NEXTVISION
RESEARCH SOLUTIONS PVT. LTD.

FACILITATING
YOUR BUSINESS

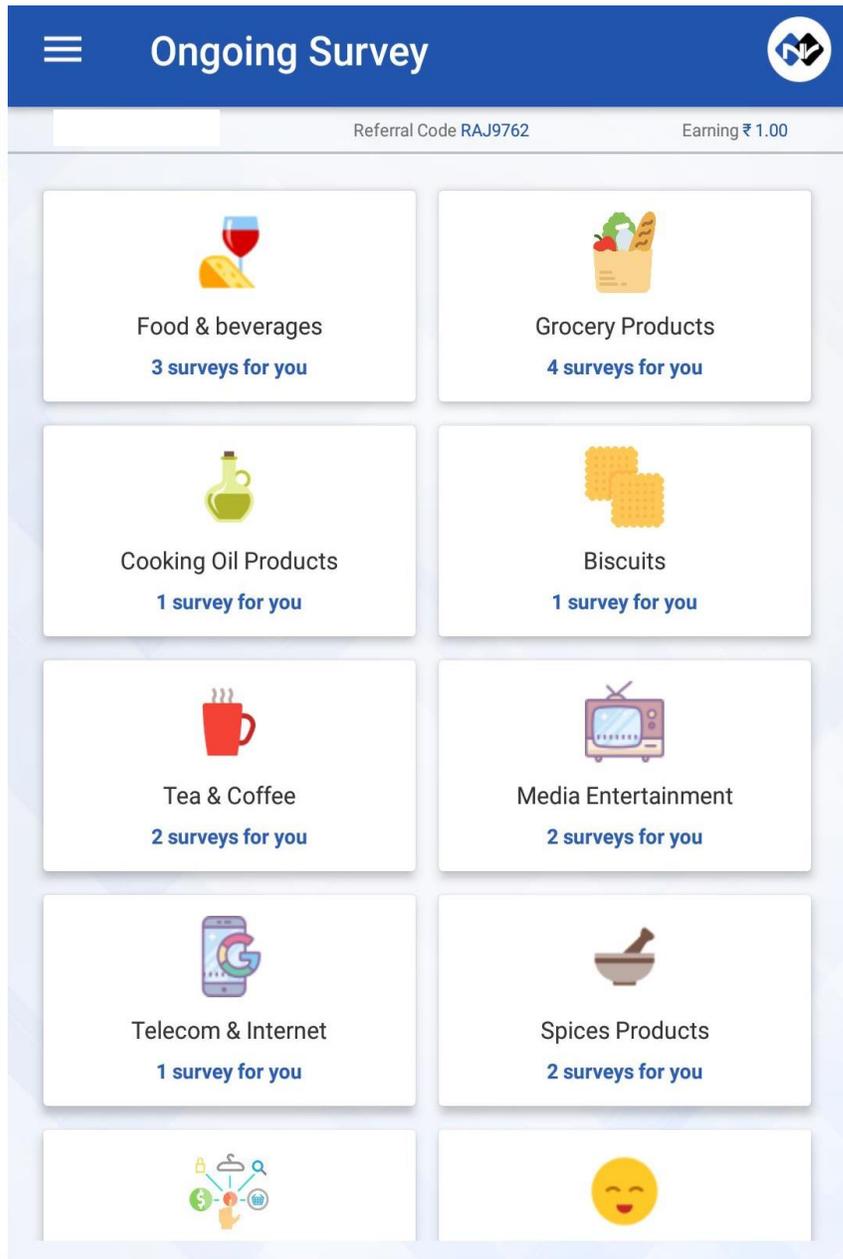NEXT VISION RESEARCH SOLUTIONS PVT. LTD.

Who We Are & What We Do...

Next Vision Research Solutions is a leading research and survey agency offering both qualitative and quantitative research. Next Vision associates are well qualified, young, and energetic professionals across the industries who together comprise more than 50 years of experience. Company is head quarted in Delhi, India and serving across the border clients. It specializes in pre-poll and exit poll surveys, mystery audits, panels, ad hoc research, Focus groups, in-depth interviews, quantitative, CAPI, CATI, PAPI, online surveys, to name a few.

