



Our Research Services

SENSES RESEARCH

The Trusted Quality Insights

Who we are?



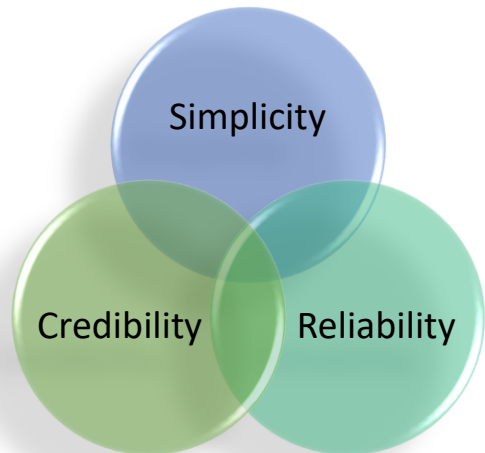
SENSES RESEARCH
The Trusted Quality Insights

Senses Research is a newly established independent and fully-fledged marketing and social research agency in Sri Lanka

We gear ourselves to offer trusted quality insights to cater the research requirements of our clients

Our Values

Being a start-up, we stand with 3 key values in our Business Philosophy



Simplicity: Adapting user-friendly and quick-comprehend processes and methodologies enabling the clients to view a more transparent and comprehensive picture of our business approaches

Credibility: Adhering to ethical practices in research particularly ensuring the protection of confidentialities of the clients', sensitive information, the privacy of respondents' personal information, etc.

Reliability: Applying the most suitable techniques that would lead to enhance the reliability, validity and dependency of insights, derived through research

What we Offer?



SENSES RESEARCH
The Trusted Quality Insights

We are equipped to provide a range of research services, which include both qualitative and quantitative techniques, enabling organizations to attain accurate, relevant and quality insights that will help them in making smart, accurate and rationale decisions

• Brands operate in an increasingly complicating contexts with multiple stimuli that influence customers through various inputs. Consumers are no longer simple but carry multi-dimensional personalities. Qualitative research helps marketers to deep-dive into consumer psyche and understand how the things get processed in consumers mind to locate consistent and sustainable positioning for their brands and products

Qualitative Research



• Involves numerical data gathering which enables to come up with various metrics and measurements to determine market dynamics and their trends and forecasts using statistical data analysis. Objective measures would be gained in relation to consumers' usage & shopping habits, buying preferences, loyalty & satisfaction, attitudes, perceptions, learnings, etc.

Quantitative Research



We implement a range of research contact methods:

- Face-to-face Interviews (CAPI/PAPI)
- Telephonic Interviews
- Online Interviews (CAWI)
- Focus Group Discussions (Offline/online)
- Mystery Customer Visits
- Consumer Immersions
- Depth Interviews
- Small-Sample Dip-stick Studies
- Omnibus Studies

Types of Studies



SENSES RESEARCH
The Trusted Quality Insights

We undertake the below illustrated portfolio of studies



Business Focus

- New product concept tests
- Product tests
- Price research
- Packaging research
- Ad tests
- Brand perception and positioning studies



Customer Focus

- Customer satisfaction measurements
- Customer perception studies
- Sensory marketing audits
- Customer opinion reviews
- Usage and attitude studies



