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About AnswerQuest



AnswerQuest is a leading provider of data collection and data collection services for both quantitative and qualitative research initiatives.

We pride ourselves on our ability to serve, onsite and off, to ensure our clients have a stress-free experience when doing research in Boston.

We offer a flexible space solution in Boston just minutes from Logan International with a full sized focus room, CLT / creative space and test kitchen.

Our team of professionals have been specially trained in sensory and CLT and our in-house chef oversees all taste tests personally.

Our recruiting is on-target and second to none, offering our clients peace of mind, and compelling insights.

Offering customized solutions to competitive issues, AnswerQuest also offers ancillary services such as field management, programming and hosting, moderation, analysis and reporting services.



Research Services

Methods

Focus Groups
Qual / Quant (CLT)
Placements
Usability Tests
National Field Management
Ideation Sessions
In-depth Interviews
Sensory Tests
Home Use Tests
Online Surveys
Programming and Hosting
Telephone

Specialty Segments

Food and Beverage
Alcohol
Healthcare
Legal Services (mock jury tests)
Technology
 Hardware
 Software
Media and Entertainment



Our Recruiting

Full time, dedicated agents, specifically trained

- Training modules include tests and certification
- Individual classes scheduled monthly
- Agents choose their path – through executive/medical recruiting or interviewing/proctoring

No open postings and no fishing on public ad spaces for respondents

Computerized, streamlined call center offers tight quota control

Creative sampling techniques

- Programming algorithms in advance
- Partnerships with local businesses
- Out-of-the-box thinking i.e. septic tank owners, partner with repair companies

We know it's possible to find the perfect respondent .
One just has to use the perfect resource.



Our Databases

Expansive respondent databases and market expertise

Proactive, targeted enhancement efforts

Understand the cultures and communities in our markets

Specialize in niche audiences (patients, physicians, ethnic groups)

Targeted sub-databases including:

- Incontinence
- New and expectant moms
- Pre-screened LOHAS consumers
- Identified and segmented usage of consumer package goods

Computerization streamlines operations



Our Quality and Security Protocols

Separate quality assurance team validates respondent qualifications

Third party verification and confirmations

Executive oversight of product deliveries, inventory, storage and shipments

All product stored in secured rooms with keypad entry limited to authorized personnel

ID required prior to admittance

24-hour security property oversight

Remote monitoring capability

Competitive intelligence is our competitive advantage.

Our Accessibility



Client Portal offers immediate access to profiles

- Housed on internal server
- Unique ID guarantees security
- Optional email updates when profiles are adjusted

Instant Update technology keeps clients informed onsite as respondents arrive by displaying “checked in” respondents on display in viewing room

Dedicated project director handles all aspects of project, from recruitment through execution

Accommodate before and after regular business hours

We are at your service.

Our Facility

Ground floor access and loading dock

Focus room with viewing

Local recruiting and quality assurance

Sensory lab and adjacent prep kitchen
with seating for up to 40

10 miles from Logan International

Internal and external security



Sensory Lab and Test Kitchen



Sensory Lab comes fully equipped



Plenty of storage and countertop space

Viewing and Focus Room



Spacious focus and viewing room offers clients room to spread out



Inspiration, Innovation, Ideation



Inspire respondent creativity with our Ideation motif.



Innovative Data Collection Strategies

AnswerQuest offers client more than just data collection services. Utilizing their partnerships with facilities across the U.S. they provide:

Field Management Services

Programming and Hosting Services

MROCs

Social Media

Moderation

Analysis / Reporting

Jason R. Miller, CEO & Facilitator



With a passion for developing strong relationships both inside and outside the firm, Jason takes AnswerQuest to new heights. Jason brings with him more than 19 years of success in data collection and field management. Using his innate innovation, perception, and foresight, Jason provides his team with the direction they need to develop creative, effective, and insightful methods in data collection and field management.

Because of his ability to navigate through the myriad of avenues in the research profession, and his understanding of the interrelationships between those avenues, Jason has been able to build a powerful network of research professionals with whom he regularly collaborates. Through these powerful connections, AnswerQuest has been able to secure partnerships across the United States and abroad, which allow the organization to provide clients with a variety of research and market options and broaden their product reach and market share exponentially.

His research background includes a variety of methods, including coordination of focus groups, sensory testing, usability tests, field testing and online methodologies. He is exceptionally well-versed in in-person sensory testing within the food and beverage sector, working with clients in the fast food/casual and fine dining sectors, as well as consumer packaged goods. His experience and technical expertise in study design and execution sets him apart in this progressive area of research.

Jason is also an accomplished moderator with experience across a wide variety of categories including food and beverage industry (casual dining and QSR sectors) the pet care industry, as well as the automotive and telecommunications industries. His screeners are concise and get to the heart of the matter, resulting in reliable, articulate consumer feedback.

Skilled at getting consumers to really open up, Jason's reports are often more intuitive than other less experienced moderators. His reports are interactive, engaging, and perceptive. His teams of analysts skillfully scrutinize the data under his guidance to find the most insightful nuggets and discover the hidden truth.

Jason has been an active member of the New England Chapter of the Marketing Research Association since 1993 and continues active work with the chapter. He is currently serving on the Membership Committee for the National MRA and is an active member of the Creative Problem Solving Foundation, an association dedicated to infusing creativity into research.

AnswerQuest Client Feedback

AnswerQuest is a critical part of our team. They provide quality data collection and objective analysis. In a world full of questions, they have answers.

Tra Williams

President, Planet Smoothie

AnswerQuest understands the world of high technology and software development and has brought new and exciting cutting edge approaches to our market research projects. With their help, we have been able to identify consumer perceptions in order to assess, plan and execute our marketing strategy. Time and again, we are impressed by the way that they respond to our demanding requests and work with us to develop both on-line quantitative surveys and in-person qualitative research.

Kate Lannen

Consumer Insights Manager, Parallels

Our experiences with AnswerQuest have been exceptionally positive. We've learned a lot about ourselves, our industry, and our competitors. Their professional insight and follow-through made a substantial difference in our marketing strategy."

Partner

Legal Firm

(preferred to remain anonymous)