PURE IT User Research

profit from us

consumer · telecom · IT · finance · gaming · industrial

user research

We provide 'out of the box' market insights to corporations. Partnering your endeavour to stand out where competition swiftly duplicates unique ideas.

Unlike big agencies, where your projects are handled by teams with less experience, all our researchers have over five years of work experience. This means that when you work with us, you get:

- context rich analysis that is actionable
- detailed attention to your projects

You are important to us!

our clients

- eBay
- Rediff
- Yahoo!
- Gera Developments Pvt. Ltd.
- Bank Of Baroda
- National Forwarder - Singapore
- ICICI Bank
- Maharashtra Knowledge Corporation Ltd.
- Singapore Government Project Through Our Partner

our projects and domain

- Quantitative Research
- Qualitative Research
- Central Location Tests
- Slice Of Life
- Analytics
- Internet Research
- Demand Estimation
- Segmentation
- Usage & Attitude
- Category & Brand Mapping
- Product & Concept Testing
- Advertising Testing
- Pricing Research
- Customer Satisfaction

quotes

"Really useful"
- Manish Vij, Quasar Media

"Excellent work!"
- Vivek Sawant, MD, MKCL

our people

- Scalable team of 20 professionals
- Mix of qualitative and quantitative researchers
- Have handled diverse projects in India and Asia Pacific
- Have papers published in various journals
- Are faculty for Market Research across Pune B Schools

our facilities

- 7000 square feet state of the art delivery centre
- 24 x 7 dedicated connectivity at 2 mbps
- Full communication suite, skype, VoIP, web conferencing
- Completely networked with latest HW/SW
- Observation rooms
- Research ready central locations

contact us

USA
E: info@pureitgroup.com **T:** 720 891 9144

UK
The Old Armoury, 4 Back Church Street Court, Ilkley
West Yorkshire, Ls29 DR, United Kingdom
E: info@pureitgroup.com
T: 00 44 1943 608219 **F:** 00 44 1943 608220

Singapore
E: singinfo@pureitgroup.com

India
TANNTRR, 1187-11, Vasantrao Deshmukh Road, Shivaji Nagar
Pune - 411005, MH, India
E : info@pureitgroup.com
T : 00 91 9850880303 **F:** 00 91 020 25536818
W: www.pureuse.com