



2701 University Avenue #470
Madison, WI 53705
(608) 661-4595
1-866-702-5758
rphelps@phelpsresearchservices.com
www.phelpsresearchservices.com

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On-Call Research

Fast, Actionable Customized Market Research to Meet Your
Specific Business Needs





On-Call Research

Since 2002, Phelps Research Services has provided in-depth research reports for clients throughout the U.S. Included in these deliverables are Market Intelligence, Competitive Intelligence, and Business Development studies and reports. Projects of this nature are typically very detailed and take several weeks to complete.

But, we know that your business research needs are sometimes more immediate and more limited in scope. So, we are introducing our On-Call Research Service. This service provides you access to the same professional researchers and same depth of research resources and experience but at a lower cost and a faster turnaround.

In working with our clients, not all their business research needs fit into an organized project framework. Demands for ad hoc information in the form of corporate profiles, digests of breaking news, market updates, and other types of deliverables sometimes come from internal clients without much warning and an expectation of quick fulfillment. This is the scenario for which the On-Call Research Service is designed.

Typical Questions that prompt use of Phelps On-Call Research

- Can we get a corporate profile on a specific company including financial performance and recent activities?
- Can we get a market update including market sizing, segmentation, and emerging trends on a new market we're considering?
- Can we get the latest research on a specific topic in which our Senior Managers have interest?
- What is the latest breaking news for a key prospect we want to monitor?
- How can we get lead generation lists for very specific and focused applications that normal list generation companies can't provide?
- How can we get some specific tactical information about one of our competitors?
- What are some of the new "business wins" that our key competitors have recently experienced?
- What are the potential implications for our company of a specific suddenly

Background

The Phelps Research Services corporate family of qualified research and support professionals in Madison, WI and other locations blend their efforts to provide clients with thorough, effective, and actionable results in pursuit of their competitive advantage.

Our mission is to support clients with the targeted business knowledge they need to make critical tactical and strategic decisions.



Sample Deliverables



Customized Analysis with Executive Summary Presentation – Client-defined research

- Address specific topic questions that Senior Managers have about their market and/or their customers with actionable recommendations
- Provide basic market analysis to help Senior Managers identify potential new business opportunities.
- Review internal market intelligence to provide actionable information for Senior Mgt.
- Consulting on internal market research projects and ideas for new research initiatives
- Miscellaneous other applications of our research knowledge and skills



Corporate Profile - Point-in-time summary of a public or private company including:

- Financial performance/number of employees
- Key executives including titles and bios
- Overview of products and services/SIC and NAICS codes
- Years in business/Ownership
- Address/Phone/Web Address



Digest of Breaking News - Summary of a company's significant events organized by date

- New business associations
- New client wins
- Introduction of new products or services
- Other news



Market Update - Summary of news in a specific market for the most recent time period

- Market sizing update
- Market segmentation
- New companies in the market
- Significant events
- Best practices and market dynamics
- M&A activity



Lead Generation Lists - Lists of executives & companies with contact information focused on very specific markets or sub-markets

- Current executives defined by title, job, or specific responsibilities
- Defined geography down to zip code and defined industry/sub-industry
- Results provided in Excel format

Fast Turn Around

A researcher will respond to your call or email within 24 hours to review your need.

Easy Subscription Pricing

Monthly subscription pricing with quarterly contract commitments.

Electronic Access to New & Archived Research Reports

Research deliverables will be sent to you via email. Current and past research deliverables are archived and accessible to you with login/password security.

Industries Served

- Healthcare
- Automotive
- Manufacturing
- Pharma/Biotech
- Software/Web Services
- Financial Services
- Insurance
- Distribution
- Non-Profits