

An aerial photograph of a dense city skyline, likely New York City, during the 'golden hour' of sunset. The sky is a mix of blue and orange, and the city's skyscrapers are silhouetted against the bright light. The text is overlaid on this background.

# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

We are your 'One-Stop Shop'  
for Global Data Collection

IRS 2025 V2.7



# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

### ++ KEY FACTS:

- + Founded 2001
- + Offices & experts around the globe
- + Expert teams (+/- 117)
- + Interviewer force (+/- 8.800)
- + Own call centers and test studios
- + Own CATI/CAPI programming unit

**KEY FACTS**



# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

### **++ METHODOLOGIES:**

- + Business Consulting/Intelligence Services
- + CATI Services
- + CAPI Services
- + CAWI Services
- + Secondary Research Services
- + Product Taste Tests Services
- + Scripting Services

**METHODOLOGIES**





# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

### **++ HERE IS SOME BASIC INFORMATION ABOUT US:**

- + We research Europe, America, Africa, and Asia with our own supervision, interviewer, and consultant teams.
- + While our extensive local resources provide knowledge and insights, our global installation ensures the highest quality standards in project management, programming, project execution, data delivery, and customer focus.

**BASIC INFORMATION**



# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

### **++ HERE ARE SOME NUMBERS ABOUT US:**

- + We are in a position to access 775 CATI stations and 2.005 CAPI tablets located worldwide
- + IRS conducted N=192.672 telephone interviews (CATI) and N=87.720 face-to-face interviews (CAPI) around the world in 2024
- + Our statistics indicate that in 2024, we did averagely conduct 248 telephone interviews per CATI station and 43 face-to-face interviews per CAPI tablet

**At IRS capacity is not a concern. Everything is a matter of planning!**

**NUMBERS - STATISTICS**





# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

### **++ OUR BUSINESS APPROACH IS SUMMARIZED BELOW:**

- + All projects are priced on an individual basis (unfortunately or luckily, we have no price cards).
- + We are pricing at a fixed rate (in USD or any other currency) with guaranteed completion rates and deadlines.
- + All projects can be carried out in both ways, i.e., the client programs the screener and questionnaires, or we program the screener and questionnaires (costs are always identical).

**BUSINESS APPROACH**



An aerial photograph of a city skyline, likely New York City, with the Empire State Building prominently visible. The image is overlaid with a semi-transparent blue layer that serves as a background for the text.

# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

+ Our pricing includes always project management, setup, sample, recruitment, programming of the screener and main questionnaire (if applicable), fieldwork, distribution of the incentives, and data delivery (if applicable) in Excel, CSV, ASCII or SPSS (a sample data file with instructions will be delivered once the programming of the initial script is completed).

### **BUSINESS APPROACH**



An aerial photograph of a city skyline, likely New York City, during sunset. The sky is a mix of orange, yellow, and blue. The city is filled with numerous skyscrapers and buildings, with the Empire State Building being a prominent feature in the center. The overall scene is hazy and atmospheric.

# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

- + All programming tasks are finalized during the setup time (if applicable).
- + We will use either 'The Survey System' or 'Sawtooth Software' for programming (if applicable) - all scripts (programmings) can be tested online before 'going live' into the field (if applicable).
- + Our platforms 'The Survey System' and 'Sawtooth Software' automate the data collecting processes (CATI, CAPI and CAWI).

**BUSINESS APPROACH**



An aerial photograph of a city skyline, likely New York City, with numerous skyscrapers and buildings. The image is overlaid with a semi-transparent blue layer that serves as a background for the text.

# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

- + Once a project has been awarded, our accounting team will supply an official purchase order, an invoice (including bank details and payment instructions), and additional documentation (if needed).
- + Before the project setup starts, it is required to pay 50% of the project fee and 100% of the incentives.

