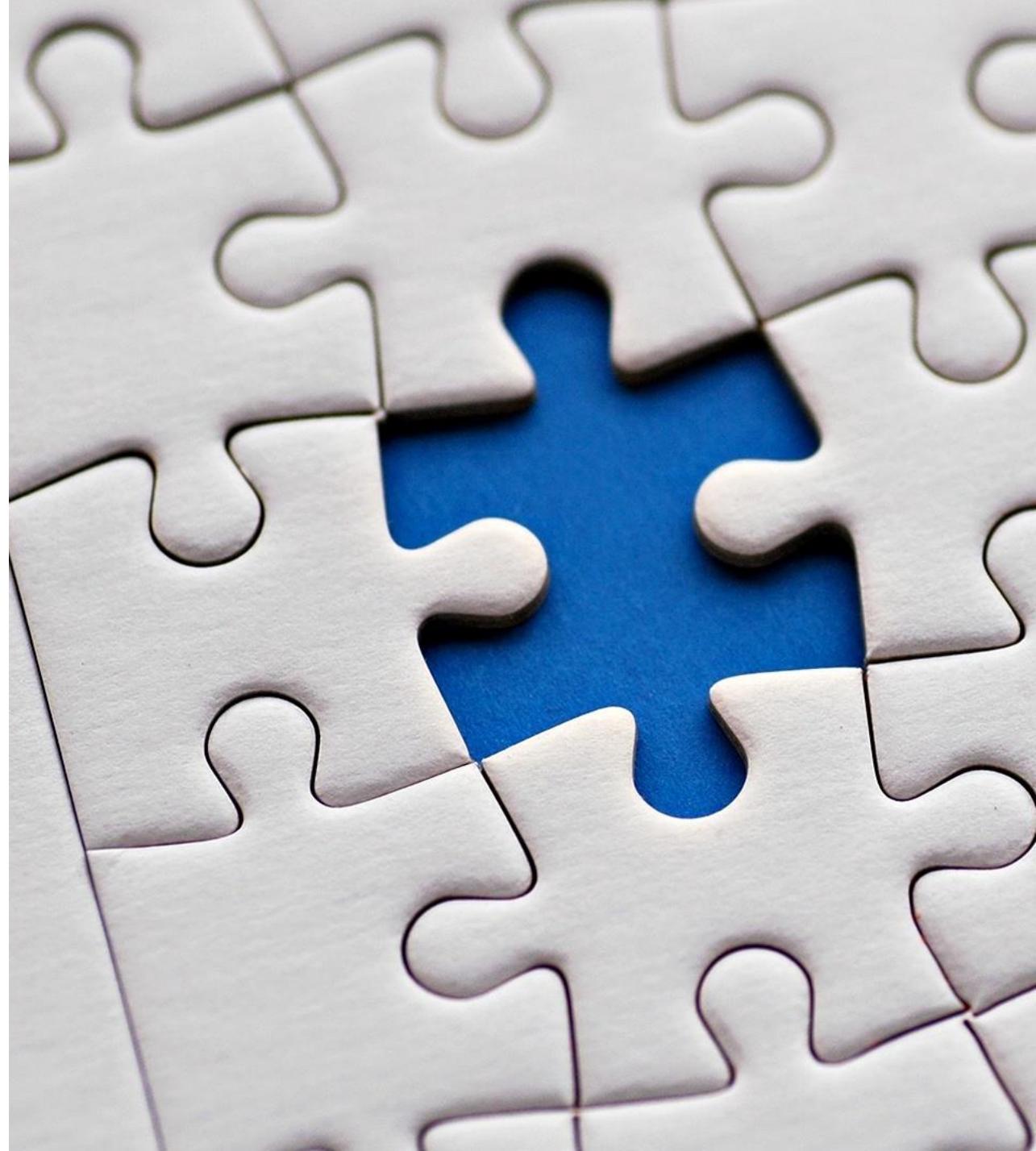




Market Research & Customer Insights Company

www.AceResearchSystem.com



About Us

Operating since 2007, Ace Research is one of the leading market research and customer experience management company in Pakistan with a team dedicated to help client get the insights that they desire.

ACE is the only market research company of Pakistan to provide fully automated online system for Reports, Geo Tracking, and Mobile Audits.

Our head office located in Islamabad, manages our clients with the help of experienced account management teams spread in 6 cities and field workforce throughout the country, to provide them the very best of services.

WHAT

WHY

WHERE

WHEN

WHO



Solutions we offer

Every organization face some challenges. We try to keep market research simple for our clients to make them comfortable with us by offering solutions for their business in simplest way



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New Business Feasibilities



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Customer Experience Management (CXM)