We bring excellent value to our clients and owners by providing synergistic services to meet the growing challenges of the industry. Our services are combined to help enable a 360° view of challenges faced by our clients, which helps in achieving sustainable efficiency improvement in operations.

The broad spectrum of research services offered by us is as follows:

- Consumer Research
- Online Data Collection
- Price Sensitive Analysis
- Conjoint Analysis
- Healthcare Studies
- Agriculture Studies
- Customer Satisfaction Studies
- Demand Analysis

- Product Testing
- Business to Business
- Opinion Polling
- Social Survey
- Ratings and Rankings
- Mystery Audit
- Benchmarking Surveys & Gap Analysis

And if that's not all... Check below...

Referral Code RAJ9762   Earning ₹ 1.00

Food & beverages
3 surveys for you

Grocery Products
4 surveys for you

Cooking Oil Products
1 survey for you

Biscuits
1 survey for you

Tea & Coffee
2 surveys for you

Media Entertainment
2 surveys for you

Telecom & Internet
1 survey for you

Spices Products
2 surveys for you

Home   My Survey   My Wallet   Send Referral

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NISHKARSH ™

Biggest Syndicated Mobile Research Panel across India.

Our Panel is growing day by day and our target is to reach 5,80,000 households. Feel free to write back to subscribe "NISHKARSH" or to know more about our upcoming projects i.e. Shop Census, Ad Visibility Test, Price Sensitivity Study, Channel Mapping, Television Viewership Survey, and Many more ... "NISHKARSH".

USP of "NISHKARSH" is that we are tracking consumer's day to day usage and habits through Images they shared in between daily surveys. Image processing enhances the data authenticity.

Image Processing is not done before in Indian Research Industry.

Next Vision Brand Performance Scorecard

BRAND PERFORMANCE SCORE CARD	BRAND			Tracking Period :- Jan'-March' Quarter I		
Brand	xyz			Location	PAN INDIA	

Brand Mindshare/Recall Score		Change		Brand Perception Score		Change		Brand Performance Score		Change	
TOM Ad Recall	32%	3%	↑	Multiple Visit Share (MUS)	23%	-5%	↓	Multiple Preference Score	11%	2%	↑
Rank	1	0	↔	Rank	1	0	↔	Rank	3	0	↔
TOM Recall (TR)	12%	-5%	↓	Preferred Visit Share (PUS)	21%	6%	↑	Prefered Preference Score	21%	-7%	↓
Rank	2	0	↔	Rank	4	0	↔	Rank	3	0	↔
Spontanious Awareness (SA)	42%	-7%	↓	MUS-PUS Conversion Ratio	13%	-9%	↓	MPS- to-PPS Convertion Ratio	13%	-3%	↓
Rank	4	0	↔	Rank	2	0	↔	Rank	3	0	↔
TR-SA Ratio	0.3	-0.05	↓	Service Satisfaction Rating	19%	11%	↑	Preference Satisfaction Rating	16%	5%	↑
Rank	3	0	↔	Rank	3	0	↔	Rank	3	0	↔
Brand Sustenance Score	23%	-4%	↓	Brand Persuasion Score	31%	23%	↑	Brand Loyalty Score	9%	6%	↑
Rank	4	0	↔	Rank	6	0	↔	Rank	3	0	↔
Likeability Rating	12%	-9%	↓	**Brand Future-readiness Scores**							
Rank	3	0	↔					Brand Switchin towards you	23%	8%	↑
				Secondary Brand Momentum Score	0.33	0.33	↑	Rank	3	0	↔
Ad Momentum Score	0.4	-0.03	↓	Relative Index	100%	100%	↔				
Rank	5	2	↔	Rank	1	1	↔	Brand Switchout from you	11%	3%	↑
								Rank	3	0	↔
				Primary Brand Momentum Score	0.33	0.33	↑				
				Relative Index	100%	100%	↔	Expected Future primary share	17%		
				Rank	1	1	↔				

