



Market Research: Guiding Light

Market Research is a key marketing function in the age of globalization. Increasingly, the function is being handled by specialist agencies to bring in fresh ideas and unbiased view of the market. B2B Market Research has attracted huge interest among MR companies, as it helps to move up the strategic value chain - from research to consulting.

In B2B Research, the key to execute projects to Client's satisfaction is in expert understanding of products/services, the business issues, market and the overall environment. To achieve this, research companies are reinventing themselves to ensure successful project execution..

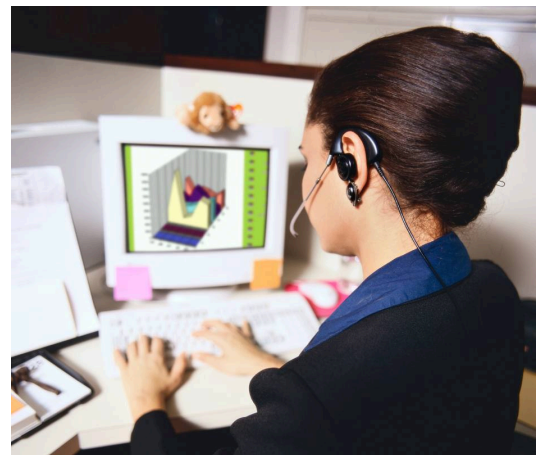
Industry Challenges

Corporates, demand a lot in today's market place, as they are facing shorter time to respond to market changes and competition. Under these circumstances, MR companies are often faced with tight project schedules to ensure timely completion and present them to their clients. Besides this, the demand and compensation for quality analysts have raised manifold in this decade. MR companies in this situation are looking for ways and means to adhere to timelines and put their resources to effective use.

Outsourcing: Path to Productivity

In the new millennium, Outsourcing has become the norm in global business. This trend has penetrated Market Research Services in the form of Knowledge Process Outsourcing. Global MR industry has found a way to address its concerns of project management and resource utilization by outsourcing various tasks

ranging from questionnaire designing to report generation. Through this, MR companies are comfortable in offering timely project deliveries and thereby undertake more projects. Simultaneously, companies are able to utilize their analysts effectively in core research tasks, thus saving valuable time and effort.



HCL's expertise

- Our team consists of professionals (Engineers/ MBAs) with rich experience in B2B Market Research, having worked with leading global MR companies
- Team members have handled B2B studies for Fortune 500 companies like ALCOA, Amoco, Actis, BASF, Boehler, DuPont, Energizer, Emerson, Ford Motors, GSK, German Engg. Federation (VDMA), Haldor Topsoe A/S, Hawe Hydrauliks, Honeywell, Intel, Messe Düsseldorf, Mitsubishi CA, Motorola, Robert Bosch, Novartis, Pentax, Schindler, Sandvik, Sanofi-Aventis, Thomson CSF etc.

Business Benefits

- Effective project management
- Better resource utilization
- Focus on core research functions
- Value added services to clients
- More time spent on business development and Client servicing
- Enable aggressive price quotation to bag new projects
- Overall productivity gain and savings on research costs

HCL Advantage

- Thorough understanding of B2B research process
- Qualified and experienced analysts
- Diverse vertical knowledge
- Alacrity in Client servicing
- Trusted partner to offer critical and confidential solutions
- 24/7/365 support

HCL Offerings

HCL Market Research team provides a complete spectrum of services ranging from questionnaire designing to data analysis and report generation to B2B companies:

Questionnaire Designing

- Actual designing of the questionnaires, show cards and cue sheets
- Detailed project briefing reports to be used as study / reference material by the analysts / field agents
- Report to cover - Product types, the application areas, competitive products in the market and major competitors

Contact List Generation

- List of targeted respondents in various end-user industry sectors, competitors and distribution channels (distributors/ dealers/ retailers)
- The contact list would have following details:
 - Company Name and Mailing Address
 - Phone No, Fax Nos. and Email Address
 - Target Respondent Name and Designation
- This can be done through internet research and contacting companies

Industry and Company Profiles

- Profiles of end-user industry sectors providing background industry information comprising of industry size, major players, growth rate etc.
- Profiles of the major end-user companies and competition in pre-designed template
- Profiles done through secondary research on company websites, annual reports and news articles
- Company profiles would cover sales turnover, employee strength, sales network, manufacturing facility and infrastructure, product range etc.

Primary Research

- Structured CATI Interviews across the globe
- Follow-up of e-mail responses
- Managing face-to-face interviews in India
- Transcripts in MSWord/ Excel

Secondary Research

- Internet Research**
- Full Fledged Secondary Research Report
 - Company specific news/ information gathering
 - New projects information
 - Competitor projects information
 - Suppliers Research

Database Research

- End user/ Customer database
- Competitor/ Trade channel database
- New projects database

Data Analysis and Reports

- Data Entry
- Data Tabulation
- Charts Generation
- PowerPoint Presentation
- Report Documents

HCL BPO Services is a division of HCL Technologies Limited, a Global Technology and IT Company. HCL as a group is a 31-year- old enterprise, with USD 4.8 billion revenue and 55,000 professionals who operate out of 18 countries.

HCL BPO is one of the early players of Business Process Outsourcing. With 40 customers (14 Fortune 500/ 11 Fortune Global 500), 150+ processes and 13,200+ professionals operating out of India and Northern Ireland, HCL BPO has strong domain knowledge and runs quality driven processes. HCL BPO Services ranks 3rd in Highest Satisfaction for Business Process Outsourcing by the Black Book of Outsourcing, 2007. HCL BPO Services is the largest BPO service provider in Northern Ireland and ranks 2nd in the Global Peer Group of BPO Service Providers.