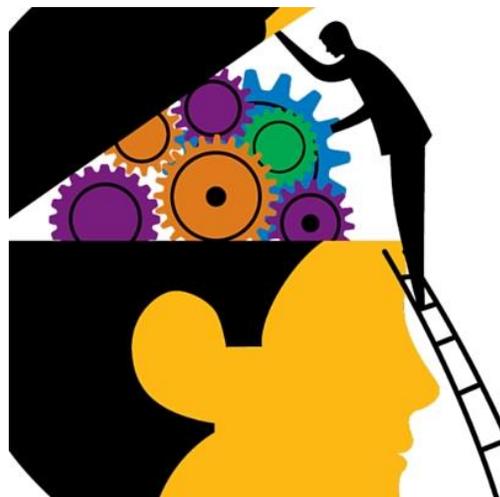
>

Market & Need assessment for new products



>

Monitoring and Evaluation of Projects



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Business Intelligence

Our Services

it's about offering service to help your organization grow



Mystery Shopping



Consumer Surveys



Retail Audit



KAP Study



Satisfaction Surveys



Focus Group Discussions

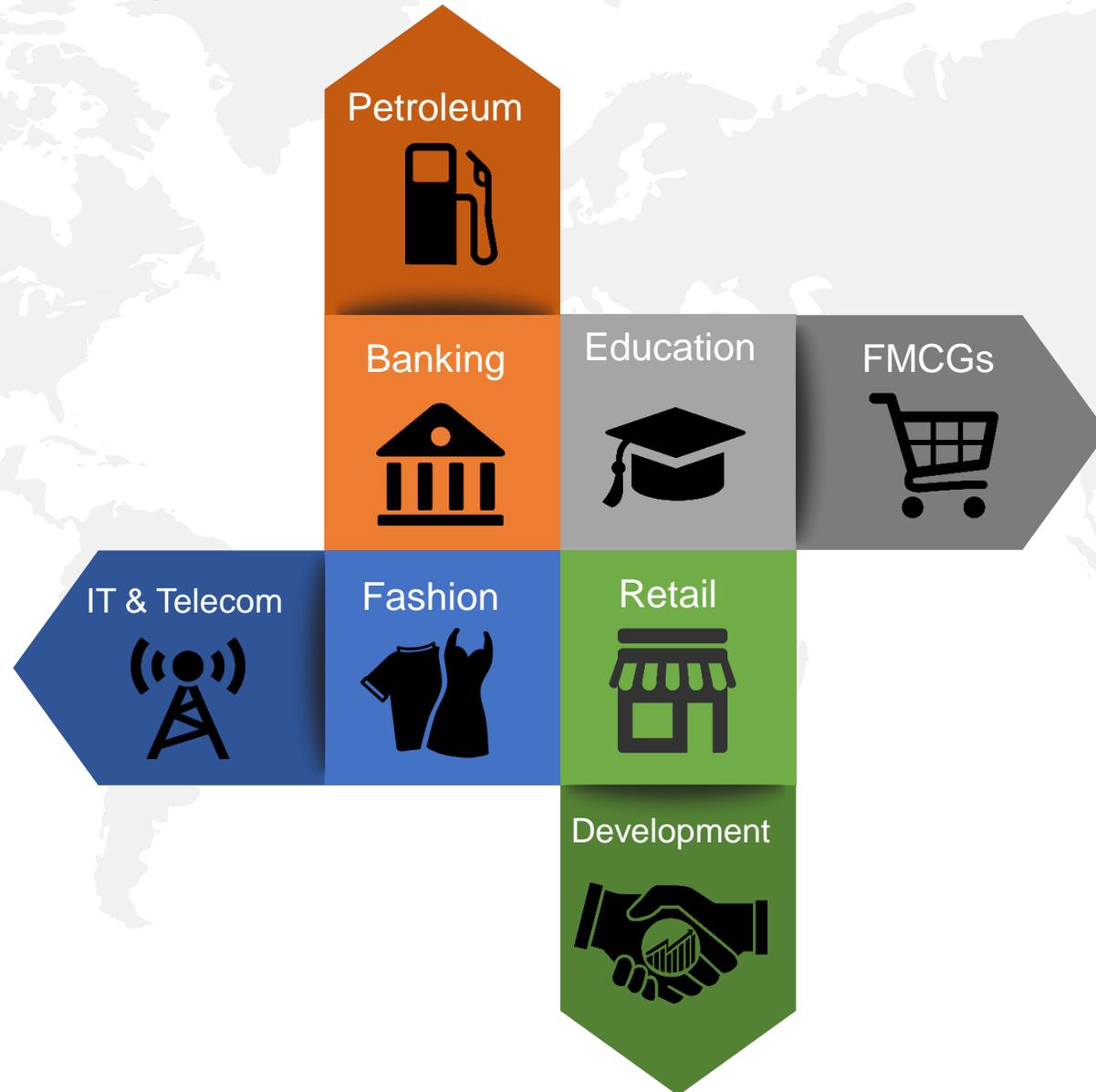


Qualitative Research



**Product & Campaign
Evaluation**

Specialized Industries



Our Field Partners



International Affiliation



GBW has footprints in over 100 countries worldwide, one of the largest global footprint of any customer experience measurement agency. GBW work with clients in every major market around the world, using regional offices and local teams to deliver global, regional and local programs. **Ace Research** is the local partner of GBW and execute GBW projects in Pakistan.

