

Universal is a premier market research data collection provider, regularly conducting **Business-to-Business telephone, web, and multi-mode surveys** around the globe. From years of extensive survey experience, we have developed methodologies to reach business professionals from New York to California, London to Tokyo, and Moscow to Capetown.

We operate 24/7 using single and multi-mode data collection methodologies to achieve proper sampling and the greatest reach.

Sample of Business to Business Professionals

Universal has administered surveys among

Executives

CEO, CFO, CIO, COO,
Fortune 500, 1000, 5000
SVP, VP, Manager, Director
Decision Maker
Influencer
Opinion Leader

Professionals

Lawyers, Accountants, Bankers
Medical professionals, including doctors, nurses
PAs, hospital or office based

Travel and Tourism

Travel Professionals (Travel Agents)
Hotel, Rental Car and Cruise Manager/Directors

Information Technology

Operations Management
Systems Management
Developers
Software / Hardware Purchasers

Finance

Underwriters
Brokers
Account Executives

Operations and Management

Facility Maintenance Managers
Assembly / Line Managers
Payroll and Billing Managers
Shipping and Distribution Managers
Human Resources / Recruiters

Sample of Categories

Auto – Acura, Bentley Motors, Honda
Banking, Finance and Credit Cards – American Express, Bank of America, GE Finance, Visa
Business Services – Dupont, General Electric, Siemens, Tyco
Consumer Products – Coca Cola, Circuit City, Dupont, General Electric
Education – Columbia University, LA Unified School District, NYC Dept of Education

Food – California Walnut Commission, Ethnic Vegetables, Subway Stores
Media – Dallas Morning News, NY1, NY Times, NY Daily News, Newsday, MRI
Pharmaceutical – Eli Lilly, Johnson and Johnson, Pfizer, Schering Plough
Political Polling – Voter Exit and Absentee Polling
Professional Services – General Electric, PriceWaterhouseCoopers

Technology – Microsoft, UFT United Technologies

Telecom – AT&T

Transportation – NYC Transit, Long Island Rail Road, Metro North Rail Road

Travel and Leisure – Alamo/National Car Rental, American Airlines, Delta, Starwood Hotels and Resorts

Utilities – Southern California Gas Company, San Diego Gas and Electric

How We Find Survey Respondents

Over 250 B-to-B interviewers are trained by our senior level staff to use techniques to reach business professionals worldwide.

Using your lists or working with established partners that provide telephone or web panel worldwide, we dial, recruit, fax, mail or email potential respondents to increase reach, cooperation and participation.

Our People

Your direct contact with our senior staff ensures:

- Questions and Requests Answered Quickly
- Proactive, Creative, and Realistic Approaches
- Reliable, Accurate and Validated Results
- Competitive Prices
- Time Efficiency

From our NYC locations, our multi-cultured programmers, translators, supervisors, monitors and interviewers are here to administer surveys in English plus 25 other languages worldwide.

Cantonese	Greek	Japanese	Portuguese	Urdu
Czech	Hebrew	Korean	Russian	Vietnamese
Danish	Hindi	Mandarin	Spanish	
French	Hmong	Norwegian	Swedish	
German	Italian	Polish	Tagalog	

Data Collection Methodologies

- Telephone: 500 CATI equipped web enabled stations with automatic dialers
Mail: Diaries, mail surveys
Fax: Fax surveys, fax concepts using electronic fax tools
Email/Web: Email, web/online surveys
Multi-mode: Capable of reaching and interviewing respondents using multiple methodologies simultaneously. For example, a multi-mode technique that maximizes reach, participation, and cooperation
- 1) Phone, fax, and email to recruit respondents to a telephone and/or web survey
 - 2) Each piece of sample is assigned an easy-to-remember ID and password (ie, respondent's phone number)
 - 3) Easy-to-remember web address, ID and password provided to respondent
 - 4) Respondent can log on to website or call Universal to complete survey, or Universal can call respondent to complete survey
 - 5) Universal's staff available via world-wide toll free numbers for assistance

Sample of Market Research Companies for Whom We've Conducted Business to Business Surveys

Brown Yardley	GfK	IPSOS	Marketing Metrics
Edison / Mitofsky	GMI	Kantar / DR / Added Value	McKinsey
E-Rewards	Harte Hanks	LHK Partners	Monitor Group
Epocrates	ICR	Lieberman Research	Synovate