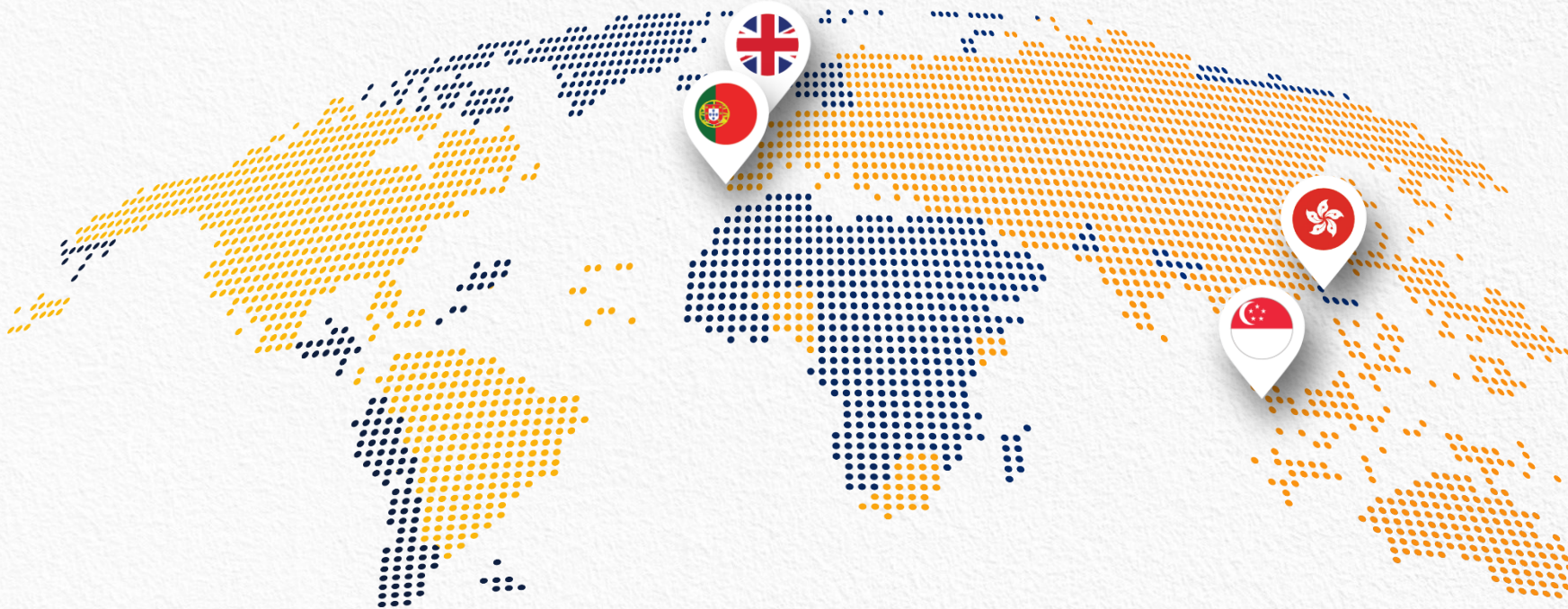




FOUNDED IN 2013 | OFFICES IN **HONG KONG, SINGAPORE, LONDON & LISBON**
CONDUCTS PROJECTS GLOBALLY | WORK DONE IN 42 MARKETS TO DATE



● Markets conducted projects in

AUSTRALIA

KENYA CAMBODIA

INDIA UK

JAPAN

TURKEY GERMANY

MACAU

PHILIPPINES

MYANMAR

UKRAINE

THAILAND

TAIWAN MEXICO

GHANA SOUTH KOREA

CHINA

NIGERIA

SRI LANKA

VIETNAM

SOUTH AFRICA SPAIN

INDONESIA

BELGIUM

KSA (SAUDI ARABIA)

GREECE

FRANCE COLUMBIA

NEW ZEALAND

BRAZIL UAE RUSSIA

USA ITALY

SWITZERLAND

MALAYSIA

CANADA

A VETERAN TEAM WITH 5 TO 25+ YEARS OF RESEARCH EXPERIENCE

HONG KONG TEAM



THOMAS ISAAC
Director
28 years in
Research:
Finance, Tech,
Consumer, Auto,
Social



MARC DE LANGE
Director
20+ years in
Tech &
Research:
Tech, Finance
Sectors



ARTHUR TAM
Director
25+ years in
Research:
Customer
Experience
& Financial
Services



