



By Ian Lewis

the business of research

# A road map to increased relevance

## How to take your in-house research practices to the next level

Company and marketing executives want to see greater marketplace impact from research, while researchers want to be the most sought-after providers of advice and counsel. The Market Research

Executive Board (MREB) reports that 69 percent of senior executives want research to be a strategic partner but only 29 percent of them currently view research as such. Furthermore, execs who view research as a strategic partner are much more likely to have changed decisions based on research than those who view research as an analytic resource (57 percent vs. 33 percent).

(Source: MREB Business Alignment Survey, 2008.)

Our firm has identified 10 key performance indicators (KPIs) that we feel

can help research teams within today's corporations increase their internal standing and achieve strategic, consultative relevance:

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### snapshot

Using the 10 key performance indicators detailed here, client-side researchers can install a continuous improvement process to add rigor and impact to their department's practices.







