

Smart City



SURVEY | RESEARCH | ANALYSIS | INSIGHT

ISO 9001-2015



ADVANTAGE INTELLECT PVT LTD
RISE TO LEAD

Advantage Intellect Private Limited Welcomes You!

Our Vision

Rise To Lead as a collated multidimensional diaspora for business transitions.

Our Mission

Our mission is to maintain customer satisfaction, security, integrity, confidentiality, discipline in the businesses we perform by displaying our ethics and higher standards in our intellectual approach.

Our Values

Ethics | Integrity | Excellence | Customer Delight | Positivism

Overview

We serve as a platform, for an integrated, seamless solution to be provided to our clients to meet their requirements and to instil confidence in them to have made the right choice in terms of technology, expertise through our spirit of empowering their businesses. Advantage Intellect Private Limited has a team of business professionals who have a deep understanding of its clients. It has multiple years of cumulative experience of expertise in its panel, although it was incorporated in the year 2019 at Mumbai under the Companies Act 1956.

Advantage Intellect has multiple portfolios which are:



Survey Speaks

(Survey | Research | Analysis | Insights)



EMPLOYAM (Exploring Experiences)

A Precious Job Portal for Senior Positions



AdvantageHRM

(HR Magazine)



Janam Janam Ka Sath

(Matrimonial Site)

Overview

We introduce SurveySpeaks which conducts surveys / researches which play a very important role for any work or project to take big decisions. They describe the expectations and inclinations of a large population. Survey Speaks provides a very broad capability which draws a conclusion of a targeted audience, which majorly helps us to take a big leap.

Our researches comprises defining and refining problems, Formulating hypothesis or suggested solutions, collecting, organising, and evaluating data; making deductions and reaching conclusions; and carefully testing the conclusions to determine whether they fit the formulating hypothesis.

We conduct surveys for the Government Bodies, Private Organizations, Political Parties, Community Centre's, NGO's and etcetera at local or PAN India level. SurveySpeaks include its Name & style, brands, domains, Website, App and other products and services is owned and operated by the company **Ms. Advantage Intellect Private Limited.**



Values



AUTHENTICITY



CURIOSITY



PERFECTION



PROFICIENCY

Objective of SurveySpeaks

Our researches helps in:

- Establish social relationships and solves social problems.
- Collecting answers regarding specific, essential questions.
- Facilitates scientific, methodology and logical thinking of all.
- Solving various operational and planning problems of business and industry.
- Enhance social research and demographics such as data collection or knowledge.
- Forms the fundamental base on which the economic and legislative policies can be built.
- Formulating effective strategies for human resources, operations and business development in an Establishment.

Before designing a survey, you must figure out the objective of carrying this out so that the survey can be structured, planned, and executed to perfection. There is a purpose why an organization must conduct survey research. Few questions that need to be on your mind while designing a survey are:

- ✓ **What is the primary aim of conducting the survey?**
- ✓ **How do you plan to utilize the collected survey data?**
- ✓ **What kind of information do you need to collect from the survey?**
- ✓ **What type of decisions you plan to take based on the report of survey?**

We can ask these questions in multiple formats as per the target audience and the intent of the survey.

Advantage of SurveySpeaks

Our surveys are used for specific research that is beneficial for obtaining useful, reliable data or insights that can be used to improve an organization's ROI. Major advantage of our survey are,

- **Minimum investment**
- **High representativeness**
- **Good statistical significance**
- **Broad range of data collection**
- **Easy analysis and visualizations**
- **Easy to build and implement strategies**
- **Versatile sources for feedback collection**
- **Reliable analysis, insights and reports for decision making**

What we do?

- **Human Resource Survey** •
 - **Market Survey** •
 - **Product Survey** •
 - **Customer Survey** •
 - **Political Survey** •
 - **Statistical Survey** •
 - **Non Profit Survey** •
 - **Social Survey** •
 - **Industrial Survey** •

Human Resource Survey



We conduct,

**HR Compliance Survey,
Job Satisfaction Survey,
Employee Opinion Survey,
Performance Evaluation Survey,
Training & Development Evaluation Survey, etc.**

We carried out Human Resource survey in areas of use of human standard of employees, employees turnover. We do an overall assessment of the current workforce, provide relevant and critical data that achieves morale, work efficiency, manpower

planning, work environment conditions, and more.