RIA SMITH
Director
20+ years in
culture, leisure
and research:
Cultural &
Leisure Sectors



ANUJA KOLHATKAR
Director
25 years in
Research: Media,
Consumer,
Telecom,
Banking and
Automotive



ZOE HU
Associate
Director
13 years in
Research:
Qualitative,
Tech, Finance,
Auto



OLIVE WONG
Associate
Director
12 years in
Research:
Community,
Finance,
Consumer



JENNIFER TAN
Senior
Consultant
13 years in
Research



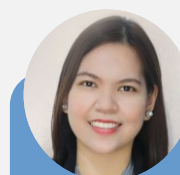
ANKITA RASTOGI
Senior
Consultant
15 years in
Research



MANDY OEI
Senior
Consultant
19 years in
Research



ROLANDO CHUA JR.
Senior
Consultant
16 years in
Research



MIA MADARANG
Consultant
5 years relevant
experience



SINGAPORE TEAM



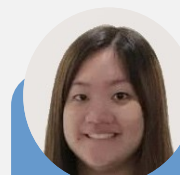
AJIT RODRIGUES
Director
23 years in
Research:
Consumer,
Healthcare



AMIT PHATAK
Director
21 years in
Research:
Tech, Finance,
Tourism and
Public Sector



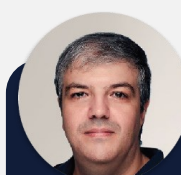
SYED HUSSEIN
Senior
Consultant
10 years in
Research



JANICE FOO
Consultant
5 years in
Research



EUROPE TEAM



CARLOS HERNANDEZ JR
Director
23 years in
Research:
FMCG,
Healthcare



MADHURI CHATTERJEE
Director
17 years in Sales
& Business
Development:
Tech, Finance
and Media



DESIGN & ADMIN



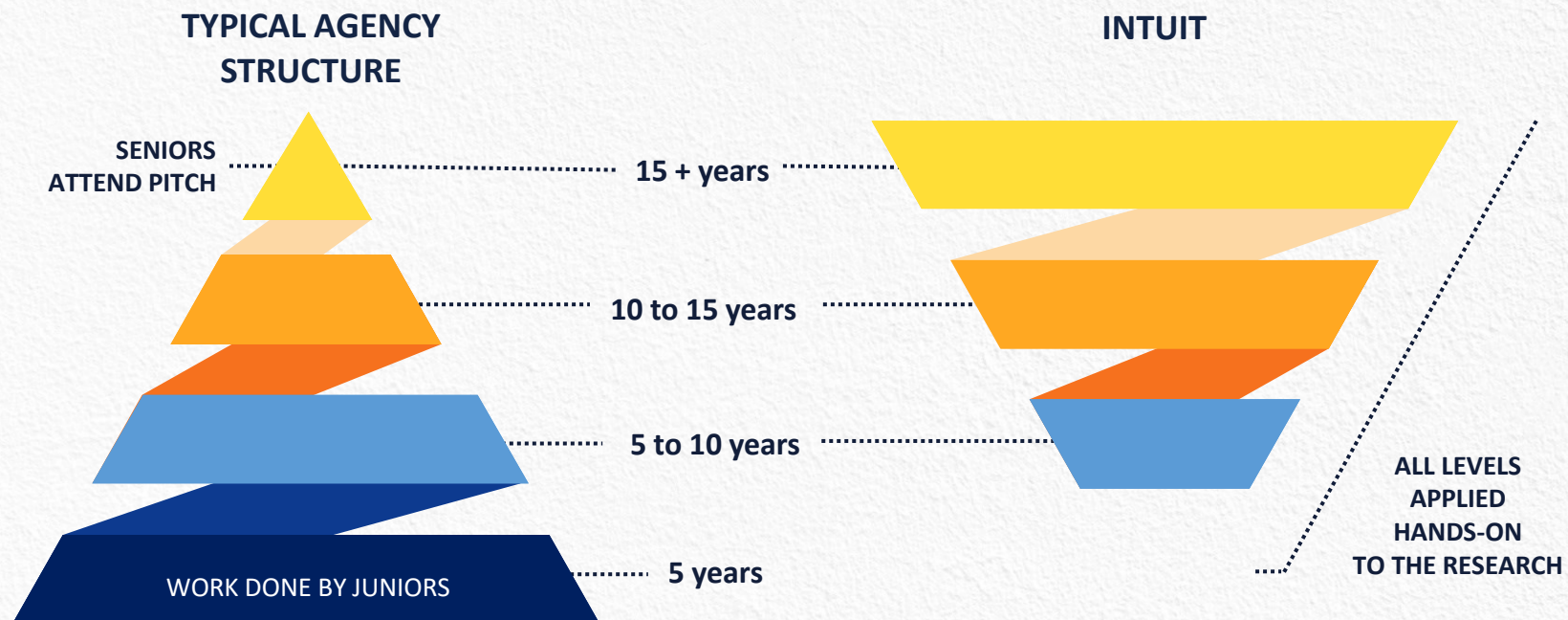
SHWETA ZACHARIAH
Designer
12 years in
Design
& Advertising



