



Company Profile



PRESENTATION - 2024

Worldwide Research

 <https://worldwide-research.ai/>

GET STARTED ➞



Pioneers of Global Research

Worldwide Group is an ISO-certified global fieldwork company, comprising a network of specialized research organizations. As an esteemed ESOMAR member, we adhere to the highest standards in market, social, and opinion research. Our team actively participates in ESOMAR's global initiatives, ensuring our methodologies remain cutting-edge and compliant with international best practices. Approved by the Ministry of Finance, we deliver comprehensive, full-service capabilities in international data collection across three key segments, operating in over 40 + markets worldwide.



We also care for patients suffering from a range of conditions, including cardiovascular disease (CVD), chronic obstructive pulmonary disease (COPD), chronic kidney disease (CKD), autoimmune disorders, anemia, and other related illnesses.



A specialized B2B panel designed to engage hard-to-reach audiences such as Accountants, C-suite executives, IT Decision Makers, Investors, Engineers, HR Leaders, Tradespeople, and others.



A highly engaged consumer panel of over 500,000 active panelists, offering precise targeting of key segments such as household decision-makers, homeowners, insurance policyholders, e-hailing users, and more.

ABOUT WORLDWIDE RESEARCH GROUP

MARKET RESEARCH SERVICES



Professional Experience

Excellent Team with a solid experience in handling 10K+ projects in 50+ markets across globe with Audiences such as - B2B, Healthcare and Consumer

Outstanding Quality Services

A Best-in-Class Quality Assurance (QA) and Quality Control (QC) process ensures that the products or services provided by a company meet the highest quality standards.

Professional Service

Preferred service provider to 20 top consultant firms for their data collection and data processing requirements



Skilled Expertise

Provides research services across key sectors including Automotive Studies, FMCG Studies, BFSI Studies, Healthcare Market Research, Pharmaceutical Research, ICT Market Research, Media Market Research

Unique Services

This involves gathering and analyzing data about a particular market, including market size, trends, and consumer behavior

Adaptable changes

Flexibility in accommodating specification changes: Clients can/may need to make changes to research specifications or project timelines during the course of a project



Our Accreditations & Industry Affiliations



ESOMAR is a global membership organization for market, social, and opinion researchers, founded in 1947. It has since become the gold standard for market research companies worldwide.



Worldwide Research is an organization that holds ISO 9001 certification, demonstrating its commitment to maintaining the highest standards of quality management across its operations.



QUALITY CONTROL STANDARDS IN WORLDWIDE RESEARCH

Goal

Online QC protocols

- Digital Fingerprinting
- Rescreening to keep panel updated
- System checks
- Post registration verification
- Validation of email address and contact info
- Screener validation

QC procedures for Offline recruitment

Focus group discussions/ IDI

- Recruit panel lists base do clients requirements
- Ensure participative respondents are recruited
- Ensure backup respondent are recruited to account for dropouts
- Ensure good mix of age, gender and socioeconomic profiles are recruited based on client's requirements