PROMOTION & TRACKING Media
NISHKARSH™ APP
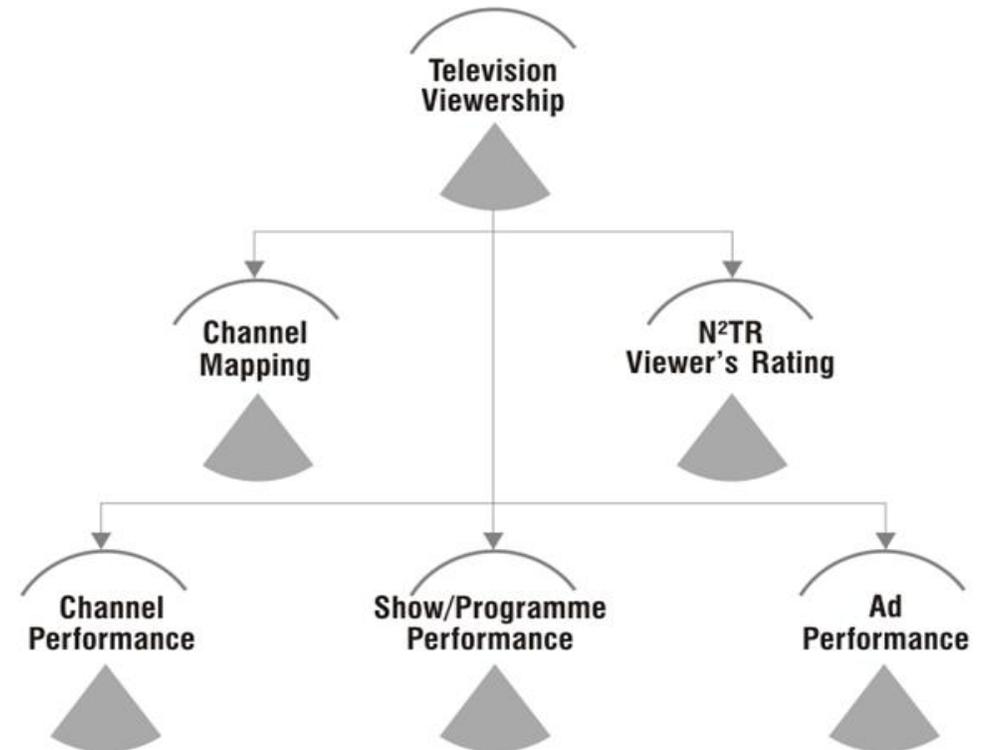
Channel Promotion   **Show/Programme Promotion**   **Artist Promotion**

The study offers two overall level datasets, one profiling "Households" as a household viewership entity (Household Dataset) ,Individual in the household "Television viewership pattern, Local Cable Network, GPS Location, Channel Promotion, Cable Operator Distribution and Demographic Profile

In addition, there are a series of supplementary datasets, with each dataset presenting finding at a specific 'viewership segment' level and 'chanel category' level.

We are Tracking 500 + Television Channels

Television Viewership

Channel Mapping

N²TR Viewer's Rating

Channel Performance

Show/Programme Performance

Ad Performance

PROMOTION AND TRACKING - BRAND

Category → Product → Brand

- Findings are available as query-based online datasets with data exhibited as tables/graphs/charts

- The study offers two overall level datasets, one profiling 'Households' as a consumption entity (**Household Dataset**) and the other profiling Individuals in the household as a consumption entity (**Individuals Dataset**)

- In addition, there are a series of supplementary datasets, with each dataset presenting findings at a specific **'consumer segment' level or 'product category'** level (here the sample base is a 'subset' of consumers who belong to a specific 'demographic / consumer segment', or are users of a specific 'product category', and the dataset outlines the profile and consumption preferences of only these subsets of consumers)

