





# Pulse Group Overview

Pulse, the heartbeat of market research



- Leading RPO provider
- Public Company
- Listed on London 'PLUS' exchange (Symbol : PGRP)
- International Offices
- KL Operations Hub
- International client base
- MSC Status
- Award winning company



Emerging SME 2006



Fastest Growing AP Start-up  
2006

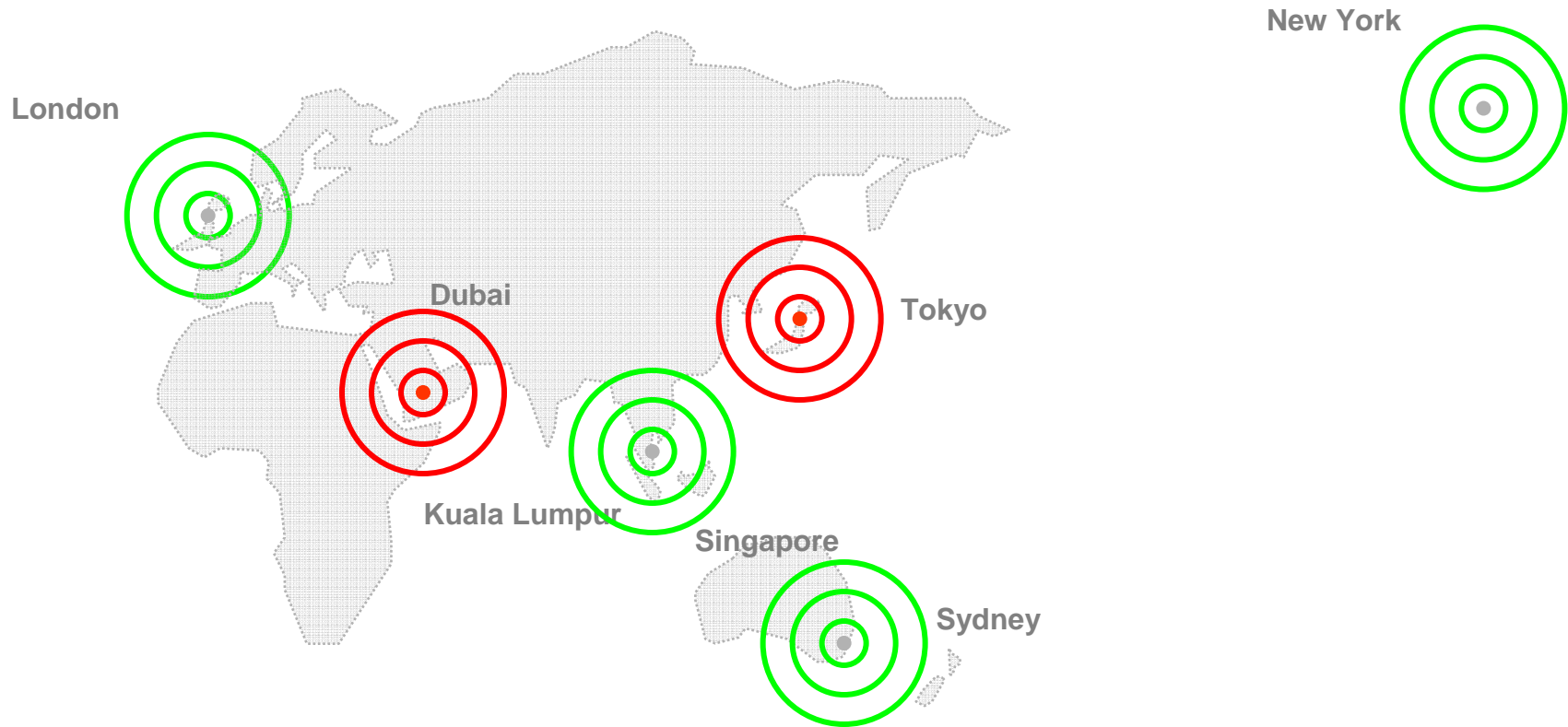




Fastest-growing Start-up Malaysia  
2006



Nominee – Best Start Up  
2006

# Pulse Footprint



-  Pulse Offices
-  Pulse Expansion



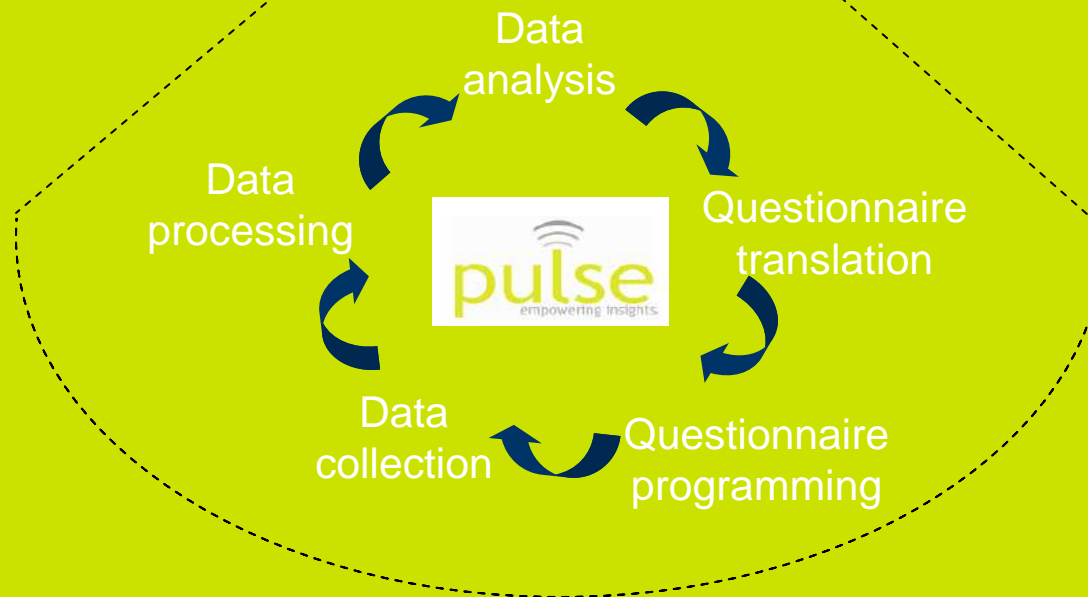


## Research Process Outsourcing



# Research Process Outsourcing

## Pulse's RPO niche within the market research value chain



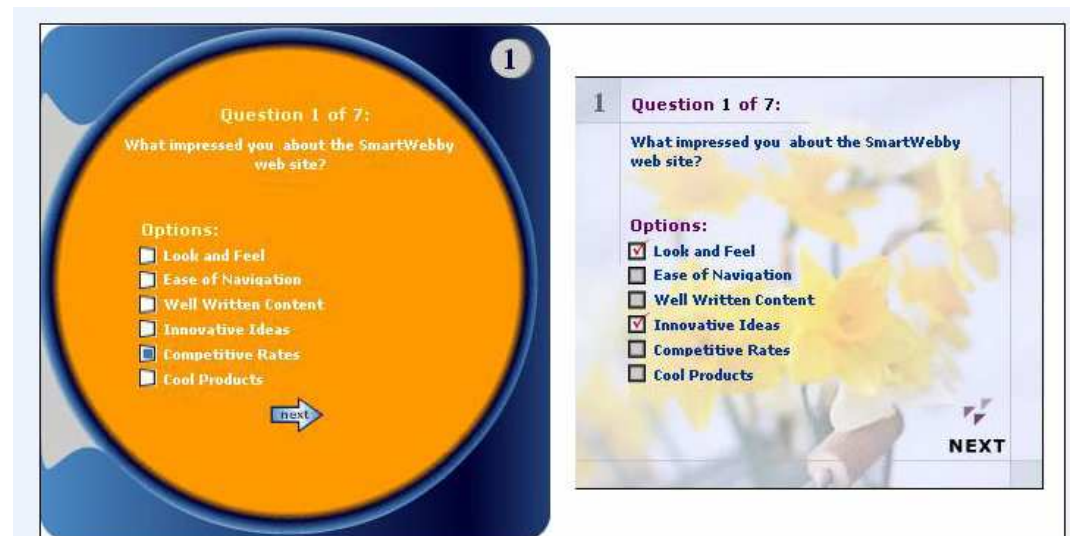


## Pulse DNA



Pulse, the heartbeat of market research

- Programming and Data-Processing
- Project Management
- Data Collection (CATI + CAWI)
- Professional Translation Services