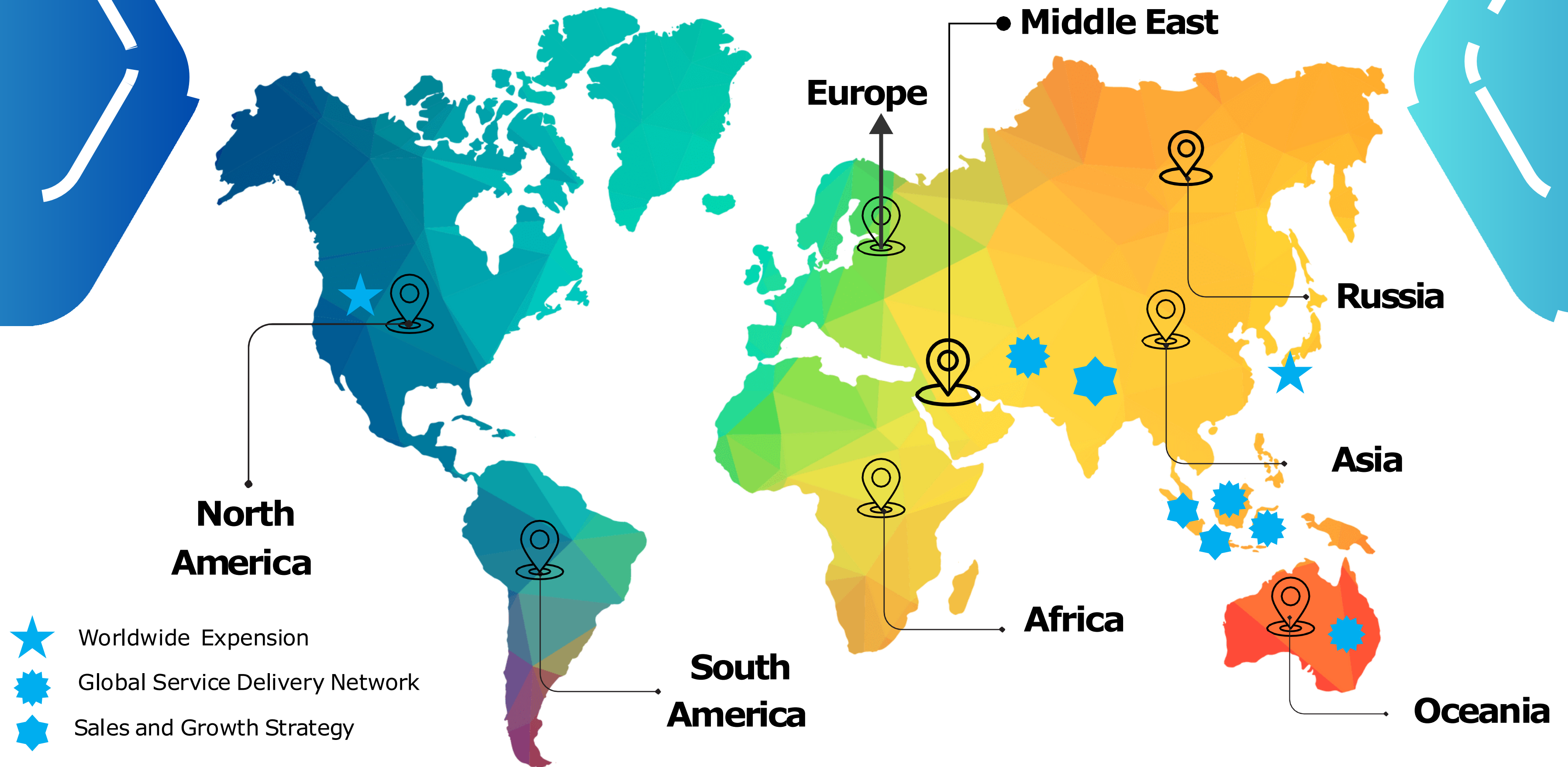
Retail audit

- Ensure receipts are collected
- Interviewers are trained on what data that needs to be collected based on client's requirement

CATI

- 100% recording collected internally for QC measures.
- Supervisor to monitor call to ensure Questionnaire flow
- Clients' screener are 100% satisfied prior to commencing interview

Global Coverage Overview





Advanced Research Solutions



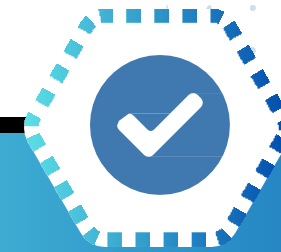
Qualitative Research

- Focus Group Discussions (FGD): Conducted both online and offline to gather diverse insights.
- In-Depth Interviews (IDI): Available in both online and offline formats for detailed, individual perspectives.



Quantitative Research

- Direct Interviews (Face-to-Face)
- Digital Surveys (Self-Completed Online)
- Tech-Driven Insights (CATI /CAPI)
- Experience Audits (Mystery Shopper)
- Targeted Testing (Central Location Tests)



RESEARCH TYPES

- Precision Market Segmentation
- Conjoint & Pricing Studies
- Brand Positioning Insights
- Health Impact Analytics
- Ad Performance Testing



Our Proprietary Panel

Introducing Worldwide, our dynamic online panel – one of the largest, most diverse, and agile networks, expertly tuned to the evolving preferences and demands of global consumers.