**BUSINESS APPROACH**





# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

- + The remaining 50% of the project fee is due net 20 days after the entire delivery of the project.
- + Our company policy prohibits starting any project setup without payment due to past bad experiences.
- + We are unfortunately not working with checks to accept payments.
- + We accept payments (bank wires) via SWIFT (all currencies), SEPA (Euro-€), and CHAPS (GBP-£).

**BUSINESS APPROACH**



An aerial view of a city skyline at sunset, with the sun low on the horizon, casting a warm glow over the buildings. The skyline is dense with skyscrapers, and the water is visible in the distance. The text is overlaid on a semi-transparent blue rectangle.

# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

- + We are using checks, PayPal and other payment methodologies to send out incentives to the respondents (depending on regional-based habits and acceptances). All incentives are directly 'passed on' to the respondents after they pass our quality control processes (1-3 business days).
- + We are not organizing 'point collections' or 'sweepstakes' for incentivization due to quality reasons, i.e., to deliver the highest data quality.

**BUSINESS APPROACH**



An aerial photograph of a city skyline, likely New York City, with numerous skyscrapers and buildings. The image is overlaid with a semi-transparent blue layer that serves as a background for the text.

# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

- + Direct in-house resources (such as accounting, contracting, consultants, project management, programming, DP, supervision, sampling, and interviewing) result in very reasonable costs.
- + The CVs of our moderators (if needed for qualitative projects) are supplied after the project has been awarded (moderators need to be selected during project setup).

**BUSINESS APPROACH**



An aerial view of a city skyline at sunset, with the sun low on the horizon, casting a warm glow over the buildings. The skyline is dense with skyscrapers, and the water is visible in the distance.

# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

### **++ INTERVIEWERS AND RECRUITERS TRAININGS (QC):**

+ To ensure that the data collected, and the recruitments screened are of the highest quality, our interviewers/recruiters are trained according to industry standards. Our project supervisors conduct in-depth project briefings with the interviewing/recruitment staff prior to the start of the project (all projects are carried out in native languages and with regional interviewers that are physically located in the country we bid on).

## **INTERVIEWERS AND RECRUITERS TRAININGS**



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# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

+ Interviewers/recruiters are briefed on the survey's objectives, handling of complex survey questions, gaining respondent cooperation, screening for eligibility, reading interviewer and recruiter instructions, reviewing skip patterns, probing for specific questions on the survey instrument, and protecting respondent confidentiality.

### INTERVIEWERS AND RECRUITERS TRAININGS



# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

### **++ HERE ARE A FEW REASONS WHY OUR INTERVIEWER/MODERATOR TEAMS ARE UNIQUELY QUALIFIED:**

- + On average, 3,5 years of experience
- + 75% have a 4-year college degree
- + Ongoing training conducted by our coaches and mentors
- + Passed all background checks
- + Demonstrated written/spoken proficiency in reading, writing, and interpersonal skills

**INTERVIEWER/MODERATOR TEAMS**





# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

### **++ SPECIAL SKILLS:**

- + Our interviewer teams make the interview a conversation, not an examination
- + They bring shy or nervous respondents out of their shells
- + They never take over
- + They provide closure to every respondent
- + They understand their real needs

(

**SPECIAL SKILLS**



An aerial photograph of a city skyline, likely New York City, with numerous skyscrapers and buildings. The image is overlaid with a semi-transparent blue layer that serves as a background for the text.

# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

**++ ALL OUR QUALITATIVE INTERVIEWER/MODERATOR TEAMS HAVE A DEGREE IN:**

- + Anthropology and/or
- + Geography and/or
- + Psychology and/or
- + Social sciences and/or
- + Sociology

**EDUCATION**



# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

### ++ HEALTHCARE/ PHARMACEUTICAL

- + Aesthetic tracker
- + Bariatric surgery
- + Bladder cancer
- + Breast cancer
- + Broncho problems
- + Health Care Professionals
- + Hemophiliac patients
- + In Vitro fertilization
- + KOL identification
- + Laboratories
- + Migraine
- + Minimally invasive surgery
- + Oncologists
- + Ophthalmologists tracker
- + Parenteral nutrition
- + Payers & Medical directors
- + Physicians that refer patients to treatments overseas
- + Public and private hospitals
- + Qual and quant with patients and physicians
- + Radiologists
- + Retina surgery
- + Rheumatoid arthritis
- + Surgical adhesives
- + Ventricular assist devices
- + Wound treatment