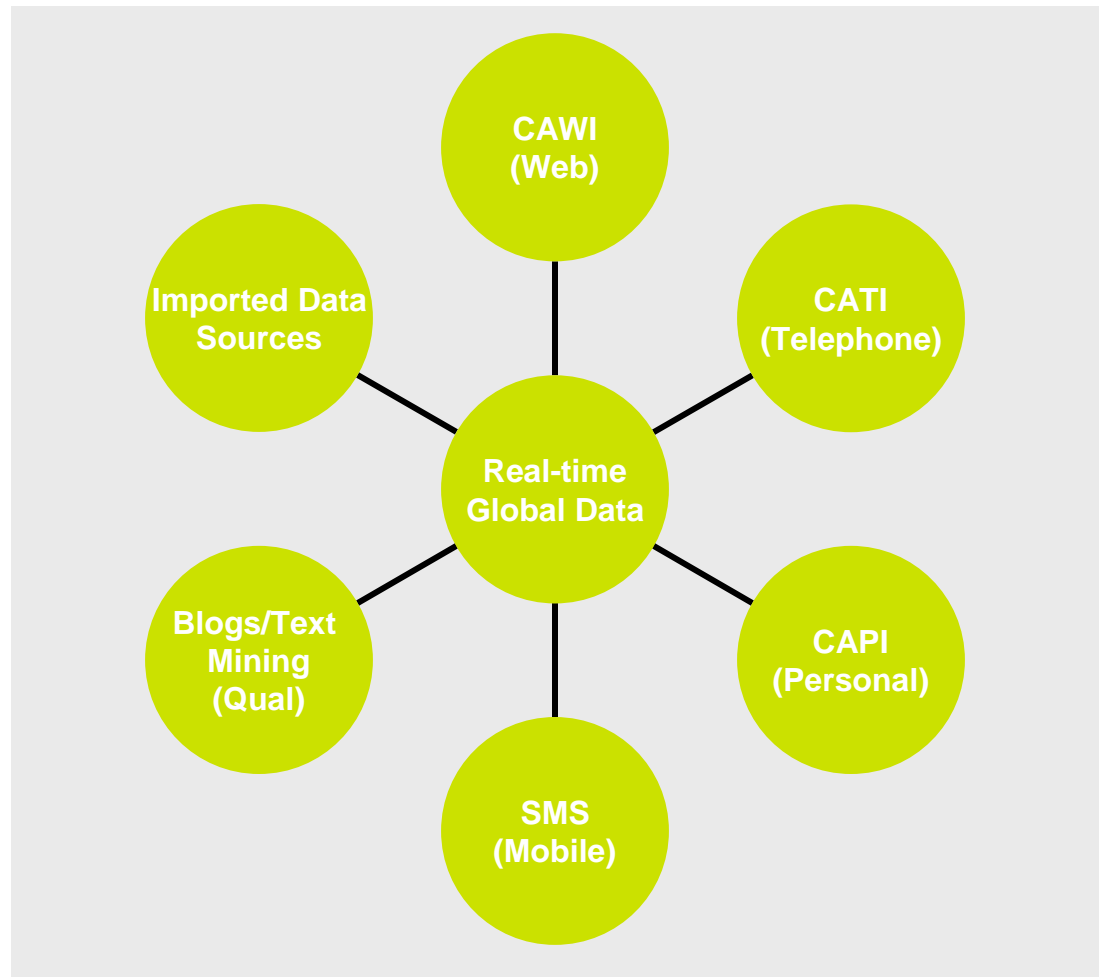


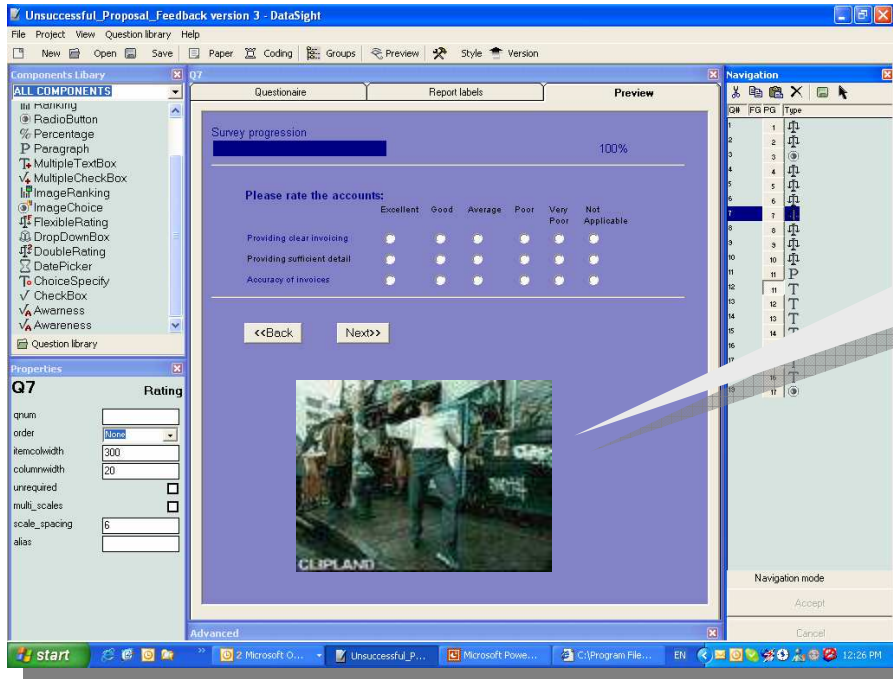


## Survey Design + Creation Overview



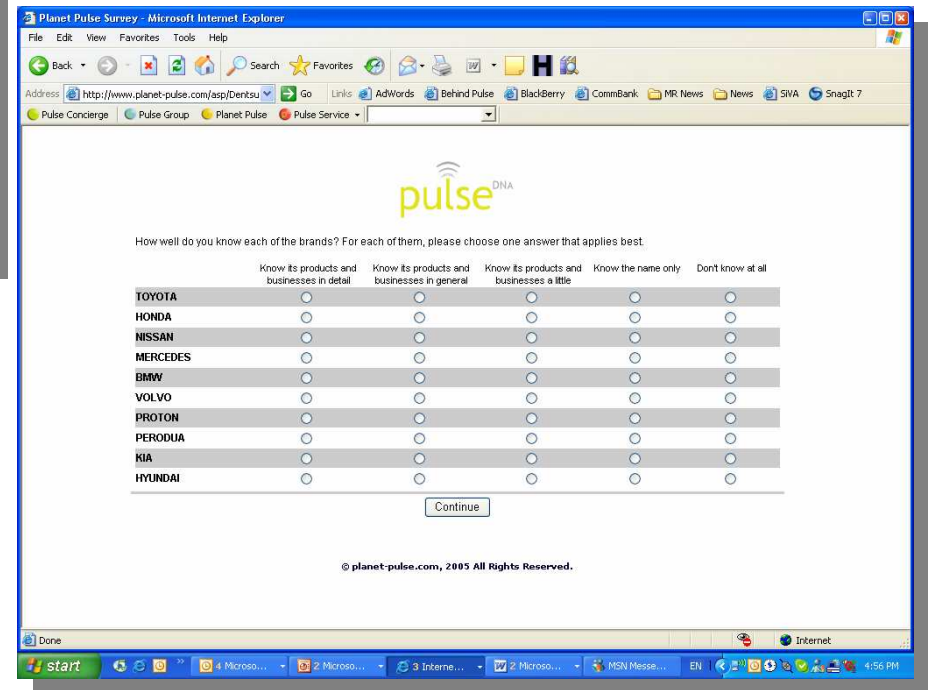
# Integrated ASP Platform

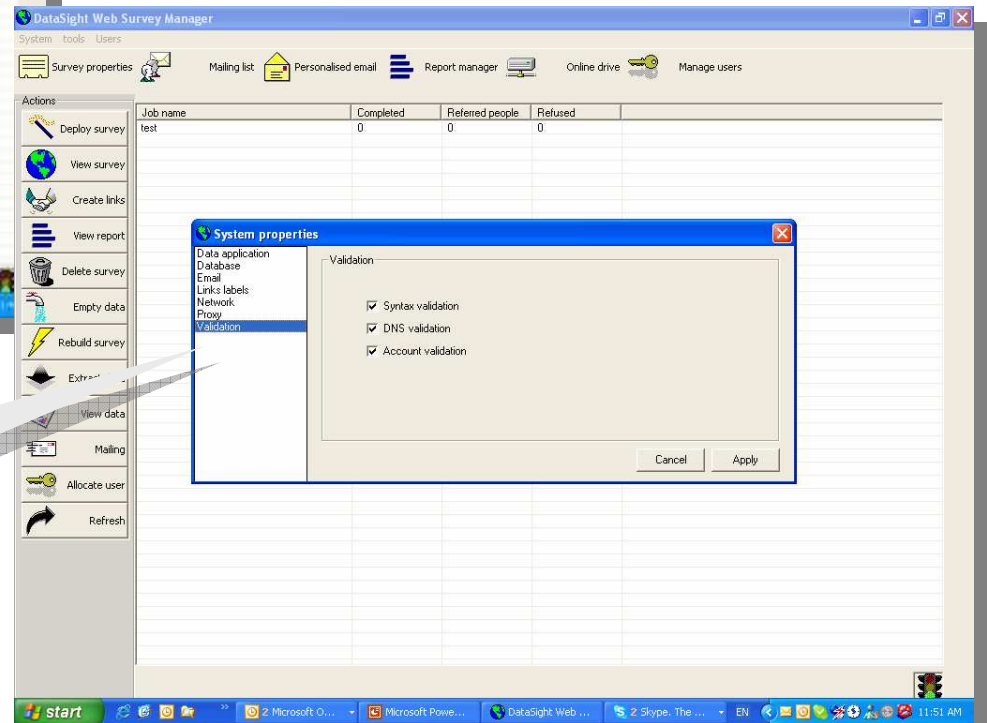
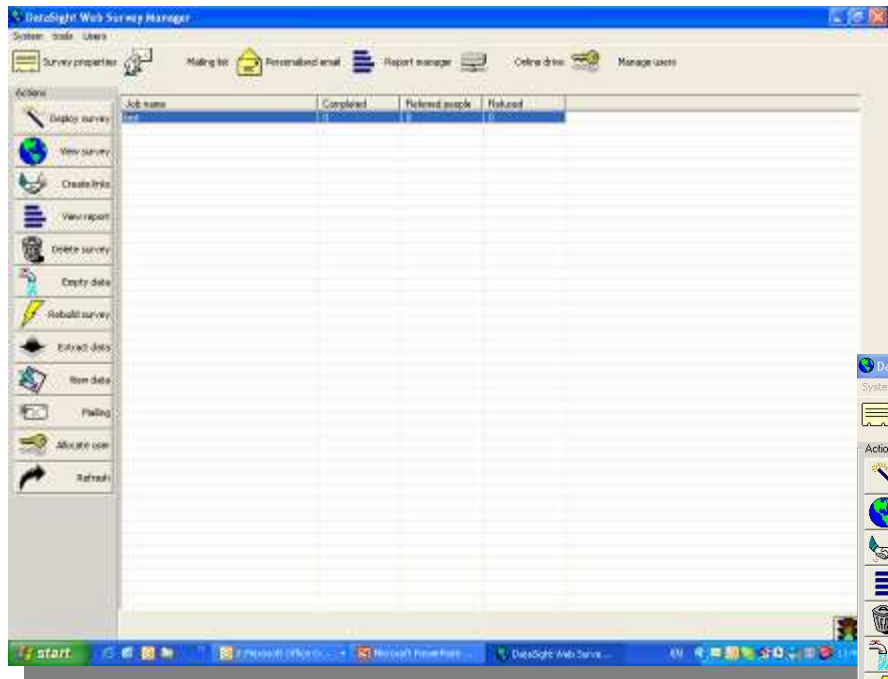




*Ability to integrate TVC's or Print Ad files*

- Ranking
- Single and multiple choice tick box
- Single choice pull down
- Multi-point scale with sub-questions
- Sliding scales
- Single-choice/ and multiple-choice matrix
- Spinners
- Constant Sum
- Comment and Essay





**Stringent + Automated  
Quality Control Features**



## Tracking List for Project: **P238 - DeskJet Printers Study**

[Close](#)

Project Name : **P238 - DeskJet Printers Study**  
 Description : **Total N = 300 completes per country**  
**\* Min 10% of completes w/ businesses (n30 per country)**  
 Data Collection Type : CAWI  