MELKA SAN MATEO
Finance &
Admin Executive
25 years in Sales
Operations



OUR STRUCTURE ENABLES HIGH QUALITY AND HIGH INSIGHTS



**EXPERIENCED PEOPLE + SECTOR KNOWLEDGE + CONSULTATIVE APPROACH
= BETTER INSIGHTS & ACTIONABLE RESULTS**



“We’re not interested in hearing about, or even meeting MDs, Directors etc. unless they are actually going to do substantive work on the project.”

FROM A RECENT CLIENT BRIEF

SECTORS AND CLIENTS



FINANCE & INSURANCE

VISA BlackRock DBS



TECHNOLOGY & DIGITAL

facebook Google



HEALTHCARE

Abbott



CONSUMER



GOVERNMENT & SOCIAL RESEARCH





**BRAND HEALTH &
CAMPAIGN EVALUATION**



**THOUGHT LEADERSHIP
AND PR RESEARCH**



**INSIGHTS
COMMUNITIES**



**DIGITAL & UX
RESEARCH**



**HELPING HAND
SERVICES**



**CUSTOMER EXPERIENCE
MANAGEMENT**



**PRICING & PRODUCT
OPTIMISATION**



**CUSTOMER/PATIENT
JOURNEYS**



**TOUCHPOINTS
MICROSURVEYS**

WE WORK WITH THE BEST DATA COLLECTION PARTNER FOR EACH PROJECT



ONLINE, MOBILE

KANTAR



Toluna



REGIONAL F2F

Ipsos Observer



QUAL AND SINGLE MARKET STUDIES

Local agencies

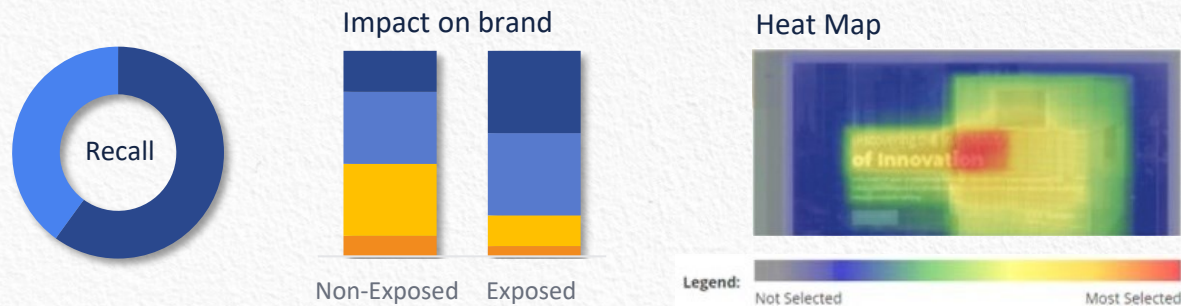


B2B & HEALTHCARE



BRAND HEALTH AND CAMPAIGN EVALUATION

BRAND HEALTH AND MULTI-CHANNEL CAMPAIGN



- ➔ Dipstick and continuous Brand Tracking in Technology, E-commerce and Finance sectors.
- ➔ Campaign Evaluation for Digital and TV ad campaigns in Banking, Smartphones, Computer Security, Technology and FMCG categories.
- ➔ Outdoor Campaign Evaluation for E-commerce brand.

