ResearchFox Consulting

Leading market research, consulting, and workforce outsourcing partner for fortune 500 organizations, global consumer brands, and startups

ResearchFox 2024

MRSI
Market Research Society of India

ESOMAR WORLD RESEARCH
ESOMAR
MEMBER

BNI®

Our Core Values

AGILITY

Our operational efficiency allows us to achieve quick turn around

COMMITMENT

We strive to deliver as per the terms and scope, by working as an intrinsic part of your team

EXCELLENCE

Our sole aim is customer delight with comprehensive insights and top-notch solutions
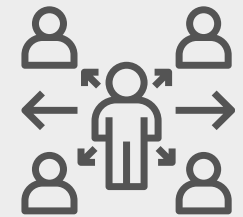
Our Solutions

Market Research Services

A bundle of market research services that can be tailored to suit your business needs and help you make smarter business decisions.

Business Consulting

A team of consultants and industry experts to help you tackle complex business challenges with ease.

Workforce Hiring And Outsourcing

Whether it is hiring a full-time resource for a business vertical or setting up a dedicated outsourced team for dynamic project requirements, we have it all.

Research & Consulting Services

ResearchFox 2024

01 Market Intelligence
- Demand Mapping
- Market Trends & Forecasting
- Market Sizing
- Feasibility Study
- Channel Strategy
- Value Chain Analysis
- PESTEL, Porter 5 Forces, BCG Matrix

02 Consumer Research
- Consumer Segmentation Satisfaction Surveys (NPS, CES, CSAT)
- Mystery Shopping
- Customer Loyalty
- Brand Tracking & Trends Feasibility study

03 Custom Research
- Financial Modelling Pricing Analysis
- New Product Feasibility
- Opportunity Assessment
- Use Case Analysis
- Campaign Analysis

04 Competitive Intelligence
- Competitive Benchmarking
- Gap Analysis
- Market Share Analysis
- SWOT Analysis
- Value Differentiation Analysis

05 Product Strategy
- Technology Roadmapping Market need Analysis
- Gap Analysis
- Product Roadmapping

06 Market Entry Strategy
- Market Strategy Adoption
- Customer Awareness Programs
- Vendor Mapping
- Geographic Analysis

07 Sales Enablement
- Database Building Lead Generation
- Tele-Sales Programs
- Customer Sensitisation & Activation

08 Data Science & Analytics
- Business Analytics
- Marketing Analytics
- Data Management
- Data Visualization
- Data Analytics & Insight Generation

Startups & Startup Ecosystem

01 Feasibility Study
- Market Sizing & Forecasting
- Competitive Analysis
- Consumer/ Client Acceptance
- Venture Capital Pitch Assistance
- Business Plan

02 Product Ideation
- Value Definition
- Collateral Development Market Analysis
- Product Road-mapping
- Technology Road-mapping

03 Usability Testing
- Mobile and web apps testing with real users
- Product Testing
- Website and software testing
- UX / UI Testing

04 Go-To-Market Strategy
- Market Strategy Adoption
- Customer Awareness Programs
- Vendor Mapping
- Geographic or Location Analysis

05 Data & Analytics
- Data Mining
- Data Modelling
- Analytics – Survey, Pricing, Predictive, Web, Retail, etc.

06 Specialized Support
- Market Sizing & Forecasting
- Competitive Analysis
- Consumer/ Client Acceptance
- Venture Capital Pitch Assistance
- Strategic Planning

07 Marketing and Sales Support
- Digital marketing and SEO audits
- Lead Generation
- Customer Profiling
- Sales Funnel and Campaign Development
- Conversion And Targeting Strategy

08 Strategic Content Support
- White Papers, Newsletters, and Campaign
- Thought Leadership and Keynote
- Marketing Content- Infographics, Social Media and Press Release

Global Primary Research Capabilities:

Traditional Quantitative

- Face to Face Interviews – CAPI
- Telephonic Interviews – CATI
- Central Location Test
- In-Store Intercept Interviews
- Product Testing; IHUTs
- Mystery Shopping & Store Audits

Online Quantitative

- Leveraging panels present across country and globe

Traditional Qualitative

- Focus Group Discussions
- In-Depth Interviews
- Ethnographies
- Tele-Depth Interviews
- Mini Groups
- Home Immersions
- Shop Observations

