

flex^{MR}

Market Research Credentials

On demand insight and enterprise grade research technology

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LONDON | MANCHESTER | STUTTGART | MADRID

We are FlexMR

We empower brands to inform every decision at the speed of business by delivering on-demand insight and enterprise grade research technology.

ESOMAR
| member

With a truly global presence, FlexMR has been at the forefront of developing practical innovations in online market research for over a decade.

During this time, we have worked with a cross-section of the world's most innovative brands, including; iHeartMedia, Specsavers, William Hill, Isagenix, British Gas and Avery.

Our staff are regularly recognised for their achievements and impact on these brands. Most recently, FlexMR was nominated for Best Newcomer and Best Workshop at the prestigious MRS Annual Awards.

Today, our team is committed to providing the technology, expertise and vision to deliver insight capable of making a real, tangible difference.

Because we know every brand is different, we offer a customised, flexible service that blends relevant qualitative & quantitative tools together and maximises return on investment.

It is our belief that this unique blend of integrated technology and expert service is key to our clients' continued success and vital to surviving in the modern global economy.

Our core principles

Strong convictions lead to strong results. Our core principles sit at the heart of and guide everything that we do.

1

Empower clients to make informed, competitive decisions based on high-quality qualitative and quantitative insight.

2

Provide a cost effective solution that enables maximum return on research investment.

3

Exceed expectations and delight our clients by going above and beyond to deliver reliable insight at the speed of business.

What we do

Integrated Insight Platform

InsightHub is our integrated insight platform that enables global brands to inform every decision at the speed of business. Designed to improve insight generation, distribution and activation; InsightHub is a full end-to-end research solution.

To meet the diverse and varied needs of our insight teams, InsightHub is available in four default configurations. Each configuration can be extended with any number of our 10 qualitative and quantitative research tools to create a custom, tailored space.

We work with clients to embed the insight generated by InsightHub at the heart of all decision making processes. To achieve this, enterprise features are included as standard, including support for over 60 languages, device agnostic participant portals and an admin console that can host an unlimited number of concurrent projects.

Today, over 40 global brands rely on InsightHub to inform decisions and solve the toughest challenges that face their business.

Expert Research Services

As pioneers in online market research, our team are able to offer expert insight management and consulting services that ensure our clients' success.

It is our belief that agility and flexibility are key to delivering relevant insight to stakeholders at the point decisions are made. Our aim is to act as an extension of our clients' insight teams, delivering a full roster of services that extend capacity and help embed insight across entire organisations.

Our qualitative and quantitative researchers passionate about turning data into actionable, relevant results. We are confident in our ability to deliver quality insight every time.

From insight generation to distribution and activation, no-one knows InsightHub like we do. Our team work fast, efficiently and accurately to ensure InsightHub delivers the maximum possible value and return on research investment.

Why choose us

We know the real-world challenges insight teams face on a daily basis. Our solutions are designed with these environments in mind.

Multiple Streams of Research

We want to help inform every decision. That's why unlimited projects, including multiple panels & communities, can be run simultaneously from a single admin console.

Speed of Insight

For insight to be relevant, valuable and useful to decision makers, it must be delivered fast. Our platform reduces friction and improves speed in the end-to-end insight generation process.

Ease of Use

To translate insight into action, it must be accessible. We aim to improve access to insight across organisations by ensuring InsightHub is easy to use for researchers and non-researchers alike.

Who we work with



Our agency partners

Technology and services for insight agencies

As FlexMR itself was born out of a full service market research agency, our team have firsthand experience of the challenges today's insight agencies face.

Our platform and services have been designed not only to enable brands to inform every decision, but also to help agencies better support their clients too. Our agency partners benefit from a fast, flexible and responsive platform that can be configured to work across a single or multiple accounts.

Today, our technology supports over 20 research and insight agencies across the UK, Europe and the Americas.

We offer a range of options to help agencies make the most of their platform investments. These include white labelling of participant portals, agency or client focused domain names, and a host of supporting research services.

The GfK logo consists of the letters 'GfK' in a white, sans-serif font, centered within a solid orange square.The logo for dentsu AEGIS network features the word 'dentsu' in a bold, lowercase sans-serif font, followed by 'AEGIS' in a bold, uppercase sans-serif font with wide letter spacing, and 'network' in a lowercase sans-serif font below it.The GOODFORM logo features the word 'GOODFORM' in a bold, uppercase, sans-serif font. The letter 'O' is replaced by an infinity symbol.The JCSAW research logo features the letters 'JCSAW' in a bold, uppercase, sans-serif font. Each letter is filled with a different color: J (green), C (red), S (blue), A (yellow), and W (purple). Below this, the word 'research' is written in a lowercase, sans-serif font.

What our clients are saying

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FlexMR have an international skill set, multi-language team, cultural insight and a strong existing knowledge base. We were able to use this to bring deeper interpretation.

Customer Experience Manager, Virgin Atlantic

FlexMR provides excellent service and has never slowed me or the research team down due to time differences.

Customer and Field Insights Manager, Isagenix

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The software is engaging with a great variety of tools for different types of research. The team are professional, experienced and forward thinking.

Head of Customer Strategy, Sure Telecom

Our panel through FlexMR has been such a success that other parts of the business are now requesting to have their own.

Reputation Strategy and Insights Manager, Excelon

“

We needed to test on a mass scale in a demanding timeframe. FlexMR provided a solution which enabled us to do just that, get a clear understanding of how consumers used ITV Player.

Product Manager, ITV Player

FlexMR made it possible to obtain a lot more insight from my limited budget.

Insights Manager, Marston's