Facts

Mystery Shopping of 700 locations in 30 days in 250+ cities and towns

Online client dashboard access with live reporting and GPS stamping

In-depth interviews of 5000 locations in rural areas in 60 days

Audio and Video recordings supported research visits

Quality Assurance team to verify each result

10+ years of research experience

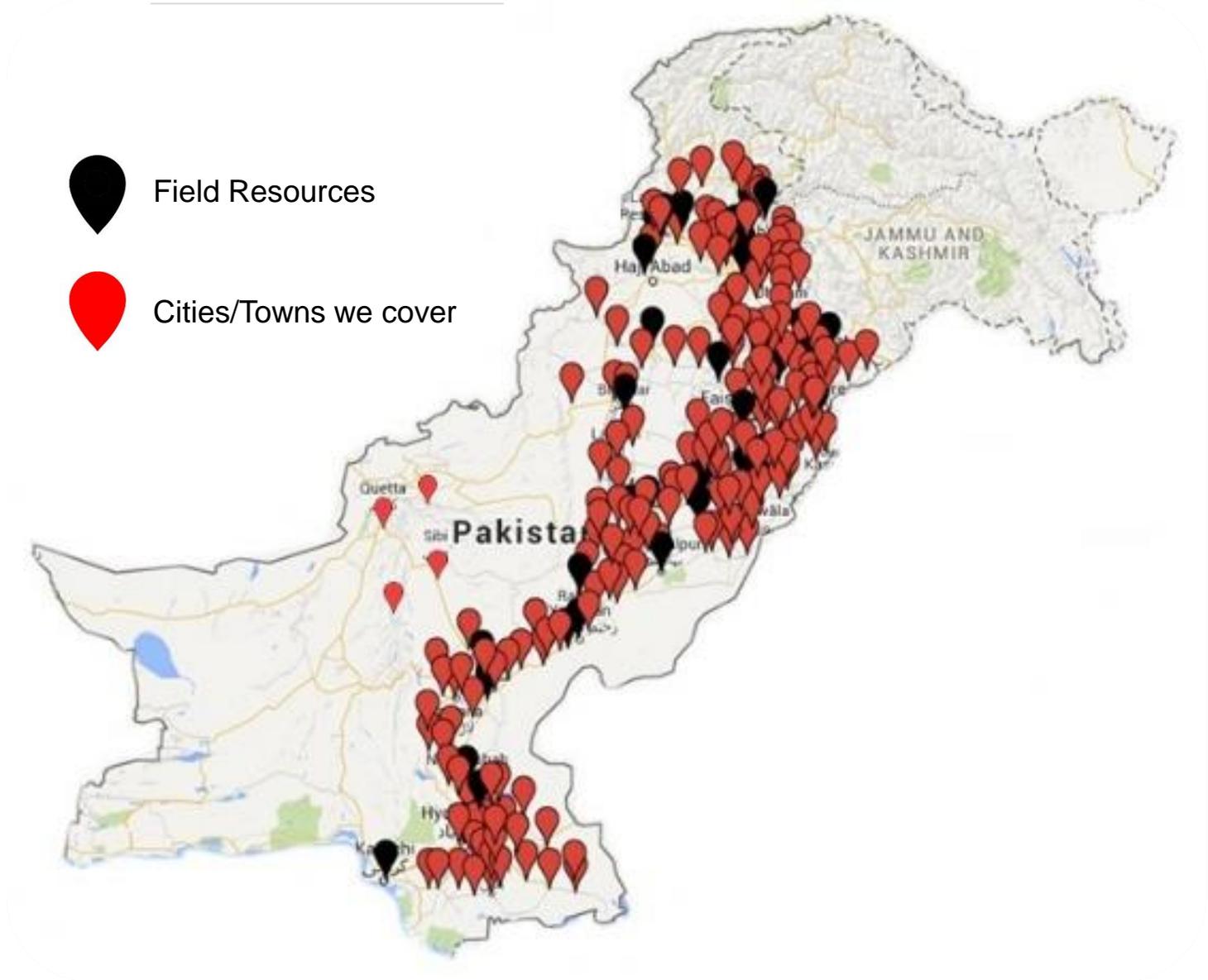
Panel of Industry experts for questionnaire and tools development

We travel 60,000 kilometers every 30 days

300+ field workforce including surveyors, mystery shoppers, auditors, interviewers & moderators

Our Reach

Field workforce presence
in 250+ cities & towns
traveling
60,000+ kilometers
distance every month



Our Capacity

There are no
secrets to
success



Business & Market
Intelligence Reports

Our objective is to provide business and market intelligence reports to Corporate as well as Development sectors. With years of experience, we have refined our work - step by step and now have a strong field presence for **Authentic Data** collection which is core base of our reports, depicting a true picture.

Industry Experts

We have industry experts on our panel covering health, education, journalism, IT & Telecom, banking, data analytics, retail, manufacturing, hospitality and tourism and more.

