

more than

950 000 panellists worldwide



**NETETUDE**  
ONLINE MARKET RESEARCH  
CO·UK

NETETUDE UK  
United House  
North Road  
London N7 9DP  
Phone: +44 (0)20 7687 1234  
contact@netetude.co.uk

NETETUDES FRANCE  
36 rue de l'Hôpital Militaire  
59000 Lille  
Tél. +33 (0)3 20 42 91 42  
Fax. +33 (0)3 20 42 94 20  
contact@netetudes.com



ONLINE MARKET RESEARCH >>>  
10 years' experience at your service

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PANEL RECRUITMENT >>>  
Quality first and foremost

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ROOM HIRE >>>  
Meetings in a high quality environment

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MYSTERY SHOPPING >>>  
Evaluate your brands

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**Make the web work  
for your market research** ”

## ONLINE RESEARCH

NETETUDE specialises in quantitative online research (advice, methodology, carrying out research, post-research advice).

We carry out your research in 5 clear steps:

1. Validate your research brief and questionnaire
2. Develop your questionnaire online
3. Administer the questionnaire via your database or our panels worldwide
4. Receive all responses to the questionnaire
5. Send you either raw data or analysed data (frequency tables, cross tabulations etc.), according to your wishes.

## THE NETETUDE ADVANTAGE

### Tailor-made questionnaires

Our team of developers and graphic designers can take care of your entire questionnaire, including random display of selected items, different questionnaire progression depending upon the user profile, sound, image and video integration, use of your own branding, logo and colours.

### Follow the results in real time

We can set up a secure web platform to enable you to follow and download the results in real time.

### Develop your own studies

We can develop your own questionnaire module for developing online questionnaires. Ask us for personalised development details.

### Examples of studies :

#### TESTS:

logos, posters, packaging  
TV, radio and press advertising  
Web pages, newsletters and  
e-mailshots...

#### STUDIES:

Satisfaction  
Perceptions  
Opinions...

#### OTHER SERVICES:

Face-to-face website audits, post-testing (qualitative research) audio recorded...

**FREE QUOTE  
IN 48 HOURS**



**A SINGLE POINT OF  
CONTACT**



**WORLD WIDE  
ACCESS PANELS**



## PANEL RECRUITMENT >>

Quality first and foremost

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**Quality first and foremost**

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## RECRUITEMENT

Netetude has been specialising in market research panel recruitment for over 10 years. Our satisfied clients include major market research companies, communications agencies and other marketing professionals.

With qualified panels of over 100 000 people, we can recruit members throughout United Kingdom.

Once we have agreed your panel recruitment brief, we will carry out pre-recruitment online via our panels. We then refine profiles by telephone in order to arrive at the panel profile you require. You can, if you wish, follow this process yourself and make any comments or amendments on a daily basis.

## RECRUITMENT VIA DATABASES AND ACCESS PANELS

### EFFICIENT

Proven methodology and quality

### FAST

The key to successful recruitment: on time

### HIGH QUALITY

Reliable participants: volunteers and nonprofessionals

### FOLLOW-UP

Daily reports and close analysis of your choice of participants

### COST

Competitive pricing compared with other recruitment methods.



**RECRUITMENT VIA  
DATABASES  
AND ACCESS PANELS**



**QUOTA MASTERING**

**RECRUITMENT PLANNING**



## ROOM HIRE

Meetings in a high quality environment



[www.room-hire.netetude.co.uk](http://www.room-hire.netetude.co.uk)



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Meeting rooms  
just a click away!

”

## MEETING ROOM FOR HIRE

Netetude has a complete range of meeting rooms for hire throughout United Kingdom and France. We can also offer a complete range of services for meetings with consumers: individual interviews, product testing and more.

### A TURNKEY SERVICE

From a first quotation to the meeting itself, we take care of everything: hotel reservations, taxis, caterers, room preparation, participant welcome etc.

Client room with two-way mirrors or video link, note taking, simultaneous translation, DVD or VHS recording, audio recording, refreshments, catering and more.

## THE NETETUDE ADVANTAGE

Reserving meeting rooms with us couldn't be simpler:

1. Reservation: choice of room, check availability and pre-reservation
2. Choose options: catering, note taking, simultaneous translation, video projector and more
3. We'll send your quote and confirmation
4. Confirmation of details: room configuration, catering, extra equipment.

More than 15 rooms  
available throughout United  
Kingdom



Room hire, catering, note taking:

**A TURNKEY  
SERVICE**



London, Birmingham, Leeds, Glasgow,  
Liverpool, Manchester, Bristol, Cardiff

Chairs, tables and more

**A ROOM FOR YOUR NEEDS**





## MYSTERY SHOPPING

Evaluate your brands



[www.mystery-shopping.netetude.co.uk](http://www.mystery-shopping.netetude.co.uk)



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**1 company in 4 regularly uses mystery shopping to evaluate its brand**

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## WHAT IS MYSTERY SHOPPING?

Mystery shopping aims to simulate real customer shopping in various scenarios to enable an evaluation of the quality of your customer service, benchmarked against your own quality objectives.

Mystery shopping enables you to see your brands through the eyes of a customer, thus enabling you to refine your customer service.

Netetude will develop scripts with you and recruit mystery shoppers for the project, carry out the follow-up to the visit and submit a detailed report. We have a secure web platform, enabling you to follow the project step-by-step, saving you time and money.

## YOUR NEEDS...

Do you have a specific issue within your stores? Mystery shopping enables you to find the solutions, from quality of service (welcome, advice and presentation) to putting in place an overall commercial strategy (the right vocabulary, sales performance etc.)

## ...OUR SOLUTIONS

By defining the specific issue with you, we can then propose the right solution. Our broad panel enables you to recruit the right clients and guarantees total objectivity. We will submit a fully detailed report on our mystery shopping visits with proposals for solutions

Example of a recent project: a ready-to-wear clothing store

### The mission:

Auditing the quality of customer service in a ready-to-wear clothing chain.

### The profile of candidate sought:

Women, aged 18-25, who frequent the chain in question.

### The scenario:

Enter the shop, browse around, try various garments, hesitate, ask for advice from a member of staff and make a purchase. Attention should be paid to the member of staff's capacity to listen, the quality of their advice, their patience and enthusiasm and more.

1

Problem + scenario

**FORWARD PREPARATION**

2

Mystery client + mystery visit

**RECRUITMENT AND VISIT**

3

Secure client web platform

**DETAILED REPORT**