

Running Out of Time in Q4? Rapid Results Can Help!

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.



Qualitative Case Study



PROBLEM

Global biopharmaceutical company required research to better understand current and future market for Product X in three distinct markets; assess current attitudes and practices, and identify the greatest barriers to Product X use



SOLUTION

Twenty eight 45-minute qualitative depth interviews with oncology specialists, using local on-the-ground recruiting to ensure qualified, high-quality respondents in each market: US, Italy, France and Japan



TIMING

US research component: 6 days
EU research component: 8 days
Japan research component: 9 days

Olson Research Team Leads



Paul Allen
Executive VP, Research Services
pallen@olsonresearchpa.com
office: 267-352-4942
mobile: 215-499-0244



Michelle Soto
Senior VP, Research Services
msoto@olsonresearchpa.com
office: 267-487-5500
mobile: 585-261-9431



Erin Canuso
VP, Client Services
ecanuso@olsonresearchpa.com
267-352-4963