EXPERIENTIAL EVENTS

In-store Merchandise Effectiveness Study

Experiential Event Impact Evaluation Studies

PC Trial to Purchase Campaign – Holistic Evaluation

2-in-1 Computer Experience



Experiential event for Tablets



WE PROVIDE END-TO-END CONSULTANCY ON PR AND THOUGHT LEADERSHIP RESEARCH

1

Fine-tuning Topics

2

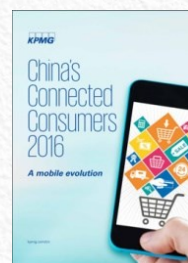
Credible Study Design & Execution

3

Developing the Story & Validating Claims

4

Press Releases, Press Conferences
White Papers, Infographics



Visit <https://www.intuit-research.com/published-studies/> for more examples of published studies conducted by Intuit Research

ADDITIONAL DELIVERABLES TO MAXIMIZE AND EXTEND USAGE OF PR STUDIES



PRICING AND PRODUCT OPTIMISATION

METHODOLOGIES RANGING FROM STATED METHODS TO CONJOINT AND DISCRETE CHOICE MODELLING

SECTORS



EXAMPLES OF OBJECTIVES ADDRESSED

- ➔ What combinations of features will maximise client brand profitability in financial services category?
 - ➔ Sales forecast for new financial product
 - ➔ Impact on volumes from planned drop in price in the RTD alcohol category
 - ➔ Demand forecasting for international music festival to establish optimal tiered pricing strategy
 - ➔ Designing home and travel insurance products to address needs of different segments in China
 - ➔ Optimising price and features for mobile phone insurance service



"HELPING HAND" INSIGHT SERVICES



SYNTHESIS OF FINDINGS FROM MULTIPLE DATA SOURCES



RE-ANALYSIS OF PAST STUDIES

- ➔ Consumer Segmentation in Financial Services using past studies and desk research
- ➔ Modelling of purchase intent vs. actual sales
- ➔ Brand health review using multiple other studies



DESK RESEARCH

- ➔ Brand Logo Use Audit between sub-brands
- ➔ Augmented Home Entertaining Trends in Hong Kong
- ➔ Study on Disasters in SEA
- ➔ NFC Mobile Payment Eco-system Review

USABILITY AND UX RESEARCH

User experience design (UX) is the process of enhancing user satisfaction with a product by improving the usability, accessibility, and pleasure provided in the interaction with the product

Usability research studies at different stages of the developmental cycle:



- User persona interviews
- User journey mapping



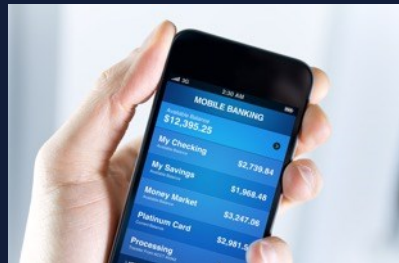
- Prototype testing



- Usability tests

Our experience in UX/Digital studies:

- Virtual bank personal loan app
- Automotive services app
- Financial services app for advisors
- MPF website and portal usability studies
- 7 market qualitative study to help design wellness app



PATIENT JOURNEY

A patient journey describes the full path a patient takes, right from the first symptoms to the point where the treatment ends. It shows real-life situations, with all its unpredictable factors and hurdles. Understanding the patient journey is an invaluable tool to identify patient pain points, treatment needs, influencers and purchase preferences.

Benefits of Patient Journeys:



- Get closer to patients to understand what happens outside the consultation room.
- Improve patient outcomes



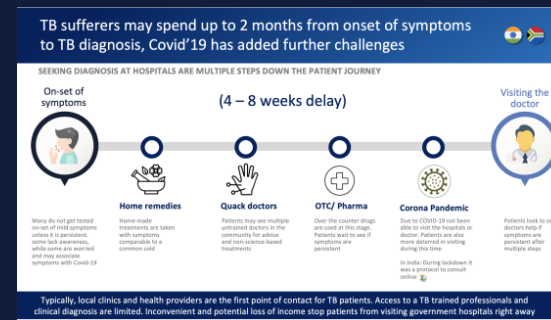
Help define strategy of new products launches



Base strategies on end user of your products with real life evidence.