Online Qualitative

- Online – FGDs
- Online – IDIs
- Online – Diary Study
- Online – Usability Test

Research Basket

- Advertising Research
- Brand Health Track
- Net Promoter Score
- Consumer Research
- U & A Research
- B2B Research
- Product Test & Analysis
- Healthcare Research
- Automotive Research
- Customer Satisfaction
- Employee Satisfaction
- Agriculture Research
- Technological Research
- Sensory Test
- Product Clinic
- Social Research

Usability Testing

- Web / Mobile App Testing
- Website Testing
- New feature launch Tests
- Validation of New Concept

Our Global Research Panel

- US
- Canada
- Mexico
- Brazil
- Argentina
- Colombia
- Peru
- Chile
- Australia
- New Zealand

- Chile
- Australia
- New Zealand
- Czech Republic
- Finland
- Greece
- Denmark
- Netherland
- Norway
- Hungary

- UK
- Russia
- Germany
- France
- Spain
- Italy
- Romania
- Poland
- Belgium
- Austria

- India
- Japan
- Malaysia
- Philippines
- Singapore
- Turkey
- Portugal
- Sweden
- Switzerland
- Ireland

- Hong Kong
- Indonesia
- Malaysia
- Saudi Arabia
- South Korea
- Taiwan
- Thailand
- UAE
- China

India

- Delhi
- Lucknow
- Ludhiana
- Jaipur
- Mumbai
- Pune
- Ahmedabad
- Indore
- Nagpur

- Kolkata
- Patna
- Bhubaneshwar
- Guwahati
- Bangalore
- Chennai
- Hyderabad
- Cochin
- Vijayawada

Data & Analytics

Data Analysis

- Maxdiff
- Hypothesis testing
- ANOVA (Analysis of Variance)
- Correlation analysis
- Linear Regression
- Logistic Regression
- A/B testing

- Descriptive
- Conjoint Analysis
- VB-Macros
- Backtesting
- Brand Equity
- Stacking
- Cluster
- Anamoly Detection

Analysis Tools

- Quantum
- Quanvert
- SPSS/ R
- Pythons

- SAS
- Stata
- CPRO

Survey Programming

- Script/Form development
- SurveyTogo (Dooblo)
- SurveyCTO
- Kobo
- ODK
- Limesurvey
- R,SQL

Visualisation Tools

- Tableau
- Power BI
- Excel
- Power Point

Scripting Projects 1000+

Data Analysis 400+

Dedicated team 8-10

Visualisation 100+

- Scalable Data
- Fast Turn around time. (i.e. 24*7)
- 99.7% Error-Free Automation

- Customized Surveys
- Cutting-edge Tools
- Data Security
- Responsive Support

- Cleaning the data
- Creating powerfully illustrated tables
- Data Dashboard
- Significance testing

Workforce Hiring And Outsourcing -IT, Research & KPO

Fixed Cost Projects

• The team is involved in a specific project with the client till the completion

Advantages

• Full Flexibility to utilize all available resources of the company for the client

• Better suited for short-term project requests from clients

• Better control over project costing

Disadvantages

• Teams keep changing, lack continuity

• Expensive model for the client, due to the ad-hoc nature of the support

FTE Model

• The client is serviced from a pool team, and has the capacity of multiples of one person

Advantages

• Irrespective of number of FTEs, a Partner is always involved in the process – which ensures high quality consistent output

• High flexibility, as the client can choose how to use their capacity allocation during a month

• Allows the company to staff engagements with team members who have relevant industry experience

Disadvantages

• Limited interaction with our analysts since most interaction is through our Partners

Flexi-Workforce Model

• A dedicated team (recommended minimum is 3 members) is assigned to a single client and does not work for any other client

• The team is on ResearchFox Payroll, and all basic IT requirements (Laptops, phone, etc) and stator requirements (Salary, PF, Insurance etc) will be provided by us

Advantages

• The team develops a deeper understanding of the client and their business, thus developing an ability to deliver better results for the client

Disadvantages

• Minimum suggested size of a dedicated team is 3 people, to ensure multi-layered quality checks (VP, Associate, Analyst)