 Sample Source : Pulse  
 Fieldwork Period : 11 day(s)  
 Start Date : 2007-07-20  
 End Date : 2007-07-30  
 N (no of completes) : 600

N needed : **600**  
 Completed : **617**  
 Terminated : **3636**  
 Quota Full : **218**  
 Total : 4471  
 Invalid : **0**  
 Overall IR : 15%  
 Total URL setup : **40001 / 600**

Country	N needed	C	T	Q	Total	IR	Invalid
China	300	301	3138	21	<b>3460</b>	9%	0
Indonesia	300	316	498	197	<b>1011</b>	39%	0

# Project Tracking

User ID to track respondent profile

MOVE

**User Tracking List for #3**

Completed : 0    Terminated : 37    Quota Full : 5    Invalid : 0  
 Total URL(s) : 50

No.	System ID	User	IP	Start Time	End Time	Status
1	11228	xxxx	202.55.80.106	2007-08-07 12:43:00	2007-08-07 12:43:34	Terminated
2	11273	12334156	202.55.80.106	2007-08-07 13:47:17	-	In Progress
3	11330	1317941	211.26.103.174	2007-08-07 21:06:00	-	In Progress
4	11335	2893355	121.44.231.137	2007-08-07 15:24:26	-	In Progress
5	11336	1966171	58.171.30.77	2007-08-07 15:25:21	2007-08-07 15:26:56	Terminated
6	11338	3324403	124.176.36.2	2007-08-07 15:26:01	-	In Progress
7	11339	3115844	59.167.157.9	2007-08-07 15:26:49	2007-08-07 15:28:59	Quota Full
8	11340	1430676	203.7.175.1	2007-08-07 15:27:50	2007-08-07 15:29:15	Terminated
9	11341	3244644	60.229.143.245	2007-08-07 15:28:01	2007-08-07 15:29:06	Terminated
10	11344	2801510	58.109.101.34	2007-08-07 15:29:41	2007-08-07 15:31:32	Terminated
11	11345	2113189	124.182.128.223	2007-08-07 15:33:08	2007-08-07 15:34:22	Terminated
12	11347	3678993	124.182.222.170	2007-08-07 15:33:47	2007-08-07 15:34:57	Terminated
13	11348	3785287	121.219.18.208	2007-08-07 15:34:20	2007-08-07 15:35:25	Terminated
14	11349	3618937	220.233.220.2	2007-08-07 15:35:43	2007-08-07 15:37:17	Terminated