Our experience in Patient Journeys:

- Tuberculosis Patient Journey in emerging markets
- Muscle Pain Sufferer Journey
- Prostate Health Patient Journey
- Scar Treatment Journey
- HIV Patient Journey





BUILD - WITH CUSTOMER
RETENTION & INCREASED
SPEND



ENHANCE - WITH POSITIVE
WOM & ADVOCACY



GROW - WITH NEW
CUSTOMER ACQUISITIONS
& REVENUE STREAMS

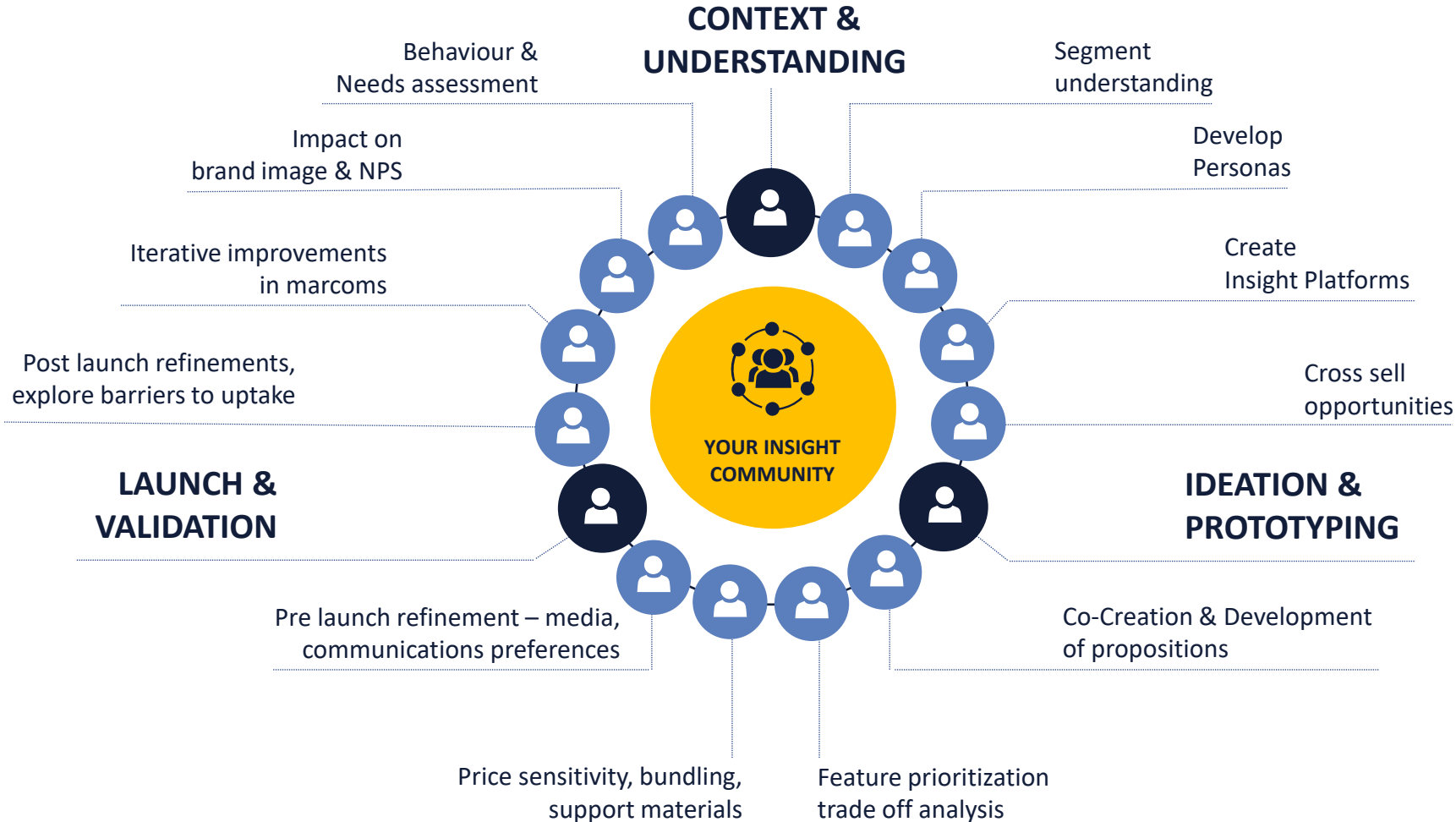


MAXIMISE OPERATIONAL
EFFICIENCY & MINIMISE
CHURN



Deep Insights from Customer Communities





A proprietary community of your engaged customers who have opted in to provide their opinions



