

The Murray Consultancy Case Study

The Murray Consultancy is an award winning Market Research Company based in Liverpool and headed up by David Murray, with an enviable client list that includes; NHS Primary Care Trusts, Merseyside Police and The Trinity Mirror Group.

Website: www.murrayconsultancy.co.uk

The Murray Consultancy website underwent a transformation during 2010. Branding originally created for their promotional literature was applied to the website along with a new, easy to navigate format. The inclusion of an easy to use contact us form and social media buttons makes it easy for prospective clients to get in contact.



MURRAY CONSULTANCY LTD.
MARKET RESEARCH & ANALYSIS

Home / About Us / Services / International / Latest News / Contact Us

OUR TEN CORE SERVICES

1. QUANTITATIVE RESEARCH
2. QUALITATIVE RESEARCH
3. CUSTOMER SATISFACTION SURVEY
4. DATA ANALYSIS
5. MULTI-VARIATE ANALYSIS
6. ONLINE RESEARCH
7. SURVEY QUESTIONNAIRE DESIGN
8. NEW BUSINESS START UP RESEARCH
9. EMPLOYEE SATISFACTION RESEARCH
10. DESK RESEARCH

KNOWLEDGE INTELLIGENCE EVALUATION FEEDBACK CONSULTATION
KEY INFORMATION THROUGH MARKET RESEARCH

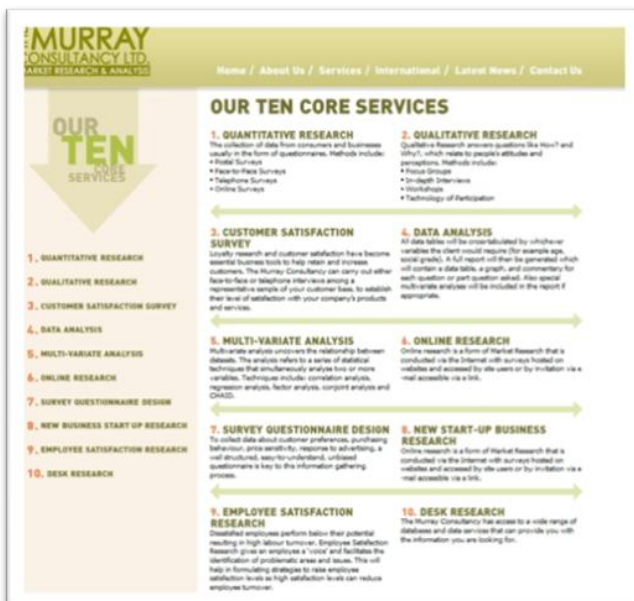
About the Award Winning* Murray Consultancy Specialist Company Offering Market Research, Questionnaire Design and Analysis

The award-winning* Murray Consultancy Ltd is a full service Market Research and Analysis Agency headed by David Murray, a research practitioner with over thirty years' experience in Market and Social Research.

The organisation undertakes a wide variety of research-based projects including Focus Groups, face-to-face interviewing, telephone interviewing, business-to-business research, in-depth interviewing, online research Desk Research and tracking studies.

The Murray Consultancy offers an international service with over 100 fully trained interviewers at its disposal.