Company policies, business strategies are based on the data accumulated from such surveys. Our surveys help in collecting data, which is crucial to ensure that the business is being compliant and whether it is adhering to all required State & Central Government policies. Our strategically planned and efficiently conducted Human Resource Surveys help the business to stay ahead in today's cut throat competitive world.

Market Survey



We conduct,
Marketing Survey,
Elasticity and Demand Survey,
Purchase Process Tracing Survey,
Customer Profiling & Segmentation Survey,
Customer Attitude and Expectations Survey,
Market forecasting and trending Survey, etc.

Market research is the investigation of the structure and development of a market for the purpose of formulating efficient policies for purchasing, production and sales. The main reasons behind market research of an organization is understand customers, companies, and the competition. All three factors are interlinked with marketing research as companies need to understand and react to their customers' needs.

In the Marketing Surveys we identify the customer, company and competition also for our clients. We ask questions about competition market structure, government regulations, economy trends, technological advances, and numerous other factors that make up the business environment. It also helps investment decisions and potential investors to invest.

Product Survey

We conduct,
Brand Awareness Survey,
New Product Demand Survey,
Product Habits and Uses Survey,
Existing product Evaluation Survey,
New Product Lanching and Concept Analysis Survey, etc.



Launching the right new product and tweaking existing products is key to attracting new buyers and retaining existing customers. In other words, it is critical to the overall success of your business. But it is important to not operate in a bubble by thinking that you are all omniscient in what your customers want. Making assumptions about your customers or even taking educated guesses leaves too much room for success-hindering errors. Fortunately, a product survey can help you tap into your customers' thoughts and opinions.

We conduct Product survey for both existing products as well before launching any new products. This is a mode of data collection, which keeps the companies updated and provides them relevant information related to the views of the targeted audiences and helps them to plan and execute business/marketing strategies accordingly and meet high end sales targets.

Customer Survey

We conduct,

Visual Rating Survey,

Lead Generation Survey,

Customer Feedback Survey,

Net Promoter Score (NPS) Survey,

Customer Service Evaluations Survey, etc.



Customer survey is also called marketing or consumer survey. Customer survey is a tool to collect all relevant information related to the needs, satisfaction level, views of the targeted end consumer regarding various products/services.

Our survey comprises a form of applied, sociological study, which concentrates on understanding the behaviours, whims and preferences, mainly current and future, of consumers in a market-based economy.

Customer surveys conducted by us for various organisations help them to create their business modules based on the information derived from the data collected through various levels/types of customer surveys and accordingly plan business strategies.

Our surveys create major impacts on business strategies. Customer Surveys conducted by us are an end to end & the most favoured mode of lead generation.

Political Survey

We conduct,

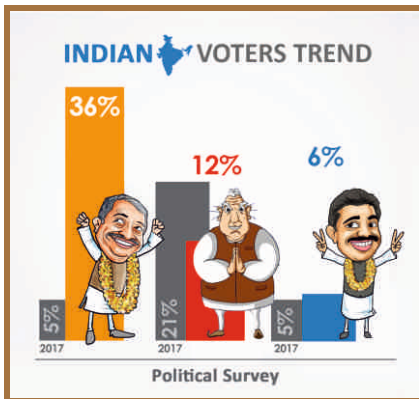
Political Issues Survey,

Voters Opinion Survey,

Exit Poll Result Analysis,

Pre poll Response Survey,

Candidates Popularity Survey, etc.



The most common & popular form of Political Survey is the various types of opinion polls which are conducted all throughout our country before general elections. Opinion polls conducted by us provide important information on the views and the mood swings

of the general public towards individual politicians as well as the political parties in general.

Our team conducts Political polls at various levels, accumulate huge data and strategic analysis of data is conducted in various forms. Such data analysis forms the base of formation of strategies & policies by various individual politicians and political parties as well.

Many a political surveys organised by us have proved useful in formation of new social reforms for the betterment of the society, they give a generalized input in the living standard of the common citizens and also throw light on the mood swings of the common public.