DEEPER INSIGHTS

Develop a deeper, progressive understanding of our Customers



FASTER INSIGHTS

Customer feedback at the speed of Business



DEVELOP LOYALTY

It's easier to love a brand when the brand loves you back – Seth Godin



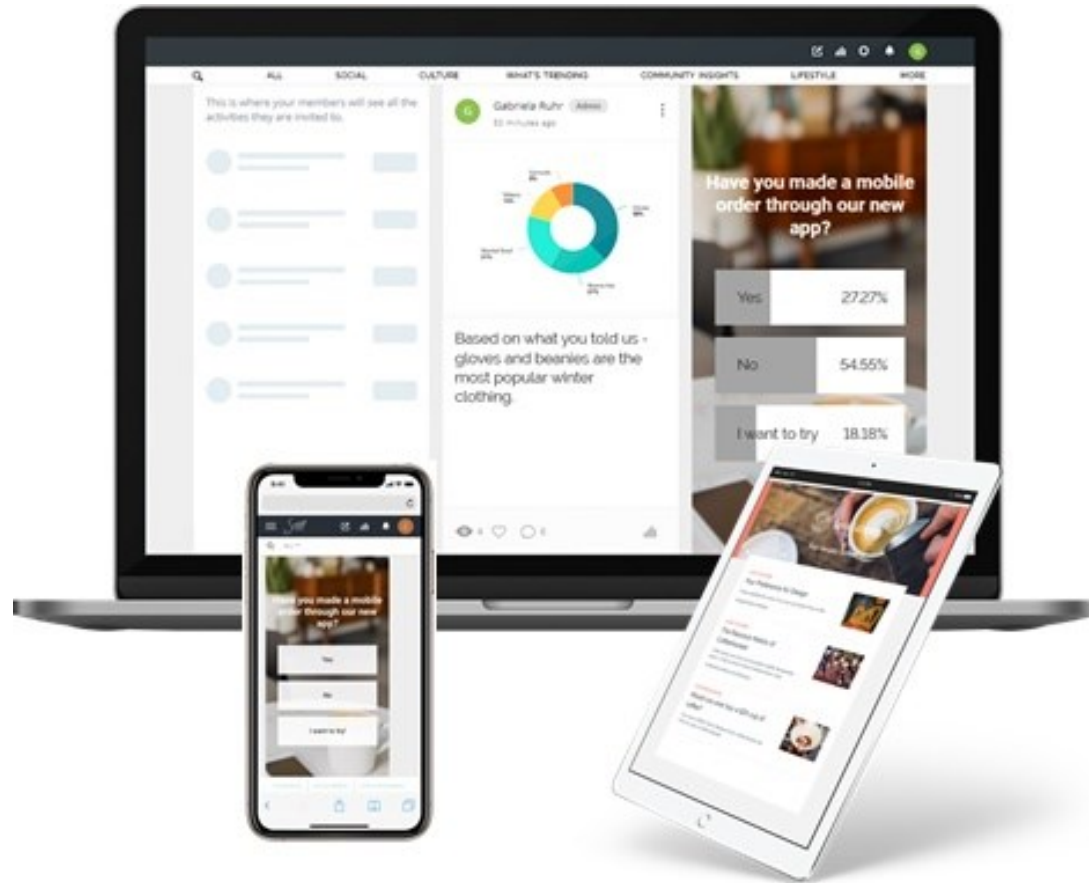
COST EFFICIENT

Unlimited activities – cost efficiency

INSIGHTS COMMUNITIES – RECRUITMENT



With Alida, take community member engagement to a new level by enabling members to engage socially and by sharing exclusive contents through Member Hubs. Our Stakeholder Hubs make it easy to centralize insights so that your stakeholders can make data-driven, customer-centric decisions



Alida Hubs

- Tag & Share exclusive contents for members
- Touchpoint activities inside the Member Hub
- Member Engagement through liking, commenting, sharing contents
- Newsletters to share back and keep members informed
- Stakeholder-Oriented news & insights
- Easy and secure accessibility for stakeholders

Alida. VOICE OF EMPLOYEE

ENHANCED WORK EXPERIENCES FOR EMPLOYEES

Create a community of employees for ongoing conversations that provide deep, actionable insights to help your organization learn from employees to attract, retain, and engage the best people



Voice of Employees

- Employee insights communities
- Central source for voice of employees
- Pre-Built pulse survey templates
- Quick & Interactive feedback collection
- Employee engagement
- Real-Time qualitative feedback
- Text & Sentiment analysis
- Inform organizational & HR decisions
- Integration with HRIS solutions