* 2006 BIG European Market Research Award

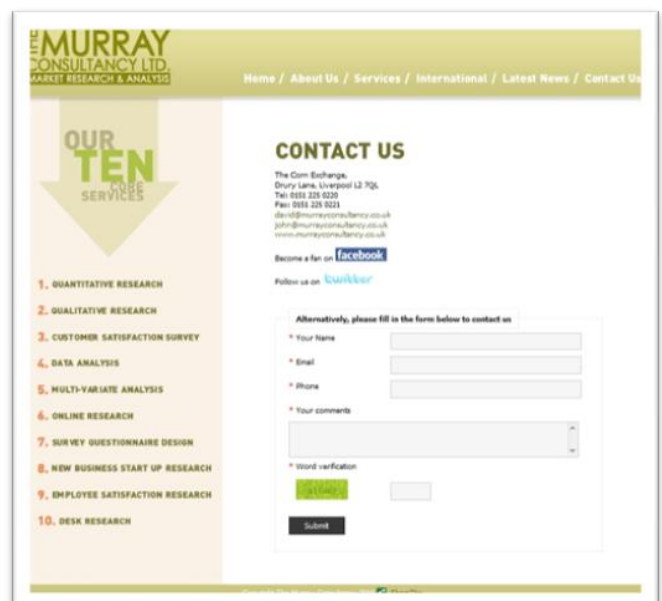


MURRAY CONSULTANCY LTD.
MARKET RESEARCH & ANALYSIS

Home / About Us / Services / International / Latest News / Contact Us

OUR TEN CORE SERVICES

1. QUANTITATIVE RESEARCH
The collection of data from consumers and business entities in the form of questionnaires. Methods include:
• Postal Surveys
• Paper-based Surveys
• Telephone Surveys
• Online Surveys
2. QUALITATIVE RESEARCH
Qualitative Research answers questions like 'How?' and 'Why?', which relate to people's attitudes and perceptions. Methods include:
• Focus Groups
• In-depth Interviews
• Workshops
• Technology of Participation
3. CUSTOMER SATISFACTION SURVEY
Loyalty research and customer satisfaction have become essential business tools to help retain and increase customers. The Murray Consultancy can carry out either face-to-face or telephone interviews among a representative sample of your customer base, to establish their level of satisfaction with your company's products and services.
4. DATA ANALYSIS
All data tables will be cross-tabulated by whichever variables the client would require (for example age, social grade). A full report will then be generated which will contain a data table, a graph, and commentary for each question or part question asked. Also special multi-variate analysis will be included in the report if appropriate.
5. MULTI-VARIATE ANALYSIS
Multivariate analysis uncovers the relationship between variables. The analysis refers to a series of statistical techniques that simultaneously analyse two or more variables. Techniques include: correlation analysis, regression analysis, factor analysis, conjoint analysis and CANOCO.
6. ONLINE RESEARCH
Online research is a form of Market Research that is conducted via the internet with surveys hosted on websites and accessed by site users or by invitation via e-mail accessible via a link.
7. SURVEY QUESTIONNAIRE DESIGN
To collect data about customer preferences, purchasing behaviour, price sensitivity, response to advertising, a well-designed, easy-to-understand, self-administered questionnaire is key to the information gathering process.
8. NEW START-UP BUSINESS RESEARCH
Online research is a form of Market Research that is conducted via the internet with surveys hosted on websites and accessed by site users or by invitation via e-mail accessible via a link.
9. EMPLOYEE SATISFACTION RESEARCH
Dissatisfied employees perform below their potential resulting in high labour turnover. Employee Satisfaction Research gives an employee a 'voice' and facilitates the identification of problem areas and issues. This will help in formulating strategies to raise employee satisfaction levels as high satisfaction levels can reduce employee turnover.
10. DESK RESEARCH
The Murray Consultancy has access to a wide range of databases and data services that can provide you with the information you are looking for.



MURRAY CONSULTANCY LTD.
MARKET RESEARCH & ANALYSIS

Home / About Us / Services / International / Latest News / Contact Us

CONTACT US

The Conn Exchange,
Drury Lane, Liverpool L2 7QJ,
Tel: 0151 225 6220
Fax: 0151 225 6221
david@murrayconsultancy.co.uk
john@murrayconsultancy.co.uk
www.murrayconsultancy.co.uk

Become a fan on [Facebook](#)

Follow us on [Twitter](#)

Alternatively, please fill in the form below to contact us

* Your Name

* Email

* Phone

* Your comment

* Word verification

Social Media

Facebook: Murray Consultancy

The creation of a social media plan for Murray Consultancy includes creation of a branded Facebook page and the addition of an introductory video and a targeted advertising campaign. A range of adverts have been created and have successfully driven new customers and enquiries to the company website.



Twitter

The MC can also be found on Twitter @murrayfacts.

The screenshot shows a Twitter profile for 'murrayfacts'. On the left side, there is a vertical banner with the text: 'THE MURRAY CONSULTANCY LTD. MARKET RESEARCH & ANALYSIS' at the top, followed by 'KNOWLEDGE INTELLIGENCE EVALUATION FEEDBACK CONSULTATION' in a vertical stack, and a brown arrow pointing upwards at the bottom. The main content of the profile includes a bio: 'Get short, timely messages from David Murray. Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. Join today and follow @murrayfacts.' Below this is a 'Sign Up' button and a note about SMS updates. The profile picture is a small headshot of a man, and the name is 'murrayfacts'. The bio text reads: 'Do you know what your customers think of you? Knowing could make you £1000's. Visit our website - FREE consultation. http://bit.ly/99qpF1'. There are three tweets listed below the bio, each with a short text snippet and a timestamp. The right-hand sidebar shows the user's name 'David Murray', a bio snippet, and statistics for 'Tweets' (4), 'Followers' (0), and 'Following' (0). At the bottom of the page, there is a footer with copyright information: '© 2010 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy'.