**KEY CASE STUDIES**



# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

### **++ CONSUMER GOODS/FOOD & BEVERAGES/TECHNOLOGY**

- + Cameras
- + Car repairs
- + Choice of restaurants
- + Clothing
- + Coffee, tea and sugar
- + Computers
- + Convenience products
- + Entertainment equipment

- + Everyday home loans and credit cards
- + Everyday jewelry
- + Fast food and takeaway meals
- + Flowers
- + Fruit and vegetables
- + Hairdresser and beautician
- + Hotels and airlines
- + House repairs, paint, tools
- + Household furniture

- + Internet provider
- + Mobile phones
- + Perfumes and cosmetics
- + Pet food
- + Running shoes
- + Shopping products
- + Specialty products
- + Sports equipment
- + Unsought products
- + Washing machines and dishwashers

**KEY CASE STUDIES**



# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

### ++ KEY INDUSTRIES

- + Advertising & Marketing effectiveness
- + Advertising Research - General
- + Advertising Tracking
- + Audience Research
- + Brand Research
- + Business Intelligence services and solutions
- + Business-to-business

- + Car Clinics
- + Children/Youth's Research
- + Concept/Positioning Development
- + Concept development & Strategy
- + Concept Testing
- + Consumer Research
- + Copy Testing
- + Corporate Image Research
- + Customer Satisfaction

### Studies

- + Demographic Research
- + Employee Research
- + Ethnographic Research
- + Media Research - General
- + Modeling & Predictive Research
- + New Product Development
- + New Product Research

**KEY INDUSTRIES**



# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

**++ IRS ADHERES TO THE FOLLOWING GUIDELINES:**

**+ AAPOR, ESOMAR, ESRA, EPHMRA, Insights Association, and WAPOR.**



**GUIDELINES**



An aerial photograph of a dense city skyline, likely New York City, during the golden hour of sunset. The sky is a mix of blue and orange, and the city's skyscrapers are silhouetted against the bright light. The text is overlaid on a semi-transparent blue rectangle.

# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

### **++ ISO 20252**

+ ISO 20252 Certification for Market, Opinion and Social Research – Vocabulary and service requirements is an approved international standard of the ISO.

### **++ ISO 9001**

+ ISO 9001 Certification gives us the quality systems that provide the foundation to better customer satisfaction, staff motivation, and continual improvement.

## CERTIFICATIONS



# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

Region	Sample Size	Region	Sample Size
China	3.268.155	Philippines	161.318
HongKong	14.462	Singapore	81.976
India	3.900.730	SouthKorea	379.451
Indonesia	1.128.290	Taiwan	266.709
Japan	1.783.427	Thailand	1.257.217
Malaysia	263.370	Vietnam	638.730

**COVERAGE CATI/CAWI/CAPI – ASIA – OWN & PARTNER SAMPLE**



# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

Region	Sample Size	Region	Sample Size
Austria	14.770	Ireland	14.710
Belgium	15.750	Italy	26.960
Bulgaria	17.970	Netherlands	15.940
Denmark	14.280	Spain	35.680
Finland	14.650	Sweden	5.720
France	27.600	Switzerland	14.550
Germany	37.740	United Kingdom	27.480

**COVERAGE CATI/CAWI/CAPI – EUROPE – OWN & PARTNER SAMPLE**



# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

Region	Sample Size	Region	Sample Size
Algeria	2.400	Niger	1.890
Angola	1.720	Sudan	2.910
Chad	2.610	Tanzania	2.580
Congo	1.240	Egypt	6.370
Ethiopia	1.090	Morocco	5.550
Libya	3.760	South Africa	17.860