IP Address to track respondent location

# Real-time Data Analysis

Females 21-24  
2

Total  
81

Data Collection Type : CAWI  
 Sample Source : Others; Azure  
 Fieldwork Period : 2 day(s)  
 Start Date : 2007-11-01  
 End Date : 2007-11-02  
 N (no. of completes) : 81

Country	N needed	C	T	Q	Total	IR	Invalid
UK	81	12	7	3	22	63%	0

## 1. Source from Partner : Azure

Project URL : [http://pmt.planet-pulse.com/survey.php?s/78/383/ids=user\\_id](http://pmt.planet-pulse.com/survey.php?s/78/383/ids=user_id)  
 \* This link can be used up to 1000

Country : UK  
 Pulses : 0  
 Language : English  
 Total URL(s) : 1000

Completed : 12      Terminated : 7      Quota Full : 3      Invalid : 0  
 Total (exclude invalid) : 22

[Download](#)  
[View Tracking](#)

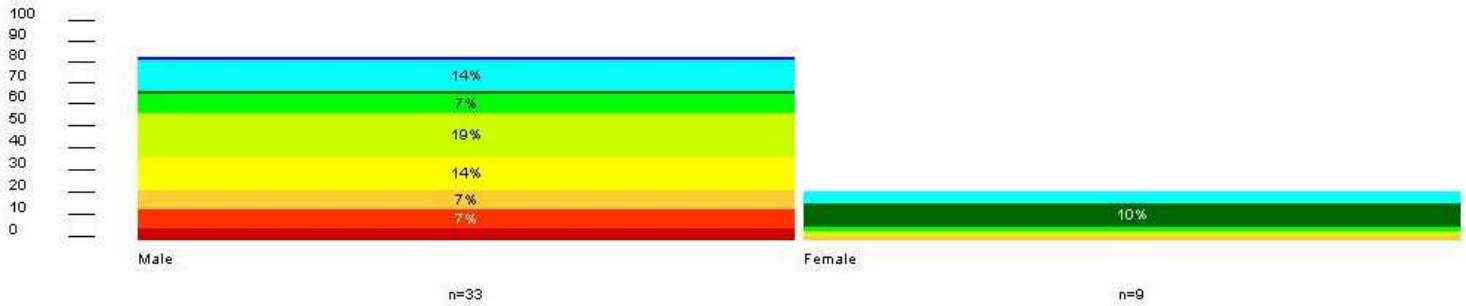
Clickable to download  
ASCII data for analysis

*\* Due to Internet Connection Speed constraint, the "View Tracking" function will only show first 50 users. Please use "Create Excel" and download Excel to get the full data.*

# Real-time Reporting

## 24/7 ONLINE REPORT Biotech 24/7 online report

Data set = Biotech



Q-S1. Please select your gender

Legend



Q-S2. Please select your age group

n=42

Data set = Biotech

Q-S1. Please select your gender



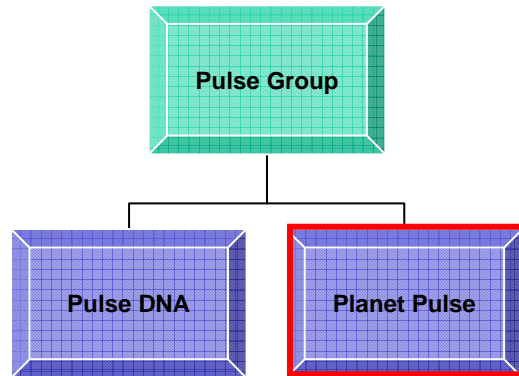
n=42



# Planet Pulse



Pulse, the heartbeat of market research



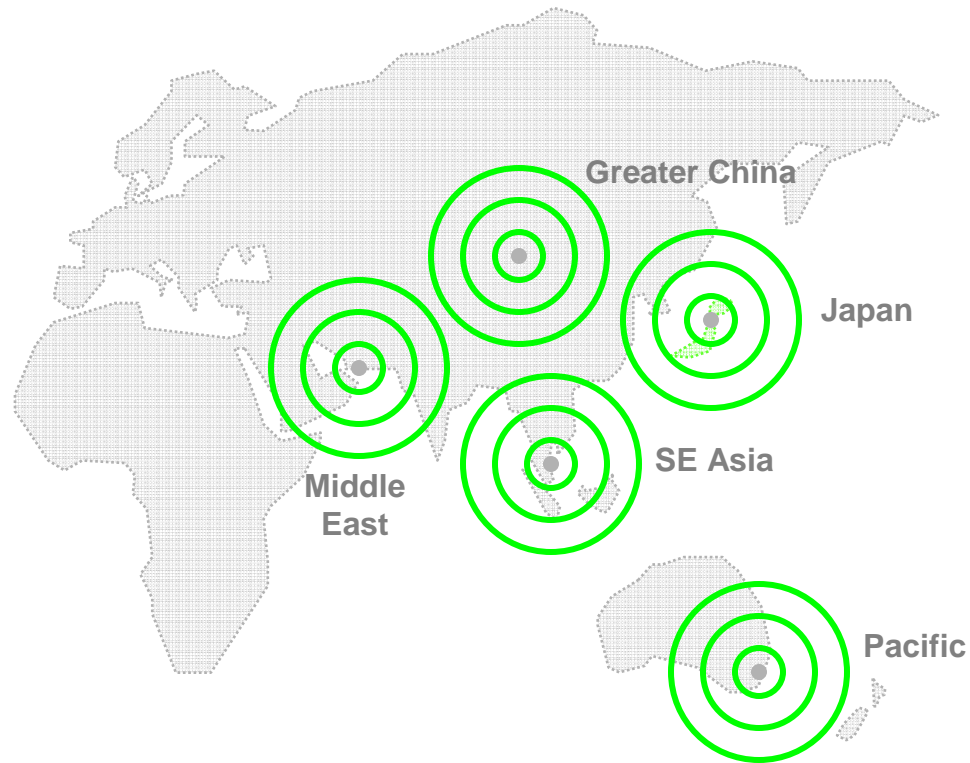
- B2C Panels
- B2B Panels
- Teen Panels
- Specialty Panels
- Proprietary Panel Services