Retail Focus

- Market visibility and availability audits
- Retail landscape studies



Employee Focus

- Employee pulse
- Climate surveys



Socio-cultural Focus

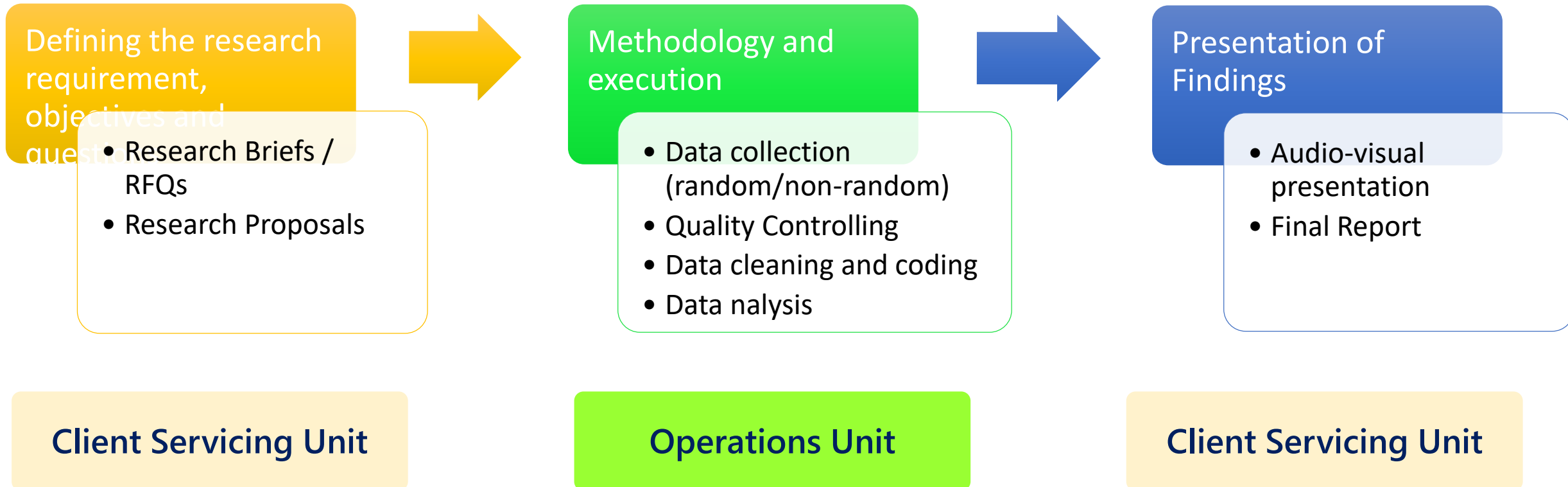
- Economical and socio-cultural research studies
- Impact analysis

The Research Process



SENSES RESEARCH
The Trusted Quality Insights

Senses Research would conduct studies as follows:





a. Data Collection

Our field team is equipped with an island-wide network of 09 Provincial Team Leaders (PTLs) and expandable freelance force of 75 Field Officers (Including Sinhala, Tamil and English speaking individuals), 30 Recruiters (for Qualitative research studies) and 50 Shoppers

Data collecting will be in offline (Door-to-Door, Corporate visits, Mystery visits) and contactless modes (CATI*/Online) – **Refer to the next slide.*

Operationalization and Quality Measures

In operationalization Island-wide, work will be directly monitored by a team of PTL's. under the direct supervision of in-house Research Assistant

- ❑ Thorough training will be provided to the Field Officers on research instruments such as questionnaires, checklists, guided forms, etc. prior to commencing field data collections
- ❑ Mock and pilot interviews will be carried out to weed-out possible errors with the consultation of clients
- ❑ As a measure, 25% of total interviews of each interviewer will be randomly back-checked (via telephone – revisit if necessary) for quality assurance
- ❑ Field Officer locations in the field will be tracked (GPS based tracking system)





b. CATI Capabilities

We have nearly a team of 50 CATI Interviewers (in all 3 languages). The infrastructure is of two-folds:

- Stationed facility (permanent facility)
- Mobile team

The stationed facility can occupy nearly 20-30 CATI interviewers whilst the mobile team comprises of more than 25 interviewers