**COVERAGE CATI/CAWI/CAPI – AFRICA – OWN & PARTNER SAMPLE**



# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

Region	Sample Size	Region	Sample Size
Argentina	6.500	Guatemala	1.210
Belize	1.230	Honduras	800
Brazil	17.330	Mexico	12.340
Canada	26.980	Nicaragua	1.980
Costa Rica	1.760	Panama	900
Cuba	550	United States	51.970

**COVERAGE CATI/CAWI/CAPI – AMERICA – OWN & PARTNER SAMPLE**



An aerial photograph of a city skyline, likely New York City, during sunset. The sky is a mix of orange, yellow, and blue. The city is filled with numerous skyscrapers and buildings, with the Empire State Building being a prominent feature in the center. The water of the harbor is visible in the distance.

# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

### **++ SOFTWARE WE USE**

- + The Survey System (CATI, CAWI & CAPI)
- + Sawtooth (conjoint analysis – CATI, CAWI & CAPI)
- + Quantum (data, charts & reports)
- + SPSS (data, charts & reports)

**SOFTWARE WE USE**



An aerial view of a city skyline at sunset, with the sun low on the horizon, casting a warm glow over the buildings. The skyline is dense with skyscrapers, and the water is visible in the distance.

# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

### **++ CONVENIENCE**

+ With offices spanning the world, we can cover your inquiries.  
We are your 'One-Stop Shop' for Global Market Research Services.

### **++ FLEXIBILITY**

+ We are here to support you in each step of your research project process--from preparing the project, programming, collecting the data, and processing your data.

**WHY US**



# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES



Awards



# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

Kevin Watson - Chair of the Board (CBO)



[kevin.watson@international-research-services.com](mailto:kevin.watson@international-research-services.com)

Rene Tekaats - Chief Information Officer (CIO)



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Madden Hale - Accounting & Contracting (CFO)



[madden.hale@international-research-services.com](mailto:madden.hale@international-research-services.com)

### OUR CORE TEAM



# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

Laura Manzini - Research Director Europe



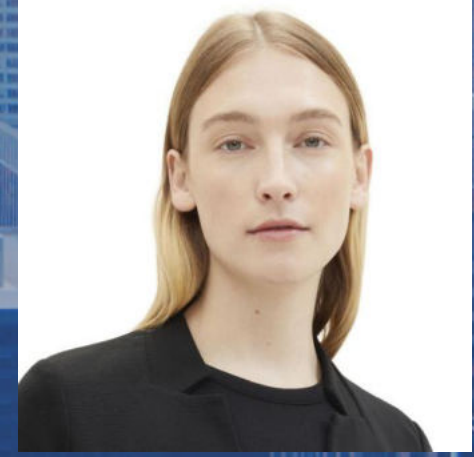
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Paloma Garcia King - Research Director  
USA & South America



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### OUR CORE TEAM



# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

Federick Katz - Hosting & Programming  
(IT Manager)



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Steve Kirschbaum - Global Data Processing  
Tabulations & Reports



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### OUR CORE TEAM



# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

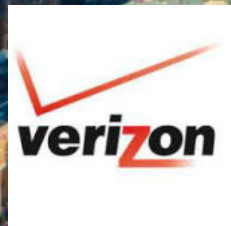


SELECTION OF CURRENT & PAST CLIENTS



# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES



SELECTION OF CURRENT & PAST CLIENTS





# International Research Services

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HEADQUARTERS UK



An aerial photograph of a city skyline, likely New York City, taken from a high vantage point. The image shows a dense cluster of skyscrapers and buildings, with the Empire State Building prominently visible in the center. The sky is a mix of blue and orange, suggesting a sunset or sunrise. The text is overlaid on the image in white, with some parts highlighted in a semi-transparent blue box.

# International Research Services

## MARKET RESEARCH & CONSULTING SERVICES

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**HEADQUARTERS USA**





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**HEADQUARTERS SPAIN**





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**HEADQUARTERS GERMANY**