=



# Planet Pulse Footprint



■ Coverage (Online Panels)



# About Planet Pulse



We enroll panelists from multiple sources (e.g. Portals 70%, CATI 15%, Online Campaigns 15% etc) and a wide range of psychographic sites.



We carefully monitor respondent participation to keep activity at optimum levels. For instance, individual respondents are invited to participate in no more than one survey per week. Respondents are also limited in the number of surveys they may take during a given year and in a given product area.



We work actively to encourage high response rates and loyalty from our Planet Pulse members. For example, Planet Pulse membership features a strong affinity/incentive program through which panelists are awarded products, reward points and cash for responding to surveys. Motivated respondents provide faster and higher quality results.



We continuously recruit new panelists for Planet Pulse, remove inactive members and conduct intensive panel re-profiling.



## Basic Profiling

### Basic registration profiling:

- Age
- Gender
- Country
- Postcode/Zip Code
- Education level
- Marital Status
- Household income
- Children in household
- Age of children in household
- Do you own a car?
- Do you own a pet?
- Do you own a credit card?
- Do you own a mobile phone?
- Employment Status
- Choice of language when receiving surveys

### Professional profiling:

- Occupation
- Industry
- Job function
- Decision maker
- Company size worldwide
- Company size country
- Company revenue



## Planet Pulse Recruitment Strategy

- **Online**

- CPA
- Online Ads
- Affiliate
- Referral program

- **Offline**

- Road shows
- Events
- Trade Show



## Pulse CATI



Pulse, the heartbeat of market research



## Pulse CATI Center

Powered by the Pulse8 CATI Management Software, Pulse CATI Centre Solutions (PCCS) provides an efficient solution for outsourcing Computer Aided Telephone Interviews (CATI).



### The Benefits

- 21 seat CATI centre
- Global, single-vendor solution
- Centralized quota management in real time
- Tight integration with cost effective sample solutions
- Rapid project deployment
- Aggregate data, reported in real time
- Dynamic, scalable network capable of handling projects of any size