• Capacity expires on daily basis

The Core Team

CEO
Saravanan Balasundaram
Founder & CEO
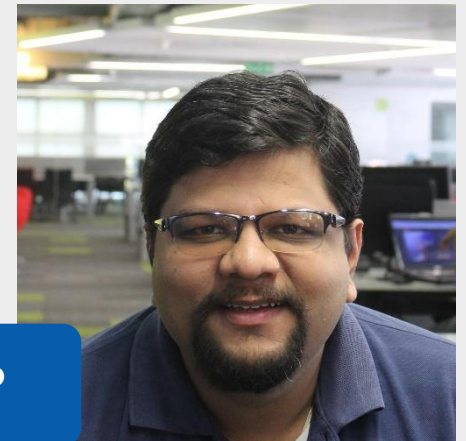
MD
Pranab Sen
Co-Founder & MD

RH
Rajesh Yadav
Research Head
Areas of expertise: Quantitative Research

BP
Ashwin BS
Business Head– Consulting
Areas of expertise: Secondary Research

RM
Praveen Mettelu
Research Manager
Areas of expertise: Qualitative Research

RM
Samar Baghel
Research Manager

RH
Shweta Gupta
Research Head
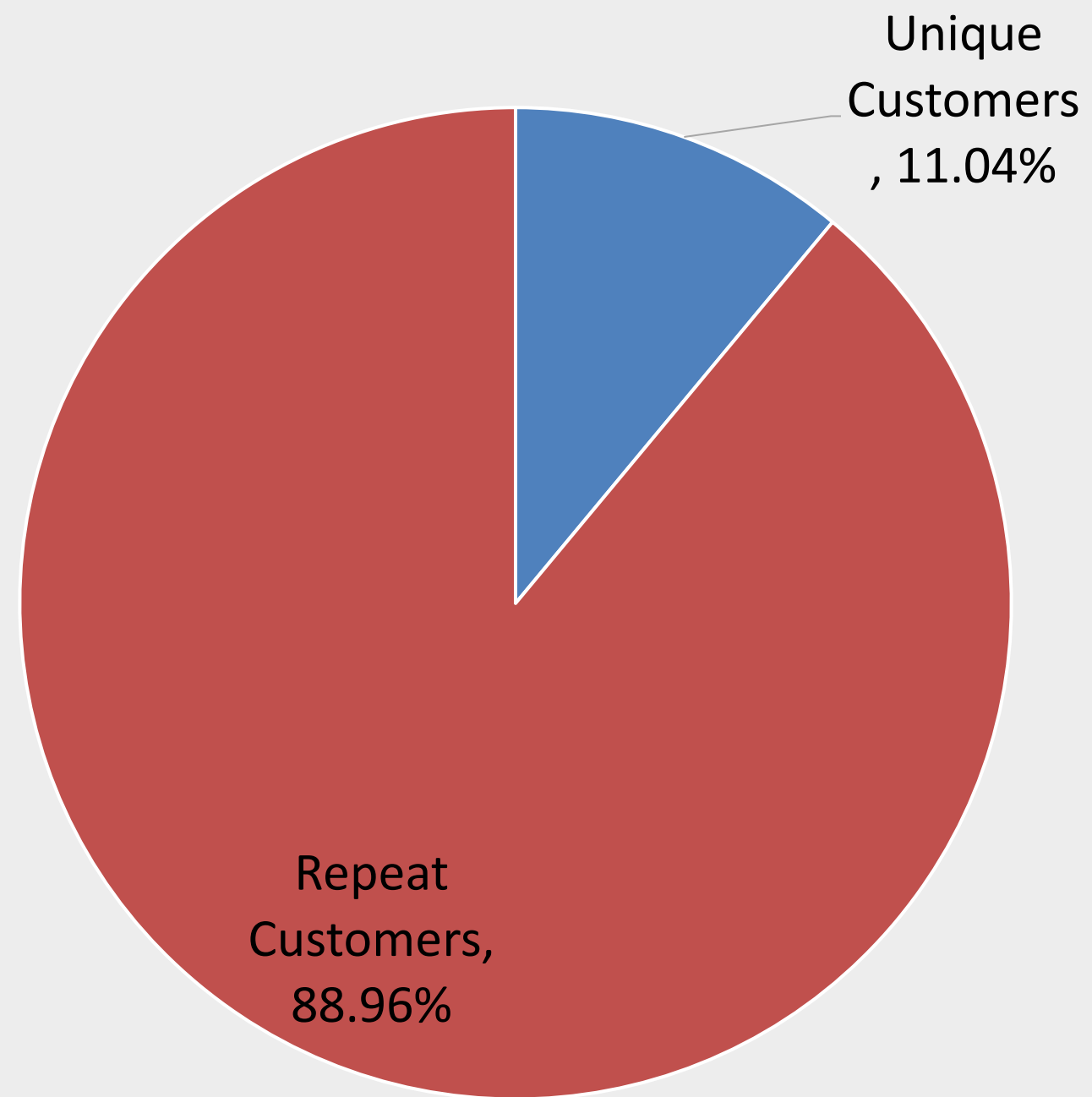
TH
Suman Dutta
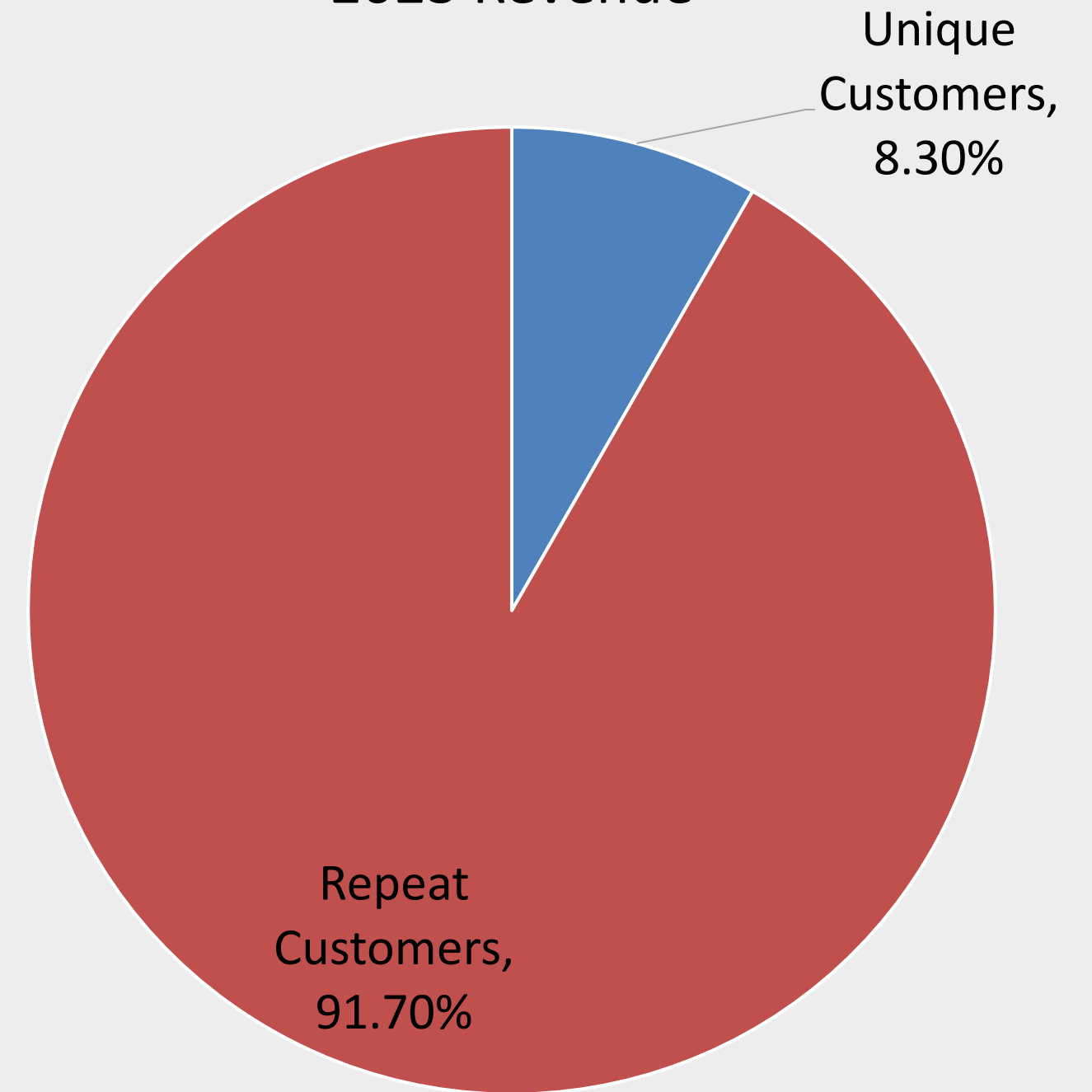Research Director
Insights & Strategy