Industry Technical
Advisors

Reporting
Specialists

Quality Assurance
Team

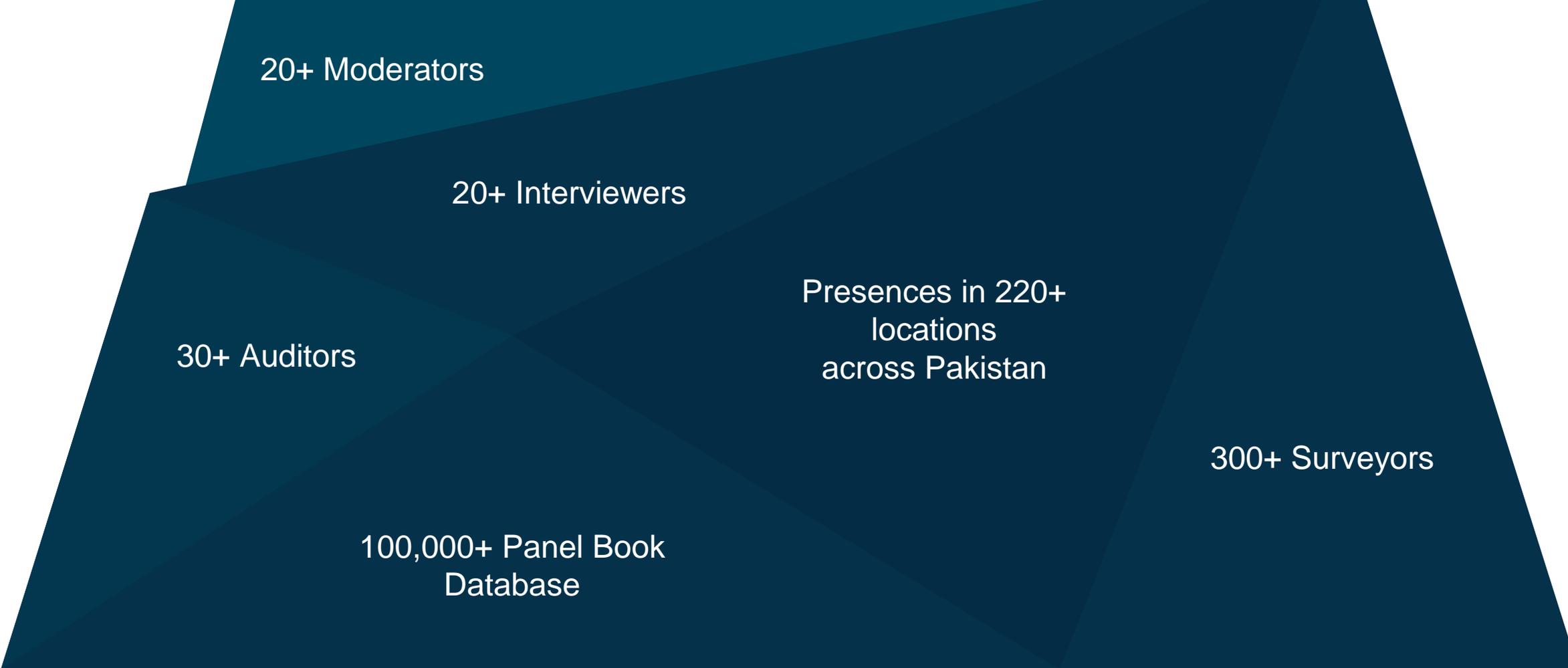
15+ Field supervisors

Monitoring &
Evaluation Team

6 Regional Heads

Specialists

We have an experienced team of quality assurance, field supervisors and monitoring & evaluation experts. To manage our field resources, we have divided the entire country in 6 regions.



20+ Moderators

20+ Interviewers

30+ Auditors

Presences in 220+
locations
across Pakistan

300+ Surveyors

100,000+ Panel Book
Database

Our strong field presence of 300+ strong workforce, covering 220+ cities and towns across Pakistan, along with senior auditors, moderators, interviewers and a panel book of 100,000+ respondents mark un-shattered base of our company

Business Intelligence

it's about creating the tools so people take action

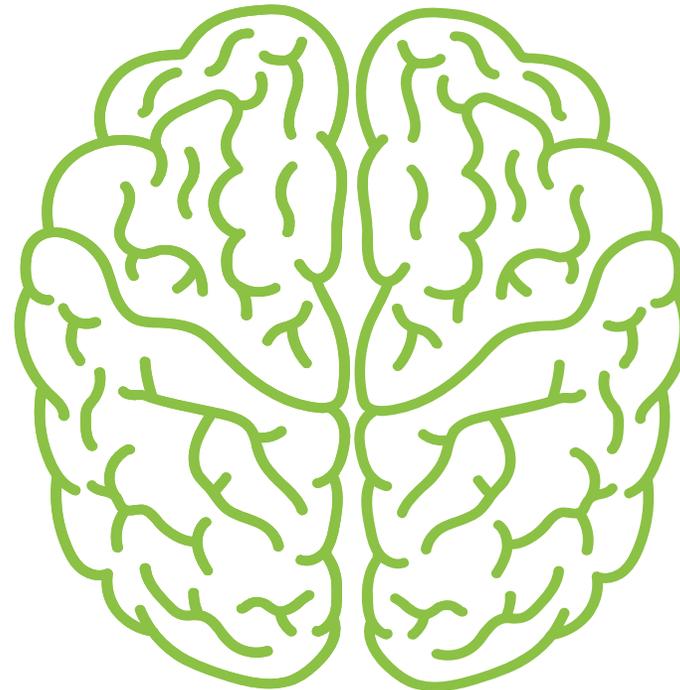
Desk & literature review (Creating digitalized data base for future reference and data analysis)



Data mining and data validation



Efficient data analysis based on collected data



Presentations supplemented with meaningful infographics



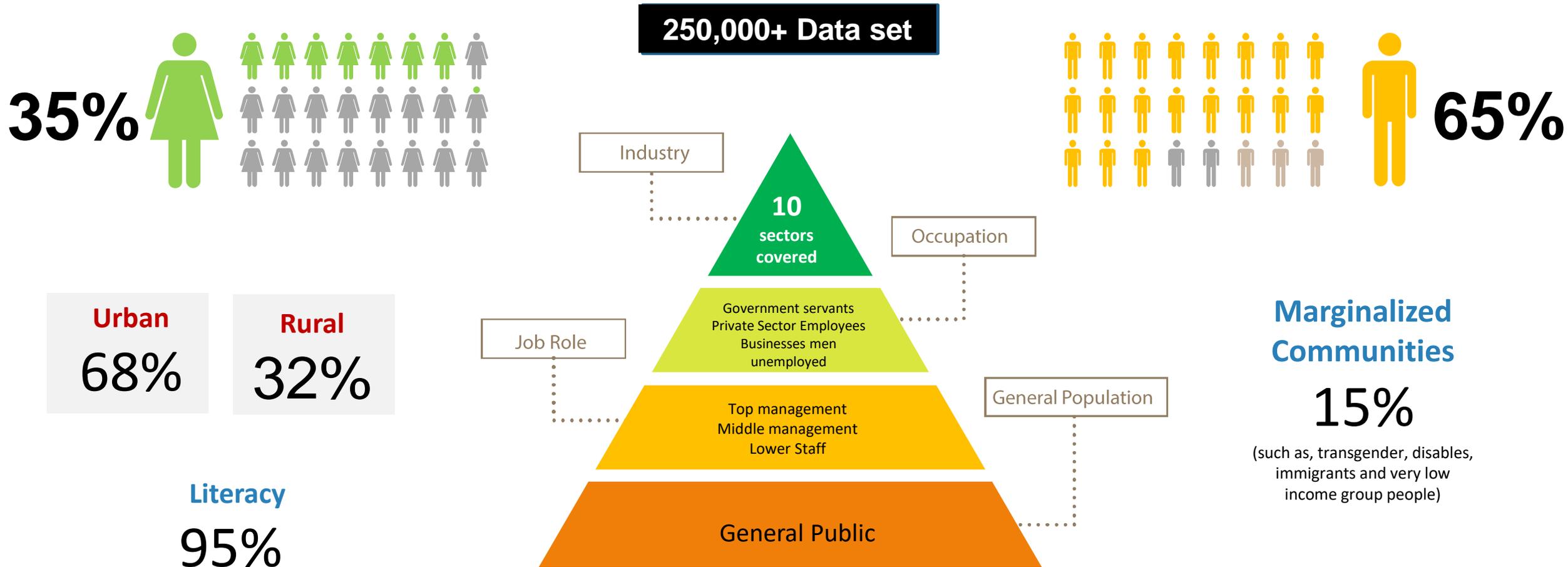
Real-time results



Practical business oriented forecasts, predictions, recommendations, way forwards and suggestions