Statistical Survey



We conduct,
Data Collection,
Population Survey,
Special Projects Survey, etc.

Statistical Survey is a form of specialized, specific and well structured survey determined to collect quality or quantity accumulated data.

Statistical survey conducted by us, involves clear definition of the purpose and objective of the survey. Data collection and edition is planned as per specific requirements. Data interpretation & analysis is minutely planned and executed and reports are filed accordingly.

Such specific reports presented by our analytic team, play a very important role in forming of target oriented policies and help the project heads in obtaining effective result oriented strategy implementations and achieve high end targets successfully.

Non Profit Survey

We conduct,
Non- Profit Event Survey,
Non- Profit Origination Survey,
Non-profit Volunteer Survey, etc.

We conduct Non Profit Surveys for organisations that are involved in activities which are more the social beneficial end and not towards profit making.

All Non profit organisations need a regular flow of donations to keep them floating, as donations are the major form of revenue for such organisations and our team helps them in this cause.

It is of ultimate importance that the Non profit organisations keep themselves updated with the most recent and reliable sources of donations, the right set of volunteers needed to keep the work ongoing and they need to know what type of events they should organize in order to bring in the maximum awareness of the cause and generate huge revenues in form of donations. Our well organised team of surveyors & analysis intellectuals fill in the gap for such Non Profit organisations.

We conduct many statistical surveys for Non profit organisations to keep them updated as failure to do so results in many such organisations burning out in a short span of time.



Social Survey

We conduct,

**Personnel Survey,
Community Survey,
Health Care Survey,
Public and Confidential Survey,
General and Specialised Survey,
Academic and Institutional Survey,
Physiographic and Demographic Survey, etc.**



Social survey is a form of an activity which is targeted towards a large group of people and involves collection & analysis of data in huge quantities. This is a main source of more information's collection. It leads to collect facts about a problematic situation and give information's.

We conduct Social surveys for private organisations as well various government bodies. Social surveys conducted by our team provide a rich treasure of specific and generalised data, which proves useful in the formation policies and strategies for many social reforms.

Industrial Survey

We conduct,

**Industry Specific Survey,
Industrial Relations Survey,
Industrial Compliance Survey,
Business Continuity and Support Survey, etc.**



There are many factors that need to be properly researched before setting up any major or small scale industry. Data needs to be accumulated through various types of industrial surveys and strategies are planned based on such data analysis.

Our Surveys are done to determine the most suitable location to set up the industry, easy and cost effective availability of required raw materials, affordable access to transportation facility for the movement of raw materials & finished goods, availability of cost effective and trained labour & staff and soon.

Success of any industry majorly depends on the strategic analysis & effective application of the data accumulated through various industrial surveys conducted by our efficient team of surveyors.

How we do?

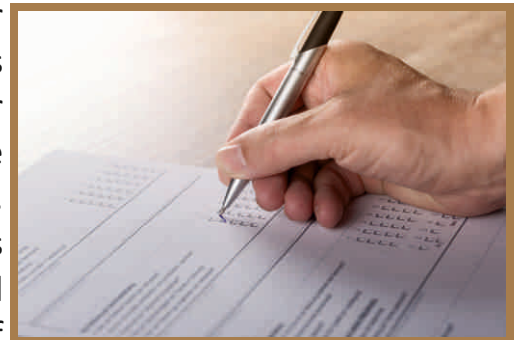
Online Survey



We design our online surveys based on the specific requirements of our clients. Our team of planners prepare a specified questionnaire based on the needs of the client and the survey is launched accordingly. Strategic planning is done to determine the target audience and participants are invited accordingly by sending invitation through various electronic media options. Data is accumulated and analytic reports are prepared accordingly. Such target based analysis reports help organisation plan and execute their business plans/policies.

Question Paper Survey

We are actively involved in organising Question Paper Surveys for our esteemed clients. Question Paper Surveys are majorly done using either paper based questionnaires or web based questionnaires. These questionnaires are custom designed based on the requirements of our clients. We though emphasise on paperless surveys as these types of surveys are more environment friendly. Accumulated data is analysed by our analysis team and specify set of reports are prepared as per the clients requirements.