Operationalization and Quality Measures

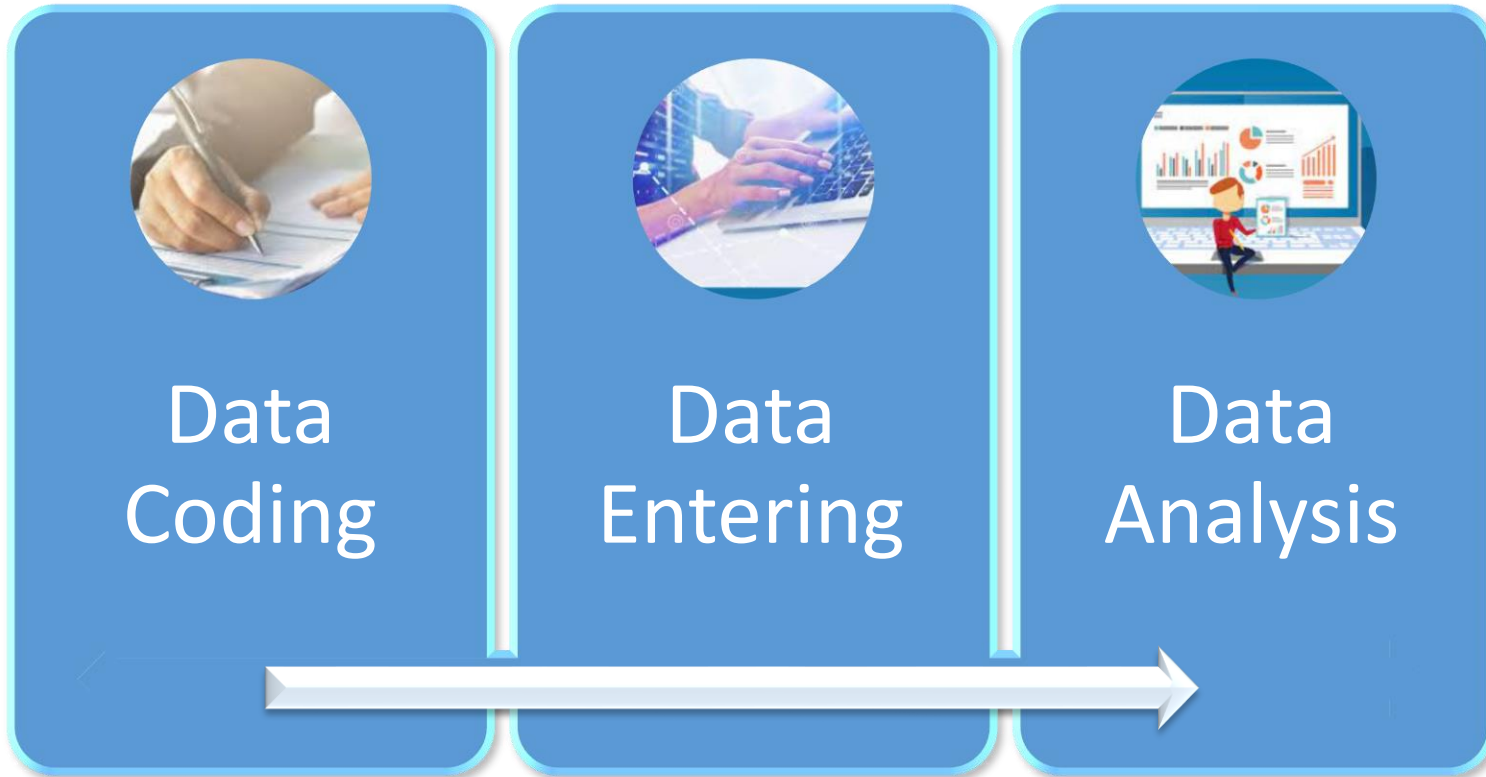
In operationalization, work will be directly monitored by Research officer (In-house).

- Thorough training will be provided to CATI interviewers on research instruments such as questionnaires, checklists, guided forms, etc. prior to commencing field data collections
- Mock and pilot interviews will be carried out to weed-out possible errors with the consultation of clients
- The client could share the respondent databases, and Senses Research will ensure the confidentiality of details and also protect the privacy of the respondents
- As a measure, 25% of total interviews of each interviewer will be randomly back-checked (via telephone) for quality assurance. However, depending on the profile of respondents the suitability of back-checking would be mutually decided



c. Data Coding, Entering & Analysis

Our teams of Data Coding and Entering (freelance) individuals include Sinhala, English and Tamil individuals.

