

Engage a Research Partner, Not a Vendor

Vendor vs. Partner: What's the Difference?

RESEARCH VENDOR

- Bids on project specifications as presented
- Conducts the research as instructed by client
- Expends a routine amount of effort on recruiting, commensurate with budget allocated
- Provides updates as fielding progresses

RESEARCH PARTNER

- Draws on past experience to assess feasibility, recommending adjustments as necessary
- Offers consultative services to help craft research instruments for optimal results based on best practices
- Employs custom recruiting efforts including tactics such as desk research and phone contacts
- Supplements fielding updates with proactive suggestions to reach full sample

In short, vendors aim to fulfill a project's objectives based on quoted costs and estimated feasibility. Partners commit to fully executing on your research, employing various supplemental tactics along the way, to ensure your project is a success.



CLIENT TESTIMONIAL

"Our Project Manager was fantastic - I've worked with her many times before, and every time I see her name in my inbox I know our recruit is going to go well! We had a lot of hurdles with this recruit - we had a very restrictive target list, and we were simultaneously recruiting a quant study that we could not have any overlap from. Our PM was very on top of the recruit, and offered our team a ton of helpful recommendations on next steps. She was also very responsive to my emails which was greatly appreciated. I'm looking forward to working with her again!"

Senior Market Research Assistant
Global Management Consulting Firm

WHY CHOOSE OLSON RESEARCH?

For over 30 years, Olson Research's business model has been to become a trusted and reliable research partner to our clients.

Healthcare marketing research is challenging to get right. If your research requires a custom touch, a typical research vendor is unlikely to be successful.

**Your research is important.
Achieve Better Results With A Trusted Research Partner.**

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