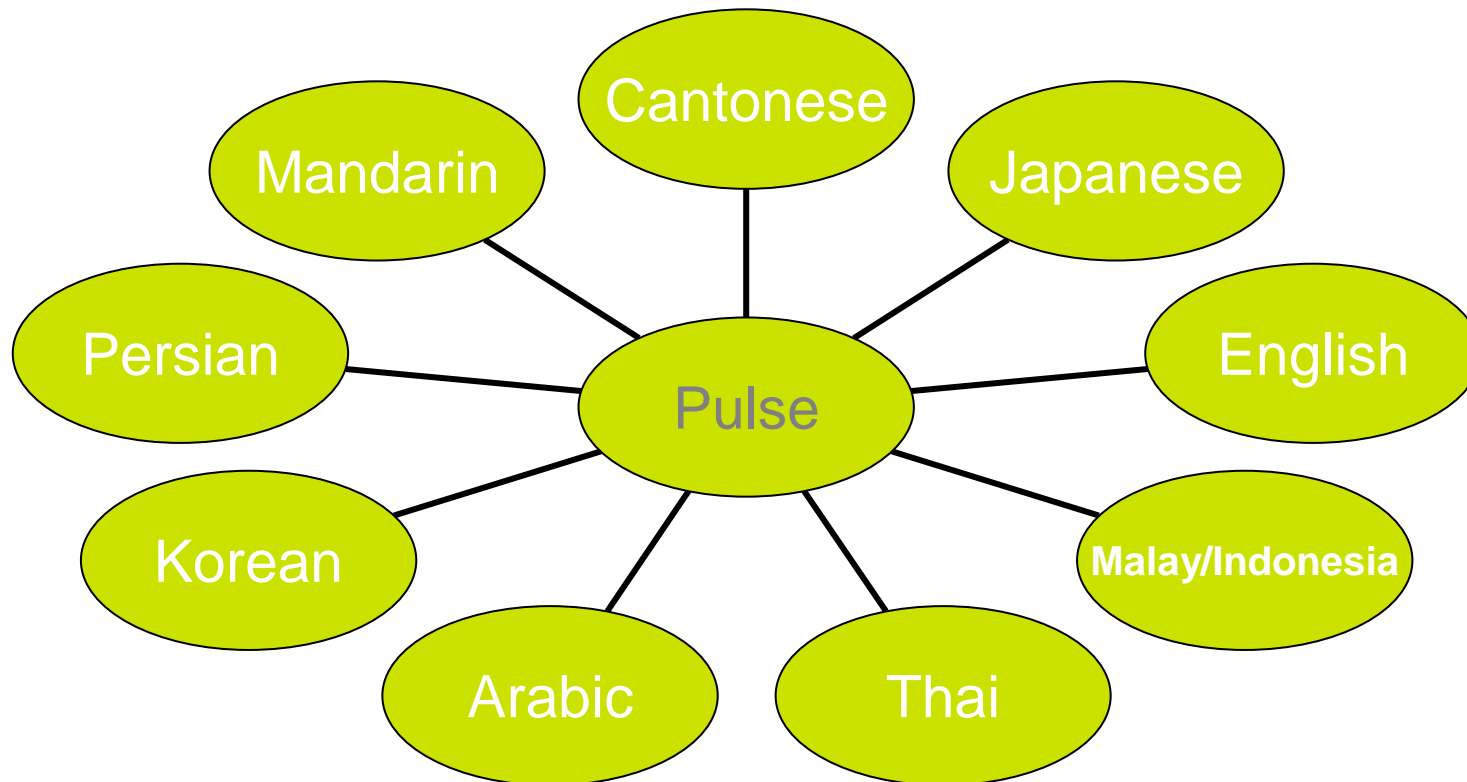


## How Can Pulse CATI Help?

- **Global Solutions**
  - Manage multi country projects such as AP and GCC markets.
  - Data can be collected much faster with the respondents contact list.
- **Immediate and real time data**
  - Data collected in real time.
  - Helps in the pre-prediction of the research result.
  - Enables better data organizing in order to provide useful and valuable data.

# How Can Pulse CATI Help?

## Multi-linguistic capabilities



## **Real time QC (Call barging)**

(Team leader and Project Manager barging the live calls to ensure standard are being met).

## **Secondary check (By Quality Department)**

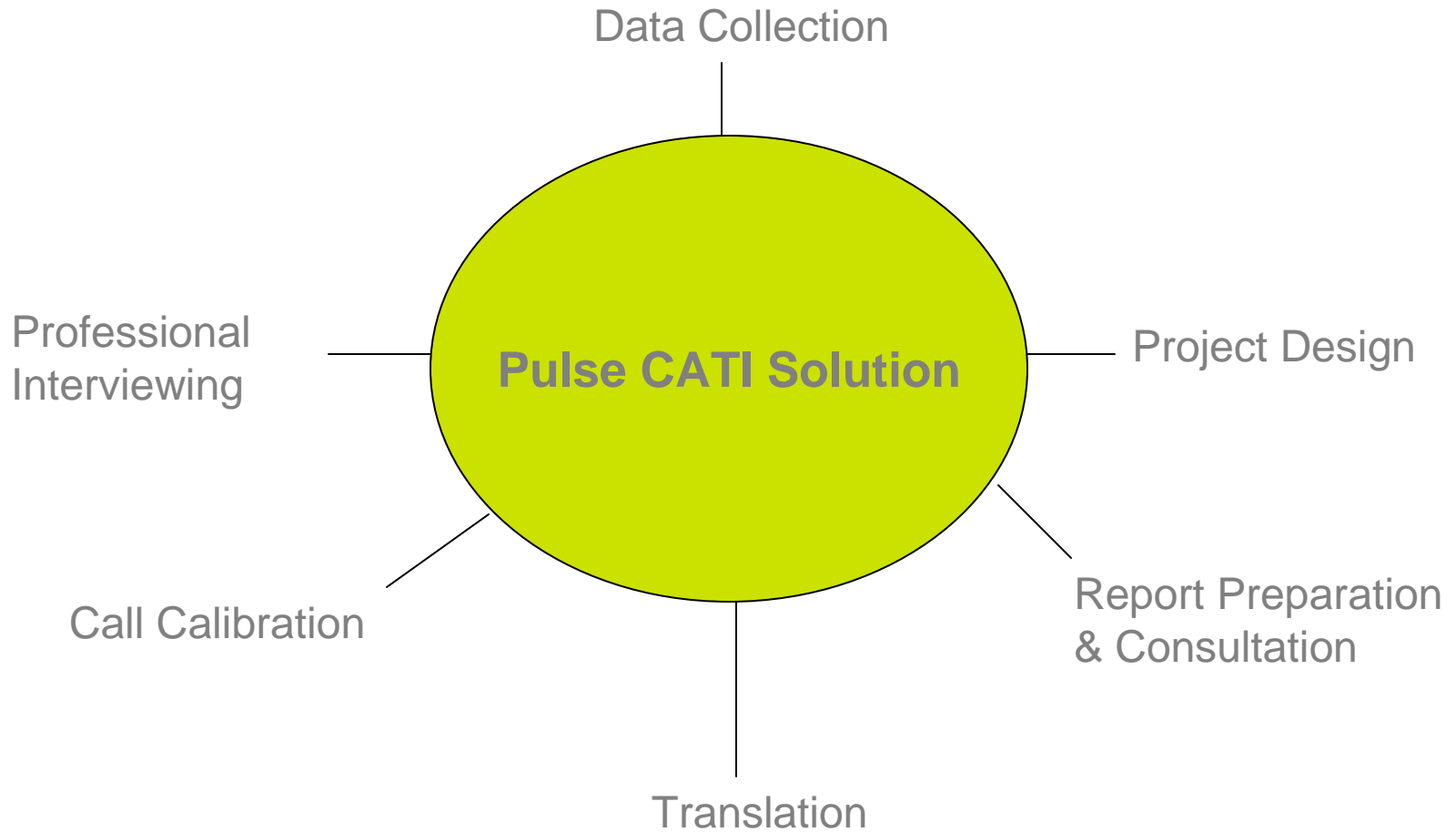
(Since every call get recorded so the QA listen to the recordings and give feedback on the basis of checklist)

## **Final Quality check (By Team Leader)**

(All logical checks done by Team leader ensuring industry criteria and quotas are being met).



