



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, *designthinkersacademy*



SORMA member

ISO 9001 Quality Management System

ISO 27001 Information Security Management System



## 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

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Thank you!