLIGHTED SIGNIFICANT ISSUES THAT WERE ESCALATED TO OUR CLIENT FOR IMMEDIATE ACTION IN ADVANCE OF THE REPORT.

DISSATISFIED RESPONDENTS IDENTIFIED - ALL HAVE BEEN ESCALATED

NOTE: RATINGS OF 6 OR LOWER HAVE BEEN CONSIDERED LOW.

PERIOD

Customer 1		"I haven't had XXXX"
Customer 2		
Customer 3		

THE REMAINDER OF THIS SECTION GOES ON TO ANALYSE THE RESPONSES TO EACH INDIVIDUAL QUESTION (AND ANY CROSS QUESTION ANALYSIS THAT MAY BE REQUIRED) THE NATURE OF THE QUESTIONS WITHIN OUR CLIENT'S SURVEY WILL BE DESIGNED AND AGREED WITH OUR CLIENT'S INPUT. THEREFORE THE FOLLOWING IS ILLUSTRATIVE ONLY.

THE ACTUAL QUESTIONS MAY INCLUDE A COMBINATION OF RATINGS QUESTIONS (QUANTITATIVE) E.G. RATE A PARTICULAR ASPECT OUT OF 10, AND DISCUSSION QUESTIONS (QUALITATIVE) E.G. "WHAT WOULD YOU LIKE X TO IMPROVE ABOUT THEIR PRODUCT RANGE?"

In each case the actual question is stated followed by a summary of the responses:

Q1 - What were your reasons for XXXX?

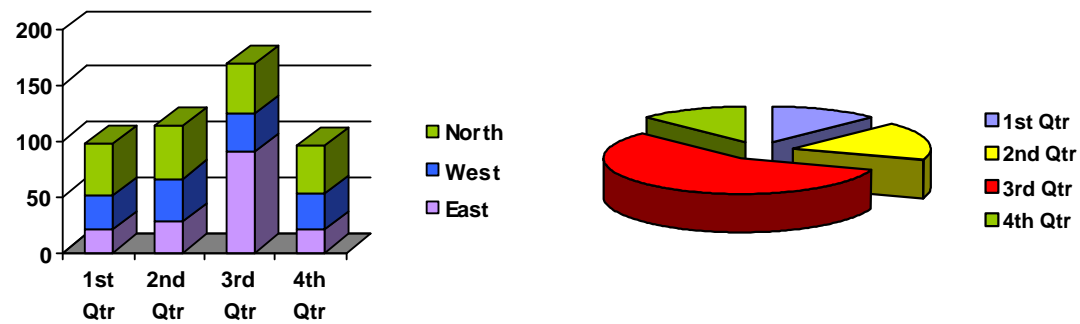
THIS IS AN EXAMPLE OF TYPICAL TABULAR ANALYSIS OF THE RESPONSES TO A QUESTION

Reason	Total %	Total	M1 %	M1								
Reason 1	0%	0	0%	0								
Reason 2	0%	0	0%	0								
Reason 3	0%	0	0%	0								
Etc.												
TOTAL		0		0		0		0		0		0

Note: Some respondents were XXXX

WHERE APPROPRIATE FOR PARTICULAR QUESTIONS WE WILL ALSO ADD:

- FURTHER WRITTEN EXPLANATION OF THE RESULTS
- GRAPHS OR CHARTS



- ACTUAL QUOTES FROM RESPONDENTS THAT ILLUSTRATE GENERAL THEMES

"I was completely satisfied with every aspect of their service" A Smith of Customer Ltd

SUMMARY AND CONCLUSIONS

This section will outline our summary of the results (in more detail than the Executive Summary) and any conclusions or recommendations that we have drawn from the results.

We can adapt the survey to gain insight into specific issues about which you are concerned.

APPENDICIES

Appendix 1 – Copy of the Questionnaire.

Other appendices may be added as necessary.