

The logo for flexMR features a large, stylized 'M' shape in the background. The top curve of the 'M' is a gradient from yellow to green, and the bottom curve is a solid teal color. The text 'flexMR' is centered within the 'M' shape.

flex^{MR}

Credentials Deck

Empowering research, product and marketing teams to act decisively, stay close to customers and embed agile insight at the heart of every decision

Insight as a Strategic Asset

The average Fortune 500 company loses £200,000 and half a million days of management time to inefficient decision-making^[1]. We help enterprising research teams leverage agile insight to create a culture of Customer Salience and become trusted advisors to all. So your business can make better decisions, faster.

^[1] McKinsey, 2020 - <https://www.mckinsey.com/capabilities/people-and-organizational-performance/our-insights/for-smarter-decisions-empower-your-employees>

Coventry Building Society Drive Award Winning CX with Insight



“Customers are our most important stakeholders. It’s their opinions and feedback that power our success.

FlexMR offer the flexibility that has enabled us to run a varied research schedule with an actively engaged online community and are extremely responsive when we need additional support.”

- Emma Baxter, Head of Customer Research

- Communications and UX Testing
- Product Line & Feature Analysis
- Behaviour and Market Studies
- Member Feedback Focus Groups

19k
Community
Members

200+
Research
Projects

80
Quantitative
Analyses

Samaritans

Catalyse Responsible Decision Making



“Our research team acts as a center for decision-making within Samaritans. Working with FlexMR has allowed us to embrace a DIY approach, but with support when needed.

This has helped get the panel off the ground and now acting an always-on source of critical information.”

- *Desa Griffiths, Insight Manager*

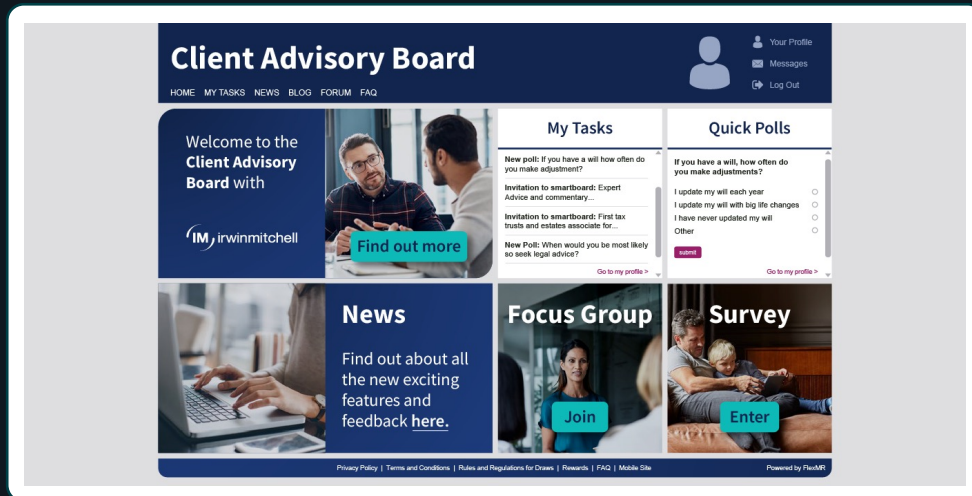
- Marcomms testing and research
- Innovation & validation studies
- Fundraising development
- Voice of the supporter

1.5k
Community
Members

500
Supporter
Members

20+
Research
Projects

Irwin Mitchell Unite Teams With Impactful Research



“FlexMR have created a true partnership with Irwin Mitchell, bringing together multiple departments across a series of memorable workshops.

The research has been to an incredibly high standard. But the presentation of results and care taken to understand business impact it what stands out.”

- Harry Mirpuri, Head of Client Insight

- Proposition Development
- Concept Testing & Ideation
- Agile Research Projects
- ESG and B2B Insights

200

**Business
Members**

15+

**Internal
Stakeholders**

1

**Award
Nomination**

We Power Customer-Led Cultures



We Support Top Research Teams

“The team helped us secure resources to address customer challenges with robust insight, an international skillset and a unique behavioral lens.

The quality of data collection and analysis, plus the way it was presented impressed our directors and has had a lasting impact.”

virgin
atlantic

“We needed to reach a large audience in a short timeframe. FlexMR delivered a solution which enables us to do exactly that.

The community was incredibly valuable, enabling us to pick up on insight that we may not have been accessible to us without it.”

itv

“FlexMR have been dedicated to helping us conduct quality research. Our InsightHub is reliable, responsive and easy to understand.

With the panel we’ve built on InsightHub, we can amplify the voice of our customers across the company and inform a huge range of projects.”

Lowell 

We Deliver Award-Winning Insight



Finalist
AURA Innovation
of the Year 2022



Finalist
Quirks MR Supplier
of the Year 2022



Winner
GDXA Audience
Engagement 2020

We Cultivate Industry Leaders



Paul Hudson
CEO of FlexMR
and Insight250
Honoree



Charlotte Duff
Client Relationship
Manager and IIEX
Best New Speaker



Matthew Farmer
Insight Manager
and GRIT Future
List Finalist



Gareth Bowden
Head of Dev. and
GRIT Future List
Honoree



Harriet Walton
Insight Manager
and Significant
Insights 30U30



Lily Nawara
Senior Research
Executive & GRIT
Future List Finalist

We Strive for Long-Term Impact

As a strong supporter of good governance, we are an active member of ESOMAR and the Market Research Society.

We are also official signatories of both the MRS Inclusion and Net Zero Pledges.



We lead a number of industry-wide initiatives to help improve the research sector.

Examples include our Customer Salience Framework for insight effectiveness and podcast platform for new talent.



The FlexMR team believe it's important to act in the social good at every opportunity.

That's why we partner with local charities such as St John's Hospice, and international projects like the Year of Joy.



Ready to take the next step?



Get the ultimate guide to Customer Salience



Explore our award-winning InsightHub platform