

TESTIMONIALS

identifying opportunity through custom research

Why MRSI

“Overall I appreciate the work that MRSI has done on behalf of our company. The team provided us great service during our project and they really understand the challenges within our business. My account team is a true asset to your firm and really does an excellent job.”

VP, Sales & Marketing, Third-Party Health Benefits Administrator

“Their client service is top of the pack. I enjoy working with my team at MRSI and that is half the package for any research agency. Anyone can put a study out and give back data but the insights and the understanding are what sets MRSI apart.”

Fortune 500 Pharmaceutical Manufacturer

“For over 10 years, MRSI has been the constant force for our research needs. As with many consumer packaged goods companies, internal staff movements and changes are a way of life. Our MRSI team understands our product categories, provides value-added service and is always there to provide insight for our research department when changes occur.”

Senior Market Research Manager, Personal Care Product Manufacturer

“In all the studies we have commissioned with MRSI, we found that we have been challenged on all of our assumptions going into each study and we have gained insights into what the study outputs would yield.”

Senior Manager, Marketing Analytics, Personal Care Product Manufacturer

“MRSI has been extremely responsive and they are more familiar with our business and our overall needs.”

Retail Deposit Products Manager, Fortune 100 Financial Services Company

“I trust my team. MRSI, more than others, really partners with us to find solutions to problems whether it is a complex design or data collection roadblock. The team does a great job of brainstorming with us.”

Fortune 500 Financial Services Provider

“Everyone talks about meeting your expectations; I think MRSI has earned the right to talk about exceeding expectations.”

Senior Manager, Marketing Research, Fortune 1,000 Accounting Services Company

“As our company has started to evolve and to therefore incorporate new and evolving test methodologies I have enjoyed working with MRSI as a strategic partner rather than as just a vendor who executes requests. I appreciate their insights.”

Research Scientist, Fortune 100 Consumer Product Manufacturer

“MRSI draws implications from the research findings rather than just spewing out findings.”

Senior Marketing Research Analyst, Insurance Provider

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"MRSI has been stepping in and providing us with the kind of sophisticated analyses that other research firms can not even attempt to do for us."

Fortune 500 Specialty Retailer

"I feel that there is a personal connection as well as the professional connection. This is not always the case with other companies."

Specialty Retailer

"MRSI has the resources of a big shop but the account team makes you feel as if you're their most important client—giving you the attention you'd expect at a small shop"

Senior Manager, Marketing Research, Fortune 1,000 Financial Services Company

"Our feeling is that MRSI is the highest quality provider we have used."

Senior Manager, Marketing Analytics, Personal Care Product Manufacturer

"MRSI was very proactive and creative in suggesting solutions."

Research Manager, Fortune 100 Consumer Product Manufacturer

"This was the first time that I have worked with MRSI and the team exceeded my expectations. I can't remember the last time that I have been so pleased with the level of service and the quality of work that I have received from a vendor."

Fortune 500 Insurance Provider

"We've been called one of the most demanding Market Research Departments in our sector and we deserve the reputation because we set very high standards—MRSI is willing and able to perform at such high levels—we've never been disappointed."

Senior Manager, Marketing Research, Fortune 1,000 Accounting Services Company

"They take the research to the next level...don't just hand you a report."

Senior Project Manger, Fortune 500 Commercial Bank

"MRSI is amazing. They always add value to our questions, projects and discussions. My team does an excellent job of meeting all the requirements we throw their way (regardless of the complexity). We can always send a research issue to them and they will figure out how to handle it."

Associate Director Market Research, Personal Care Product Manufacturer