Panel Book

Our In-house capacity is evident from the panel book compiled and arranged after years of efficient market research. We have the capacity to engage following audiences in a very short span of time for data collection purpose with our utmost priority on quality of data. Our Panel Book, undergo rigorous filter process and all unwanted, biased, fake and irrelevant audiences are replaced with relevant, genuine ones.



Success Stories

Khyber Pakhtunkhwa IT Board (KPITB)

KPITB manage IT parks in KP Province. Their existing model was revamped and new features and services were initiated after feasibility report and thorough assessment by Ace Research. Tax policy for IT Startups was revised in the province.

Microfinance bank

Customer retention rate, churn rate and on-site experience improved significantly in consecutive years of rigorous mystery shopping, aimed at improving overall customer experience. Robust customer experience management (CXM) process was carried out.

Tax Regime Change

World bank aimed at facilitating KP provincial government with change in Tax Regime. Core idea was to build one-stop digital facilitation centers. Ace Research conducted an extensive perception survey and based on this facilitation centers are being set up across major districts in KP.

Pakistan Railways

Sales volume of commuters increased, traveling by train between Rawalpindi and Lahore cities. Service improvement was the result of market assessment carried out by Ace Research. Alternate commute models were assessed fully in this project.

British Council

Detailed M&E report allowed Client to scale up project and involve more participants. Report was coupled with suggestions and way forwards for improve sustainability and create more impact.

Shell Petroleum

Customer services improved significantly based on yearly assessment of all outlets across Pakistan (mystery shopping & retail audit). Also, compliance thresholds were fully accomplished after frequent assessments and developing feedback mechanism loop.

Online Dashboard

Access from Any Device | REAL-TIME results | Save Time | Get Beautiful, simple User Experience

ACE provides fully automated online system for Reports, Geo Tracking, and Mobile Audits. Deriving value from your results has never been easier, giving meaningful and informative insights to our customers is a core strength of our analytics team which makes use of latest reporting methods in research to add value to your data. Some of the features of this dashboard are;

- Insights into your customers' experiences and trends
- Customized reporting systems and dashboards
- Detailed and specialized benchmarks and index ratings for your industry
- Analysis on relative position to competitors
- Transformation of raw data into usable, configurable, and easily understood reports
- Strong & weak areas highlighted



Data is of no value unless some meaningful conclusions are derived from it. Accurate analysis can help drive current performance as well as predict future performance of your company. We help you identify the information that can be used to improve overall performance of your business by integrating multiple levels of key business data.

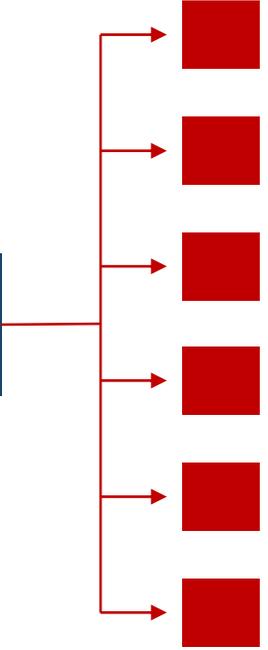
How Dashboard Works?

Surveys | Assessments | Audits



Master Client

- Regional Managers
- Service Centers
- Retail Outlets



Dashboard Featured

DASHBOARD REPORTS

- Wide range of analysis options
- Multiple types of dynamic chart reports and tables
- Clickable reports
- Questions cross reference
- Statistical representations

DASHBOARD DESIGN

- Branded and customized Interfaces
- Tabs hierarchy and customization of different layers
- Multiple languages support
- Reports on the go! Mobile responsive interface
- Customized filters for each dashboard



DASHBOARD DATA ACCESS

- Access to real-time data
- Personalized access to the data
- Copying reports between users
- Custom templates
- File attachments
- Custom export
- Client notification via Email or SMS

Smart Features

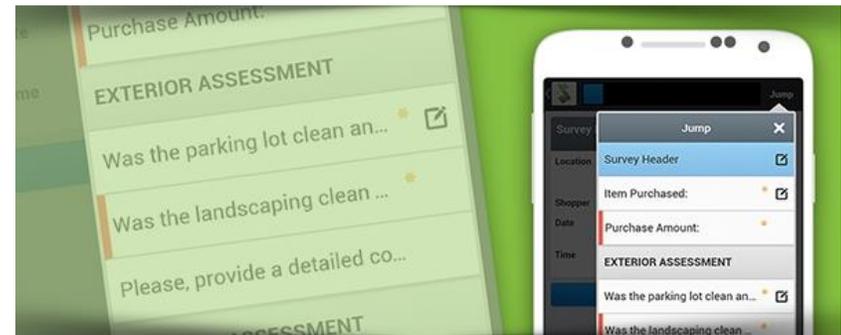
Eliminate Fraud: Know exactly where and when data is collected with time and GPS stamping on each response.

Online? Offline? No Problem! Complete surveys even when no Internet connection is available at the location.