# What Pulse CATI is Offering





## Pulse Qualitative



## <Qualitative Research>

### Pulse Qualitative Research



Often what people say is not what they do. With deeper questioning we can understand the underlying motivations behind human behaviour, by uncovering the dynamics within relationships between consumers and brands, both at a rational and unconscious level.

“Knowledge in itself is not power. It is the sharing of knowledge that creates true strength and power.”

— Confucius

Our ultimate aim is to deliver real insights for your business in order to guide business strategy, in areas such as positioning, branding, advertising evaluation, new product development, customer satisfaction and stakeholder management.

Our experienced and specialist team of “consumer psychologists” will help you to uncover the needs, motivations and perceptions of our audience, whether Small or Medium Enterprises (SMEs), healthcare professionals, early adopters or mainstream consumers.

We offer a range of tools and techniques in the qualitative space, including standard focus groups and in-depth interviews, online focus groups and bulletin boards, accompanied shops, client and consumer workshops, and ethnographic approaches.



Our experience spans a range of industry sectors, including FMCG, retail, business and financial services, technology, media, healthcare and travel.

The strategic partnership that Pulse has with online software provider, Itracks, forms the basis of our online qualitative offer within the region. We provide online focus groups and bulletin boards in a range of languages, and can recruit from Planet Pulse, Asia’s largest online community.

Our modern, stylish and comfortable group rooms, based in heart of Kuala Lumpur, provide the ideal venue to hold fieldwork. They are equipped with one-way mirror, seating for up to eight clients, headsets, simultaneous translation and digital/audio recording.

### Why Choose Pulse

- Full range of services from recruitment, through to moderation, analysis and reporting
- An experienced team, with Director level involvement in every project
- Professional simultaneous translators, covering a range of languages
- An established network of qualitative partners within the region
- Local and international research capabilities, including project coordination
- Centrally located state-of-the-art viewing facilities
- Access to Planet Pulse and an online panel of respondents



## About Pulse Qualitative

- In qualitative research, we focus on truly *understanding* motivations, needs, behavior and perceptions – why people do and think the things that they do and think.
- With a variety of methodologies and techniques in hand, we focus on getting the most out of people, whether it's teenagers, housewives, doctors or CEOs.
- From conventional FGDs to online Bulletin Boards, and from projective techniques to developing ad concepts, we are committed to obtaining the most out of each piece of research.



## Our Core Research Team

- We are made up of a team of people who are:
  - Experienced and Passionate about using qualitative research to interpret and understand the consumer and organizations
- Our growing team of Dedicated qualitative researchers:
  - Is Enthusiastic and eager to understand a marketing issue or objective
  - Provides need-specific research solutions.
- With the marketing aim in mind, we work collectively to deliver actionable insights!

## Our Pulse Facilities

- Our Operations Hub in the heart of Kuala Lumpur city sports two FGD rooms with state-of-the-art facilities
  - A choice of boardroom setting, or informal casual sofa setting
- Both come fully equipped with:
  - Plasma TV
  - One-way Mirror Viewing Room
  - Digital Audio Visual Recording
- Other facilities include
  - Simultaneous translation and headsets
  - Pantry & catering
  - Video/web streaming



# State of the Art Infrastructure



## Our Room Facilities

- A comfortable Boardroom environment seating 8 to 10; ideal for executives and professionals.



## Our Room Facilities

- A relaxing Lounge-styled room that seats 6 to 8; perfect for smaller, intimate and informal groups.





## Our Pulse Qualitative Services

- We offer a full range of Qualitative services:
  - FGD Room Facility Rental
  - Recruitment & Moderation
  - Focus Group Discussions (FGD)
  - In-depth Interviews (IDI): B2C, B2B
  - Extended IDIs
    - Accompanied Shopping
    - Home Visits
    - Ethnography
  - Online FGDs/ IDIs/ Bulletin Boards
  - Analysis & Reporting



## Our Online FGD Partnerships



Itracks delivers quality data to professional market researchers, by using the Internet to enhance data collection methods.

Founded in 1996, Itracks holds the US patent for online focus groups and offers online surveys, bulletin board focus groups, web-enabled CATI and custom research software development.

Itracks' suite of online data collection methods empowers market researchers to gather rich and reliable data quickly.



## Associations



Pulse, the heartbeat of market research



## Pulse Affiliations

ESOMAR Members agree to abide by the ICC/ESOMAR International Code of Marketing and Social Research Practice, which has been jointly drafted by ESOMAR and the International Chamber of Commerce and is endorsed by the major national professional bodies around the world.

Market Research depends upon the willing co-operation of the public and the business community. This co-operation is based on public and business confidence that market research is carried out honestly, objectively, and without unwelcome intrusion or disadvantage to respondents. The purpose of market research is to collect and analyse information and not to directly sell or promote goods or services, influence respondents opinions or engage in other non-research activities. It is in this spirit that the Code of professional Behaviour has been devised.

The BBB reliability code provides desirable standards for e-commerce and online activities.

The BBB Online Privacy and EU Safe Harbor agreement is the European Commission's Directive on Data Protection went into effect in October, 1998, and prohibits the transfer of personal data to non-European Union nations that do not meet the European "adequacy" standard for privacy protection. As a result of different approaches to privacy between the U.S. and the E.U.

This Code of Standards and Ethics for Survey Research sets forth the agreed upon rules of ethical conduct for Survey Research Organizations. Acceptance of this Code is mandatory for all CASRO® Members.

The Code has been organized into sections describing the responsibilities of a Survey Research Organization to Respondents, Clients and Outside Contractors and in reporting study results.

## Benefits of Working with Pulse



- Largest research-only panel
- Professionally managed panels
- Focus on core competencies
- One-stop solution provider



Thank You *Outsource...the new insource*