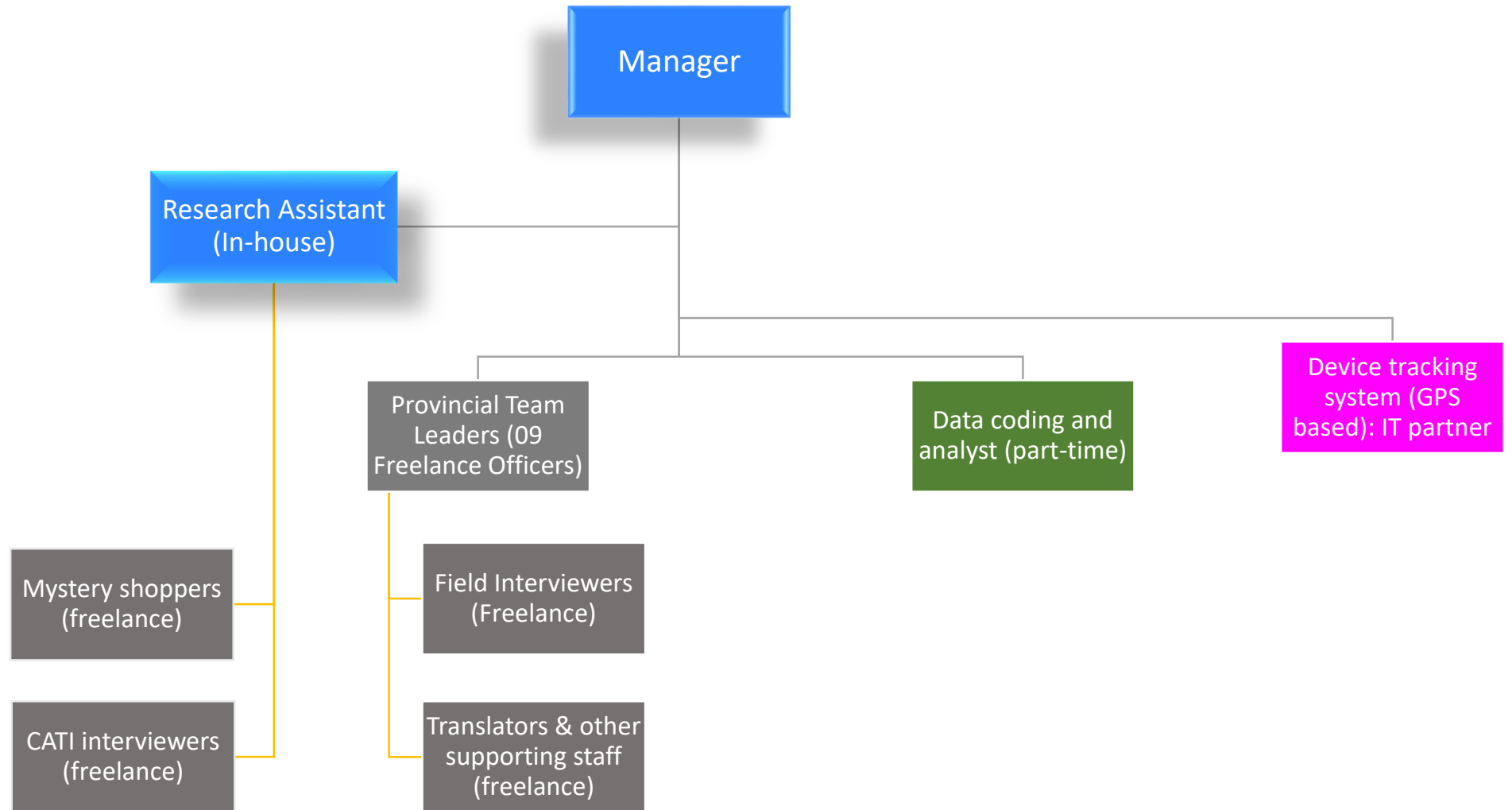


Data Management Process

Data Analysis will be done based on the Analysis Plan guided by the client.

In Data Analysis, Senses Research will be using statistical packages mainly SPSS and Microsoft Excel. The output will be given in the form of a soft version.

The Current Work Structure



Brief Profile of the Founder



SENSES RESEARCH
The Trusted Quality Insights

Chandana is an experienced and qualified professional who has been in the arena of Marketing Research for more than 2 decades.

During his tenure, he has held several senior positions at leading multinational and local research agencies and other companies.

He was the Head of Operations/End-to-End lead at NielsenIQ SL. Also, have worked for Kantar (then LMRB) and KRIL during the initial part in his career.

Further, he's got practical experience in strategic applications of data insights by serving as the Consumer Insights Manager for Atlas Axillia.

Apart from been in the field of research, he has held several senior managerial positions @ Edna as Deputy General Manager, @ Southern Group as Group Marketing Manager.

Chandana is also actively engaged in sharing his knowledge in academia as a senior visiting lecturer attached to the faculties at SLIM and BMS.



Chandana Fonseka
Founder - Senses Research



SENSES RESEARCH

The Trusted Quality Insights

Contact Person: Chandana Fonseka (Founder)

Telephone: +94 77 2265 552

Email: sensesmails@gmail.com

No. 43D, Jambugasmulla Road, Nugegoda, Sri Lanka

Refer: <https://www.linkedin.com/company/senses-research>