Smart Survey Automation: Mobile Audit can dynamically adjust survey flow in real-time, helping your surveys adapt to any business scenario.

Data Consistency Checks: Data is validated during entry, and again on our servers after submission.

Integrate Job Board: Mobile Audit allows users to grab open jobs while on-the-go, getting results to you faster.



Dashboard characteristics



Full control over the system
and settings



Design customizations,
even on a user level



Multiple language support



Access according to **user**
Permissions set



Import

Users, branches, reviews etc.



Export

reviews: SPSS, XLS, PDF



High standards of security, throughout the
infrastructure and software levels

Why Ace?

Ace online dashboard offers

ONE-STOP RESEARCH PLATFORM

supported by data collection team all across country



CAPI



CATI

(CSI, CATI and other interviews)



Internet Surveys

(Kiosk, QR barcode Surveys, website embedded)



Email Surveys



SMS Surveys



Retail Audit

(Shelf Studies, Price Audits etc.)



Mystery Shopping

CLIENTS & PROJECTS



Client: Shell Pakistan
Project: Mystery Shopping and Retail Audits
Industry: Petroleum
Audience: Retailers
Details: Over a decade of experience of mystery shopping and retail audit of 700+ fuel stations of Shell Pakistan covering 220+ cities/towns (quarterly cycles).



Client: USAids
Project: Impact Assessment
Industry: Development
Audience: SEC B/C/D (General Public)
Details: Impact assessments of different campaigns were executed, to assess the overall impact and problems of the campaign and get general public opinion.



Client: Servis Tyres
Project: Pre-product launch market study (lubricant)
Industry: Petroleum / Auto
Audience: Customers, Mechanics and Retailers
Details: A pre-launch market assessment was conducted in Lahore, Karachi, Multan and Rawalpindi with customers, retailers and mechanics.



Client: Pakistan Railway Advisory & Consultancy Services (PRACS)
Project: Comparative study and Service Assessment
Industry: Transport
Audience: Train Passengers, Bus Passengers and Car Passengers
Details: This research study aimed to analyze that how many passengers' daily travel between Rawalpindi and Lahore and vice versa.



Client: British Council (Project: EDGE)
Project: Monitoring and Evaluation of Girls Only project in two Districts of Punjab - Bahawalpur and Muzaffargarh targeting Teachers, Students, Parents, Community members and implementing partners.
Industry: Education
Audience: Teachers, Students, Parents, Community members, implementing partners.



Client: Mobilink Microfinance Bank Limited
Project: MMBL Branches Mystery Shopping
Industry: Banking
Audience: Bank Branches
Details: Monthly Mystery shopping of Mobilink Microfinance Bank Branches across Pakistan.



Client: World Economic Forum
Project: Annual Survey
Industry: Survey (international Agency)
Audience: White Collar Professionals
Details: Pakistan Executive Opinion Surveys for Global Competitive Reporting, in that, face to face interviews are conducted every year.



Client: University of Central Punjab
Project: Qualitative & Quantitative research for promotion and positioning of university
Industry: Education
Audience: SEC A/B, Faculty, Parents & Students
Details: A qualitative and quantitative research was conducted to design marketing strategy of university. Target audience was students, faculty and parent of Lahore, Gujranwala and Multan.



Client: Hospitality Inn hotel
Project: Mystery shopping
Industry: Hospitality
Audience: SEC A/B
Details: Mystery Shopping exercise was conducted for 6 months, to assess customer experience and staff performance of hotel. Also, problematic areas of operations were highlighted.



Client: World Bank / PWC
Project: Pre- Launching assessment
Industry: IT and Government
Audience: Tax compliant and non-compliance
Details: A survey was conducted with general public of 8 Districts of KPK covering different tax payers



Client: Pinnacle International (Zara)
Project: KAP Study
Industry: Apparel / Retail
Audience: SEC A/B
Details: A survey was conducted in Islamabad, Lahore and Karachi to assess buying habits of apparel and simultaneously, awareness of apparel brands; to establish ZARA franchises in Pakistan. A need assessment was conducted to calculate market potential for clothing brand in Pakistan.



Client: Khyber Pakhtunkhwa Information Technology Board (KPITB)
Project: Assessment of IT Industry and Parks
Industry: Information Technology
Audience: IT Parks, IT Companies, IT stakeholders
Details: Assessment study was conducted with 100+ IT companies of Islamabad, Lahore, Karachi, Peshawar and Abbottabad.



Client: The Entertainer
Project: Customer Satisfaction and Problem Identification Survey
Industry: Toys
Audience: SEC A/B
Details: A survey was conducted in Islamabad to assess buying habits of customers for toys and awareness of toy brands.



Client: UKaids / ilm ideas 2
Project: Private Schools Assessment
Industry: Development Sector (Education)
Audience: Private Schools Associations, Private Schools and Chains
Details: Compiling database of 100,000 private schools of Pakistan and conducting interviews with 15000 schools nationwide.



Client: British High Commission
Project: Impact Assessment
Industry: Development Sector (Perception assessment)
Audience: General Public and UK Diaspora
Details: An assessment of general perception about United Kingdom (UK) and British High Commission among Pakistanis and to what extent, positive change has been spurred with different activities. Impact of activities being carried out and also, lessons learnt and nevertheless, areas of improvement. This would also include benchmarking against other countries as well.



Client: Pinnacle Khidmat Foundation
Project: KAP Study
Industry: Education & Health
Audience: 1500 households, schools & BHUs (Basic Health Units)
Details: KAP study in a village of Punjab, to assess level of education and health sector in the region.



Client: Kaghan Memorial Hospital

Project: Opinion Survey

Industry: Education

Audience: General Public

Details: Baselines study in Kaghan region of Khyber Pakhtunkhwa, to assess education needs.