Net Promotor Score

Brand Sustainability

Brand Loyalty

Brand Switch in

Brand Switch out

Top of Mind Brand Recall

Spontaneous Brand Recall

Top of Mind Ad Recall

Brand Prefer to use most

Brand Preferences

Keen user's

OTHER PROMOTION AND TRACKING

| Health Care | Tour & Travel | Property | Banking & Finance | Politics | Education | Agriculture |

Imagine a perfect scenario, wherein even before a customer walks in through your doors, you not only know his mindset, but also know –

- his *requirements* vis-à-vis what exactly what he is looking for

- his *budget* as in how much he is willing to spend for that purpose

- the *quantity* of his purchase and his *budget* allocation for that

- his monthly household *consumption* and *usage* habits

- his *capacity for loan*, his *income bracket* and tentative financial health

- his *interests* which can help you mold your bid in a way that appears in his favors.

- the approximate *time limit* of his proposed purchase

- his *media habits*, his *ad recalls* and the type of *promos* that immediately catch his attention and interest

And if that's not all….Check below…

NEXT VISION OMNIBUS

- NEXT VISION will run a 50,000 sample Mobile omnibus survey every quarter amongst its 5,80,000 + authentic Mobile consumer panel.

- We welcome "CUSTOM QUESTIONS" from your side to be added prior to start of any quarter i.e, for Q3 (July-Sep) we would require your questions by second week of June to avoid any delays in start of Quarter Fieldwork.

- Get large-sample representative answers to your burning questions rather than settling for some compromised sample size or a quick 'dip-stick' alternative .

- Pay substantially lower per-sample cost than what you would otherwise pay in a full-scale customized research options.

- Get the added value of analyzing your answers in up to 6 pre-decided demographic 'segment level' data cuts (from a list of more that 12 possible demographic segment cuts like by region, town class, SEC, household income, age, gender, education, occupation, ...)

NEXT VISION LIVE POLL

- In a first of its kind "NEXT VISION LIVE POLL" segment gives opportunity to common man to raise his voice by submitting their question and We shall make it live with their name and location.

- "Nishkarsh" participants will answer across India and Live Analysis can be seen instantly.

- Live Poll result can be shared instantly with any social media through our "NISHKARSH" Mobile Application.

NEWS YOU CAN USE

news

Master Datasets	Household Dataset All Household Profile Data	Individuals Dataset All Individual Profile Data

Master Datasets

Indian Shoppers
Shopping Orientation & preferences

India Holidays
Holidays & Travel

India Societal Landscape
Language, Community, Caste, Religion

India Health Check
Lifestyle Diseases & Medication Preferences

Consumer Segment Reports/Datasets

Indian Urbanites	Urban SECs
Indian Ruralites	Rural SECs
Indian Families	Family composition & lifecycle stage
Indian Generations	Age groups
India Spending Powers	Ability to Spend
India Consumer Lifestyles	Ability to Spend + Inclination to Spend
Indian Affluents	The Uppies & The Rich
India Investing	The Financial Investors
India Hooked	Dominant & Integrated Media Usage (TV, Print, Radio, Internet)
Indian HOH	Chief Wage Earners of the Households
Indian Women	Women Consumers

Consumer Segment Reports/Datasets

India Mobile	Mobile Service & Handsets
India Bytes	Personal Computers
India Drives	Automobiles
India Banks	Personal Banking
India Insured	Life, Gen Insurance
India Plugged	Home Durables
India Drinks	Alcoholic Drinks
India Smokes	Cigarettes
India Grooming	Personal Care
India Pack Foodies	Processed Food

Data Authenticity

We are bound to deliver 100 percent authentic data. Hence, we follow number of parameters to avoid fudging or any kind of manipulation in "NISHKARSH". We are tracking IP address, GPS, email ID, mobile number and survey timings so that only one individual can fill from one device. We check individual's identity through PAN Card/VC/Aadhaar Card at the time of remuneration. In addition to this some certain questions asked on regular basis in between surveys to justify the data authenticity. All un-identified or junk responses are marked as invalid and never considered in final data.

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