Telephonic Survey



Telephonic surveys require a lot of strategic planning and have to ensure collection of specific data of the target audience to have enhanced results. This requires involvement of a team of highly dedicated & result oriented team of planners & executers. Our strategic planning team puts in maximum efforts to ensure that the specific target audience reach-out is maximum, which results in

accumulation of huge amount of specific data. Such data is later worked on by a team of specialised researchers and structured reports are presented to the clients. These structured reports help our clients to base their strategies and build business plans accordingly.

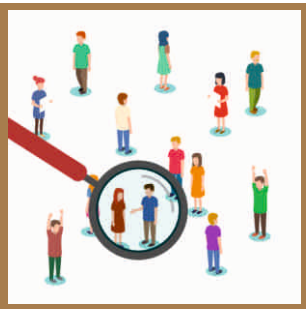
One to One Interview

We apply One-to-One Interview option when our clients are looking for more specific and personalised set of information for their business strategy formations. This process involves in targeting a specific set of audience and is a form of either Business to Consumer or Business to Business mode of data accumulation.

One-to-One Interview requires that the interviewer is highly skilled as there are no specific set of questions designed for such interactions. Our interviewers ensure that they control the conversation and drives the agenda that needs to either conveyed or obtained throughout the discussion. Data accumulated is further analysed and specific customer designed reports are formulated. These are valued treasures of our esteemed clients.



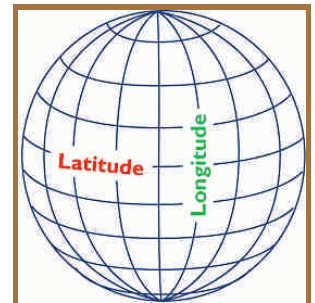
Cross - Sectional Studies



Cross-sectional studies are conducted by us to access the current status of a specific subject based on our client requirements. Such studies are conducted to measure the existence of a particular cause and the relevance of such a cause. These studies are majorly cost effective compared to other options. We conduct such studies to compare various groups at a single point of time. It's like taking a snap shot and try and fit the findings in a given frame work.

Latitudinal and Longitudinal Survey

Our Latitudinal and Longitudinal Survey uses a cluster of data to compare it over a time of period and determine results based on such surveys. We use these surveys to collect data for various clients such as government bodies, educational institutes, Social bodies, health services and many more.



Door to Door Survey



Our Door to Door Surveys are more target specific, they involve direct in person communication with the targeted audience by either visiting their homes or offices. These types of surveys also involve promotion of a specific product or service and include information materials like pamphlets/brochures or even a PPT at times. The results of surveys are targeted towards a specific product/service. We accumulate information to create a lead generation data cluster at times or at times we use it as an advertisement campaigning to promote a launch of any new product/services.

Process of our Survey Research

Our research process is a step by step process of developing a research paper. As you progress from one step to the next. It is commonly necessary to backup, revise, edit material or even change your topic completely.

We focus on understanding your decisions, providing clear action and predefined guidance. We emphasize the following method,

Understand Survey Requirement

We focus on the variables that have produced the stated management problem or opportunity. We understand your requirement according to your business and industry to ensure a proper assessment of your greatest challenges.

Define Survey Questions

We formalize survey questions and issues which keeps the research and insights relevant.

Proper Method Application

Which type of survey we choose depends on the sample size and location or any specific requirements, as well as the focus of the research. We align questions to the proper research and statistical method to ensure we can take the right decision.

Distribution of the Survey

Before start, we create a clear plan for where, when, how, and with whom we will conduct the survey. We determine in advance how many responses we require and how we will gain access to the sample.

Data Collection and processing

We use a data collection technique appropriate to the particular research methodology. We validate the data collection process by contacting a percentage of the respondents to verify that they were actually interviewed. Data editing and cleaning involves the process of checking for inadvertent errors in the data.

Analysis of Survey Results

We use several methods of analysing survey results. We assigning labels into categories or themes and statistical analysis etc. We use various tools and technologies to provide basic and advanced multivariate analysis for a broad classification of statistical techniques.

Submission of Survey Report

We deliver a comprehensive report focused around answering all your questions and supporting your decision making. We summarize the key results from our analysis.



REACH US AT

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