Continuous Improvement & Customer Recovery



Alida.CXM

CUSTOMER CLOSED-LOOP FEEDBACK WITH RULES-BASED ENGINES FOR AUTOMATED ACTIONS

Designed for brands that don't just care about listening to the voice of their customers but also want to action on these insights across their businesses, Alida CXM empowers brands to action on customer feedback to constantly foster and deepen brand loyalty and advocacy

Alida CXM

- Configurable rules-based engine
- Automated follow-up
- On-Platform case management
- Case management dashboard
- Integrations (App Center)



Easy to integrate with:

- CRM & Marketing
- ERP
- ITSM
- Call Center
- Surveys
- HRIS
- eCommerce
- Collaboration
- Social
- POS

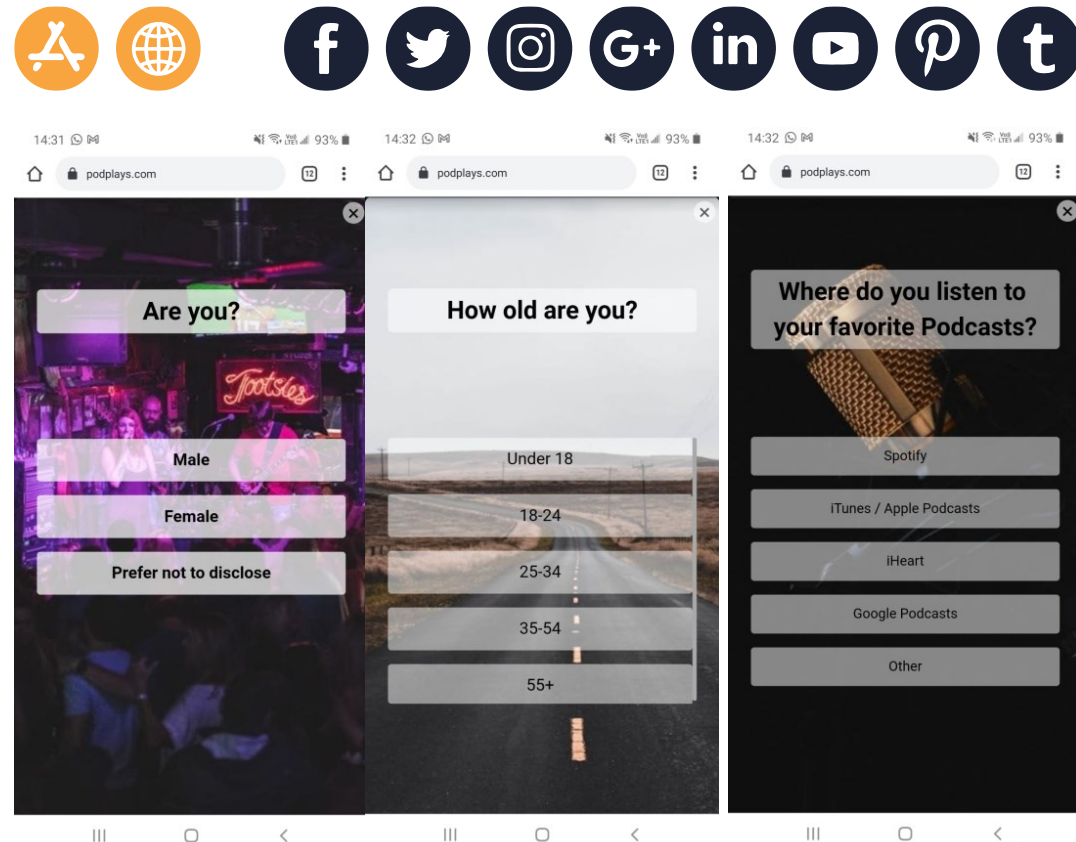
Alida.TOUCHPOINT

FEEDBACK ACROSS DIGITAL CUSTOMER JOURNEYS

Get quick feedback from **millions** of customers and prospects across all digital touchpoints

Alida Touchpoint

- Micro-Surveys & intercepts
- Digital deployment for social platforms & websites
- Collect & Action feedback
- Flexible calls-to-action for targeted segments
- Built-In analytics with real-time dashboards
- Contextual website pop-up integration
- Intuitive administration
- Recruitment mechanism



ENGINE RANK SEARCH RISK TECHNIQUES RANK
TRAFFIC TECHNOLOGY MARKET TRAFFIC
SEO WEBSITE SEARCH TECHNOLOGY COMMUNICATION
RISK

