

Qualitative Research

Qualitative research is an important part of Insignia's business--representing just under half of its overall research activity. Our highly trained moderators are constantly on the lookout for new techniques--reviewing literature and attending professional workshops and conferences on a regular basis. Global strategy consultants like Flamingo International (London, England) and Forbes Consulting (Boston, Mass) choose Insignia moderators as part of their international team because of our proven excellence in both moderating and analysis.