

Right sights on insights

Company Presentation

Bridging between business and customers' needs with empathy

WHO we are

Exact Business Solutions

- top local market research full service company
- almost 15 years of experience on the Romanian market

Our mission is to bring **agility and human-centricity** in providing inspiring insights **for better consumer understanding** and **sustainable business growth**.

Starting 2018, we are partner of the Global Innovation Hub, design thinkers academy



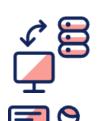
SORMA member
ISO 9001 Quality Management System
ISO 27001 Information Security Management System

HOW we roll



General Framework

Understand the global & local trends, their impact and cross-industry (re)contextualization power – Desk research & Exact syndicated studies



Deep dive / custom research with mixed research tools

Quantitative Research

CATI (Exact Call Center Facilities - 25 remote workstations)
CAWI (Exact Online Panel - since 2011 with > 43.000 unique members)

Qualitative Research

Online Focus Groups / In-depth interviews
Online Communities (strong partnership with Wave research,
over 20 medium- and long-term Online Market Research Communities)



Follow-up & Activation

Design Thinking mindset & toolkit for a human-centric problem-solving approach

exact





Thank you!