

# About SSI



KNOWLEDGE  
ONLINE  
OFFLINE  
MIXED ACCESS  
MULTI-MODE

## **Description: Optimize Your Research with the Only Complete Portfolio of World-Leading Sampling, Data Collection and Data Analytic Solutions**

SSI is the premier global provider of world-leading sampling, data collection and data analytic services. With respondents from 72 nations, 30 offices spanning every time zone and staff fluent in 36 languages, we bring you the broadest, most diverse access to research participants around the world. In addition, we draw on the widest range of respondent sources, giving you global reach to any consumer and B2B audience.

Dedicated to methodological excellence, SSI brings decades of experience to every project. Plus, we extend our reach to include those who would never join a panel through SSI Dynamix™—our dynamic sampling platform that links to our own panels, as well as social media, online communities, affiliate partners and more.

In addition, SSI provides the most trusted telephone data collection services, with professional interviewers conducting more than 6 million interviews every year to support every type of project—from phone-to-Web recruit to public opinion measurement to executive interviewing to Voice of the Customer programs. Our integrated call centers in the US and the Philippines are designed to maximize quality, efficiency and results.

SSI adheres to rigorous standards of methodological science. Our global Knowledge Team conducts extensive “research on research” to advance sampling and survey design. Because of our unwavering commitment to quality, more than 3,000 customers—including the top-50 market research firms—trust their projects to SSI.

## **Importance: SSI Meets Your Needs in a Changing World, with Global Reach...Full-Mode Sampling and Data Collection...Real-Time Reporting...and Customized Dashboards**

From the rise of the Internet to the explosion of social media to the soaring use of mobile devices, a host of forces are converging to make the research environment increasingly challenging. Adding to the complexities, more and more companies require global insights—and everyone needs information faster. SSI is uniquely positioned to support researchers’ success in our changing world.

Plus, understanding your need to stay ahead of a dynamic market, we offer real-time reporting through our Data Express™ interface. We even can create customized dashboards to support optimal decisions.

*(continued)*



## Benefits: The Most Comprehensive Portfolio, Broadest Global Footprint, Widest Range of Sources and Strongest Value-Add Support

SSI delivers a full range of powerful benefits, including:

- > **A complete portfolio of best-in-class services, across every mode—online, landline telephone, mobile/wireless and mixed access.** SSI delivers a full suite of sampling, data collection and back office analytics for every project. Whatever your research objectives, we create the right sampling and data collection plan to drive accurate responses and effective actions.
- > **A broad global footprint, backed by the deepest local expertise.** SSI ensures you reach your target populations around the world. With 2,300 professionals across the globe, we provide on-the-ground knowledge to maximize research outcomes in any region.
- > **A wide range of sources—from managed panels to online communities to social media to affiliate partnerships.** SSI provides worldwide access to any consumer, healthcare or B2B audience—even hard-to-reach segments.
- > **Strong value-add support—from 24/7 service coverage to consultative guidance.** We offer a full array of expert support services, from programming and hosting to data processing to data analytics to real-time results. In addition, our sampling scientists work with you to optimize your surveys and response. You have the ease and convenience of a “one-stop” research partner.
- > **The highest-quality standards.** SSI employs advanced techniques for authenticating respondents and protecting data integrity, including digital fingerprinting...matches against third-party databases...real-time dynamic profiling...timestamps to flag “speeders”...checks to identify “straightliners”...and more.

### For More Information

**In North America:** +1 203 567 7200 or [info@surveysampling.com](mailto:info@surveysampling.com)

**In Europe:** +31 10 850 5300 or [info.eu@surveysampling.com](mailto:info.eu@surveysampling.com)

**In APAC:** +61 (0)2 8020 2616 or [inquiry.ap@surveysampling.com](mailto:inquiry.ap@surveysampling.com)

**In Latin America:** +52 55 2282 5200 or [info.latam@surveysampling.com](mailto:info.latam@surveysampling.com)

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