Client: MyTrip

Project: Hotel Rating

Industry: Hospitality

Audience: Hotels

Details: Ace conducted mystery shopping and audit inspections of 200+ hotels across Pakistan to design Pakistan's local hotel rating system for customers.

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TRAMONTINA

Client: Tramontina

Project: Market Assessment

Industry: Retail (Kitchen ware)

Audience: SEC A and B

Details: Pre-launch market assessment for Kitchenware was conducted in 5 cities of Pakistan covering customers, retailers and distributors.



Client: Philomath Research

Project: In depth Interviews of Healthcare Experts (HCV/HIV/TB)

Industry: Health

Audience: Senior Doctors and Consultants

Details: Qualitative survey was conducted with senior doctors & consultants to determine use of mobile App technology in their respective domains i.e. HIV/HCV/TB

Client: Spin Mobility

Project: Pre-launch assessment

Industry: Automobile

Audience: Rent a car and car owners

Details: Pre-launch market assessment of Car Rentals for a new company offering self-driven vehicles on App.

Client: British Council

Project: Opinion Survey Azad Kashmir Region

Industry: Education

Audience: General Population

Details: Semi -Structured Interviews, Opinion Survey, and feasibility Study from residents of Azad Kashmir.

A Case Study Of Edhi Foundation Pakistan - PMI

Details: The Case Study Of Edhi Foundation Pakistan covers mainly (i) Optimal Resource Utilization (ii) Best Social Welfare Strategies & Practices and (iii) Hiring Processes. The research evaluates the ongoing practices covering various components of different services being provided by the Edhi foundation.

Supporting female graduates' access into Information Technology (IT) sectors through internship programs at Muzaffarabad, AJK - GEP – USAID/AF

Details: The Gender Equity Program (GEP) is a Cooperative Agreement of United States Agency for International Development (USAID) with Aurat Foundation (AF). Under GEP the internship program for IT female graduates in Muzaffarabad, AJK is initiated. The project is linking up the fresh IT graduates to the market in terms of the internship / job opportunities available in IT sector at Muzaffarabad.

Baseline Survey “Strengthening Regional Training Institutes and Expanding Community Access to Quality Family Planning Services through the Population Welfare Department, Punjab & Sindh Provinces, Pakistan” for Pathfinder International in Kasur & Khairpur

Baseline Survey “Targeted Awareness Sexual Health Empower and Research (TASHeER)” for Pathfinder International in tehsil Gujarkhan

Need Assessment Survey Report: Strengthening The Realization Of The Rights Of Children And Women Detainees In Pakistan - National Commissioner for Children – Wafaqi Mohtasib – UNICEF

Details: The Pilot project envisaged visits to provincial jails namely, Central Jail Haripur, Central Jails Quetta and Mach, Central Jail Karachi, Central Jail Lahore, and visit of Borstal Institute Faisalabad to conduct the Need Assessment Survey for reform interventions. During the visits, the team had detailed meetings with the relevant jail authorities, interviewed women and juvenile detainees and had sensitization sessions with the stakeholders from different walk of life.

UN Maternal and Child Stunting Reduction Programme - Formative Research UNICEF - White Rice Communications – LDF

Details: Led the project in Khairpur, Ghotki and Nosheroferoz to define current behavior and what precisely needs to be changed (target behavior) and by whom (target audiences) and to investigate the determinants of current practices and the context in which they occur, in order to identify how change may be brought about and to explore how people communicate currently to identify channels that could be used to reach the target audience. Data were gathered through whole day observation of mother, LHWs and CRPs; FGDs with fathers, grandmothers and FLWs; IDIs with mothers.

Report on Australian Alumni in Pakistan - Australian High Commission (AHC)

Details: Australian High Commission (AHC) aimed at gathering Australian alumni in Pakistan at a single platform, and make them a part of a Global Alumni Network. The study is delimited to 10 main cities of Pakistan with especial focus on (i) New Alumni, (ii) Established Alumni and (iii) Senior Influential Alumni.

Girls' Right to Education Programme (GREP)– Plan Pakistan – UNESCO

Details: The Girls' Right to Education Programme (GREP) addresses the alarming situation of education in Pakistan by supporting the government in creating and sustaining accessible and safe quality learning opportunities for girls living in the hardest to reach regions of the country. The programme was launched by UNESCO in 2015 and funded under the Malala fund in trust.

UNICEF's Flood Emergency Response Programme in Punjab Province

Details: Coordinated monitoring of field activities 52 institutions and organizations including government, national and international NGOs in 11 districts of Punjab including Mianwali, Khushab, Bakhar, Sarghodha, Layyah, Jhang, Muzaffargarh, DG Khan, Rajanpur, Raheem Yar Khan and Multan as Hub Office through institutional mapping, community checklist, IP monitoring and intervention tracking

Evaluation of Rehabilitation of Rural Health Center Trag in District Mianwali: Plan International Pakistan

Details: Assessed effectiveness of the project in meeting its objectives and district government's policy, needs and priorities; reviewed project design and design process and the extent to which completed activities addressed the project's objectives and workplan. Reviewed relevant documentations and RHC's personnel availability data; conducting in-depth interviews with key personnel / stakeholders, focus group discussions with the community health committee and few exit interviews to get a feel of beneficiaries' satisfaction.

Urban Development of Rawalpindi Phase II-ADP-EURO Consultants

Details: Supervised Traffic Survey in Rawalpindi. Develop the research tools. Trained and monitored the survey. Analyze the results and consolidate the findings for better recommendations and decision making.

Validation of Early Learning Development Standards (ELDS), Pakistan – (MoE, Unicef)

Details: The main purpose of this study was to help the Projects Wing of Ministry of Education (MoE) to improve ELDS, help the process of Early-Childhood Education (ECE) and suggest development of ECE curricula for pre-school levels.

