

When Was The Last Time Your Qualitative Research Project Went This Well?

From: xxxx
Sent: Thursday, November 1, 2018 9:14AM
To: xxxx
Subject: Project xxxx

Dear Olson Research:

When I was tapped late Friday afternoon to deliver market research results by Wednesday, there was only one phone call I made....and it was to Olson Research.

You have delivered with excellence time and time again, and this was no exception. I know how disruptive and all-consuming it can be when these rapid turnaround projects hit...so I appreciate the emergency 'first responders' attention I consistently get from this team.

I find this work exciting, I hope you do, too. But then again, I'm a bit of an adrenaline junkie.

My colleagues who listened in to the interviews told me (unsolicited) how impressed they were with the quality of the respondents, the quality of the moderation, and the lightning fast speed. The results have been shared with senior leaders – so immediate impact.

Thank you, once again. Take a breath and let's do it again soon!

xxxx
Senior Director, Business Insights
Top 10 Global Pharmaceutical Company

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