

Let Olson Research's Rapid Results Tool Support Your 4th Quarter Research Needs

Our Rapid Results research platform provides a quick and easy way to obtain fast feedback for product management questions, strategy decisions, or any marketing research need that requires immediate answers.

Intended for brief qualitative or quantitative methodologies, studies go live within 24 hours, and results can be available within days.

Read on for two case studies that evidence how quickly Rapid Results can deliver insight.

Qualitative Case Study



PROBLEM

A disruptive market event occurred during final stages of acquisition negotiations requiring immediate feedback on the effect of the event on the potential acquisition



SOLUTION

Instrument jointly created, launched via online platform. Relevant stakeholders recruited, resulting in 300 completed surveys to provide direct analysis of the event



TIMING

5 days total: Survey developed on Thursday, launched Friday. Analysis of key data points sent to client on Monday morning, key findings report delivered on Tuesday

Quantitative Case Study



PROBLEM

Executive team of a pharmaceutical company wanted preliminary read on specialists' reaction to clinical trial findings by first thing Friday morning.



SOLUTION

Brief online survey programmed and finalized on Wednesday with the exception of the press release. Press release available Wednesday evening, inserted by our off-shore team overnight and survey launched Wednesday 10pm ET.



TIMING

6 days total: Guides created on Wednesday, first discussions set for Thursday. Key findings report delivered the following Tuesday

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