Our Clientele By Industries Served

Our Clients Trust

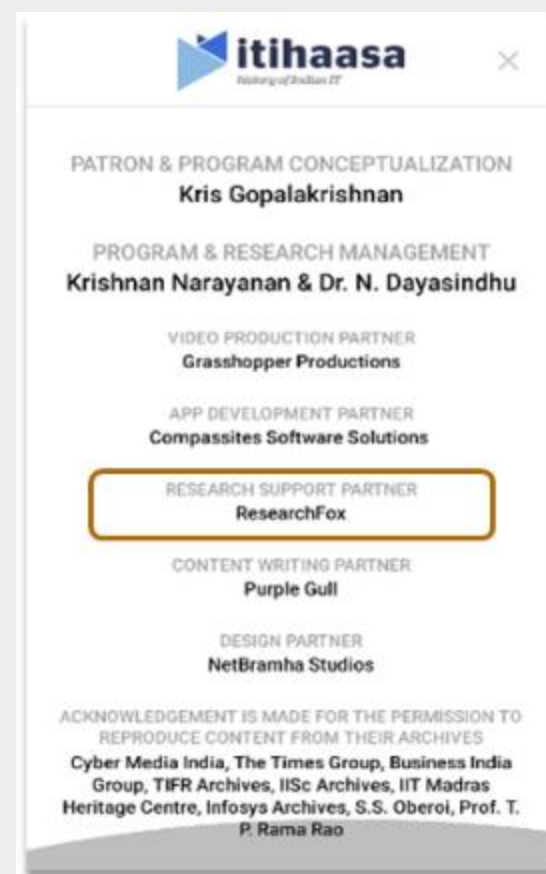# of Projects in 2023

Unique Customers, 11.04%

Repeat Customers, 88.96%

■ Unique Customers   ■ Repeat Customers

2023 Revenue

Unique Customers, 8.30%

Repeat Customers, 91.70%

■ Unique Customers   ■ Repeat Customers

ResearchFox 2024

Our Key Roles in Ecosystem Recognition

Played a significant role in Fintegrate (FinTech thought leadership conclave helping to integrate the fintech innovation of today to build a better future)

"itihaasa", an app chronicling the History of the Indian IT Industry

Market Research partner in the selection of Changemakers in the AI Ecosystem in India. This is the largest Virtual Summit in this space in India

Microsoft Accelerator-Enterprise Readiness of Indian Startup Ecosystem

Microsoft Accelerator-History of the Indian Startup Ecosystem

Our Offices

ResearchFox 2024

Headquarter
ResearchFox Consulting Pvt. Ltd.
4 & 5, 1st & 2nd Floor,
1st Cross, Krishna Reddy Colony,
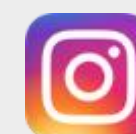Domlur Layout,
Bangalore – 560 071

Delhi NCR
A 62, Sector 46, Block A, Noida,
Uttar Pradesh – 201303

Mumbai
No 304, Sahyadri,
Sector 10, Vashi, Navi Mumbai,
<Maharastra 400703

Guwahati
Malabika Heights,
3rd Floor, Maniram Dewan
Rd, opp. oja hyundai,
Noonmati, Guwahati,
Assam – 781028

Hyderabad
104 & 105, 1st Floor,
Bhuvana Towers, CMR
Building,
SD Road,
Secunderabad – 500 003

Dubai
Han Digital Solution LLC,
Shaikha Mhara-Al-Qusais
building,
AL Qusais second 54-0, Dubai,
UAE
Phone: 37136 95345

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ESOMAR WORLD RESEARCH MEMBER

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Thank You