USAID Maternity Newborn Child Health (MNCH) Mid-term Evaluation -USAID-JSI- PAIMAN Project

Details: Worked with team of international consultants; work involved review of secondary data; Interview of key personnel in health departments and based on analysis of collected data and consultation workshops, debriefing to ministries and donor agencies and debriefing to director mission, produced reports. Reviewed the effectiveness of planning, implementation and procurement systems of Ministry of Health in program areas and implementing partners.

Socio-economic Impact of Telecom Growth and Telecom Indicators Forecasting – PTA

Details: Supervised field survey in Sargodha, Khushab and Bhakar – Punjab. Provided inputs in instrument development. Partially participated in data management.

Establishment of the theory of National Business School. Development and Reporting of National Business School Model for Business Schools/Institutions in Pakistan. HEC – National Research Program for Universities (NRPU)

Details: This initiative is providing theoretical and empirical justification of establishing collaborative body of all business schools in Pakistan to improve the systems and procedures of Business Schools through Strategic Planning in the areas of Institution-Industry Linkages, Institution-Alumni Relationship, CSR Initiatives, Culture of Entrepreneurial Development, Student Job Placement, Establishment of Societies, Business Consulting and Research & development (curriculum development). It projects acts as foresight approach to NBEAC to facilitate business schools beyond accreditation.

Charagh-e-Badr -- HEC – Social Integration Outreach Program (SIOP)

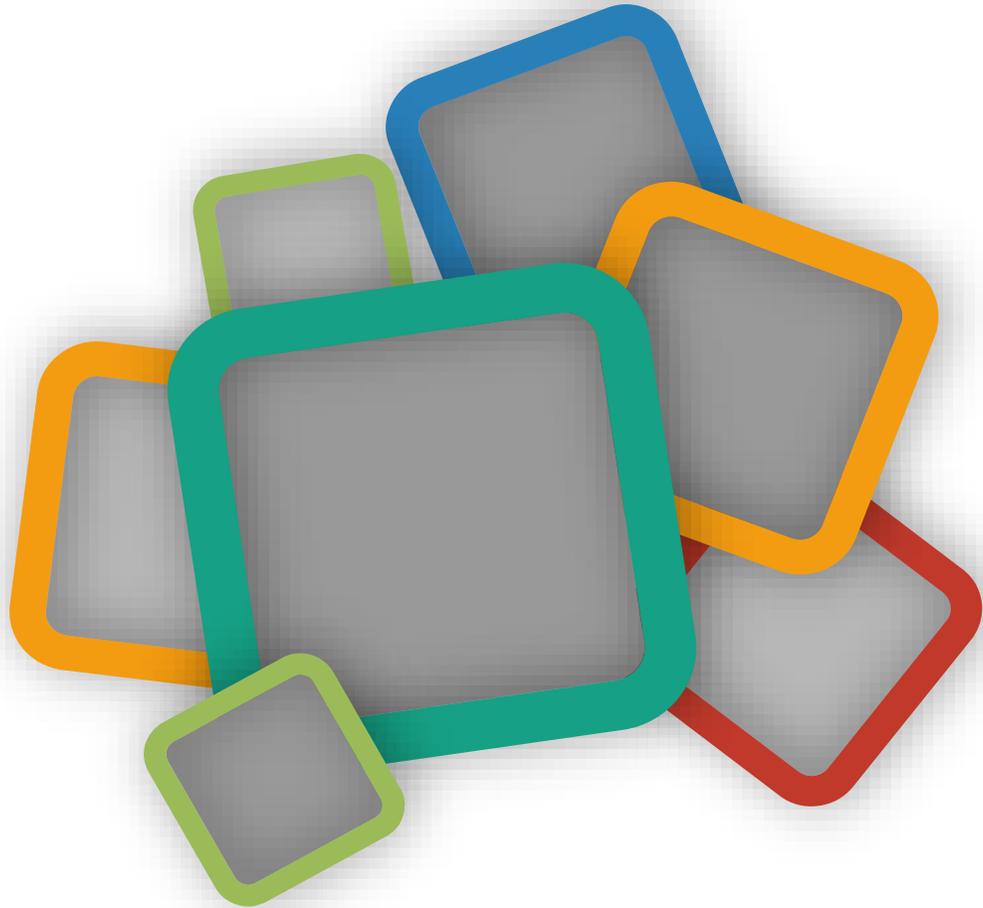
Details: Higher Education Commission provided the financial assistance to the NUML Charagh-e-Badr project through Social Integration Outreach Program (SIOP) to strengthen this project and helped to achieve aspiration. In Charagh-e-Badr Program, slum children were enrolled and they were provided with free pick and drop, food and sports facility along with formal education. Monthly trips of these kids were also arranged on a regular basis.

Review of HR Management Systems and Employees Compensation Packages; National Highway Authority, Islamabad/Jinnah Consulting, Mohammad Ali Jinnah University

Details: Reviewed HR Management Systems and Employees Compensation Packages: Partially responsible for preparation/enhancement and evaluation of salary/emolument package and comparative analysis of salary/emolument package at national level. Developed research tools, organized research team's training and as a member of research team organized/conducted employees' job satisfaction and opinion survey, carried out a comparative analysis with national and international comparable organizations and suggested revised emoluments package based on results of the survey and analysis.

Procurement Strategies of Earthquake Reconstruction and Rehabilitation Authority (EERA) -World Bank-Government of Pakistan

Details: Worked on demand-base procurement strategy development; managed and cost the procurement of office equipment, transportation and human resource. Verified the vendors as per the given criteria and qualification of the human resource. Also responsible for daily-based analysis and reporting and its submission to Prime Minister Secretariat.



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