At Worldwide, we view consumer insights as a powerful catalyst for change, enabling businesses and manufacturers to innovate, refine, and elevate their products and services for the greater benefit of users worldwide.

With a thriving community of over 500,000 engaged members across the globe, our panel continues to grow and adapt, ensuring we remain at the forefront of delivering actionable insights that meet the ever-evolving needs of our clients.



Comprehensive Panel Member Persona Insights

At Worldwide, we segment our members using the following key attributes. This list is continually refined and expanded to stay aligned with the dynamic needs and demands of our clients.

Panel Member Overview

Primary Decision Maker

Consulting

Computer Hardware

Communication
Services

Religion

Personal Care
Products

Internet connection

Financial services/
investment

Real Estate

Home electronics

Business Services

Energy & Utilities / Oil
& Gas

Household Care
Products

Healthcare

Insurance

Gender

Age

Marital Status

Country of birth

Religion

Ethnicity

Ages & Gender of
Children

Children

Company Size

Designation

Position

Employment

Education

Preferred Language

Credit Card

Mobile Phone

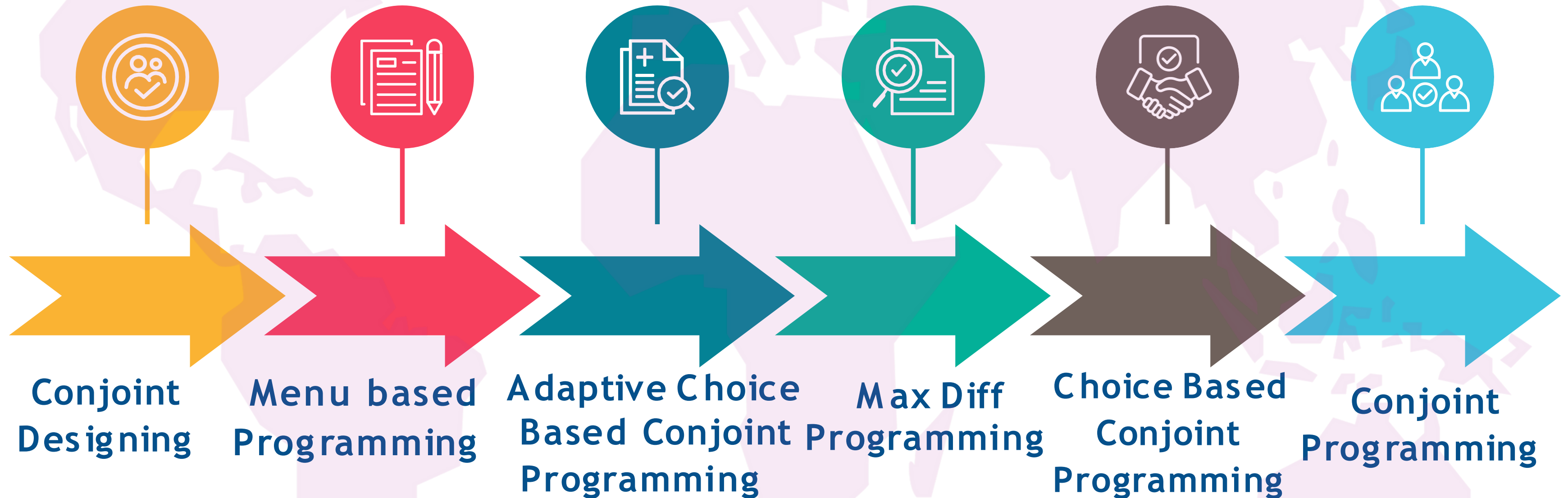
10 Key Steps For Successful Project delivery



Advanced Tech Stack & Pioneering Tools



At Worldwide Research, we specialize in cutting-edge design and programming, offering expertise in:





Case 1: Medical Professional Case Study

CASE STUDY

Project Overview:

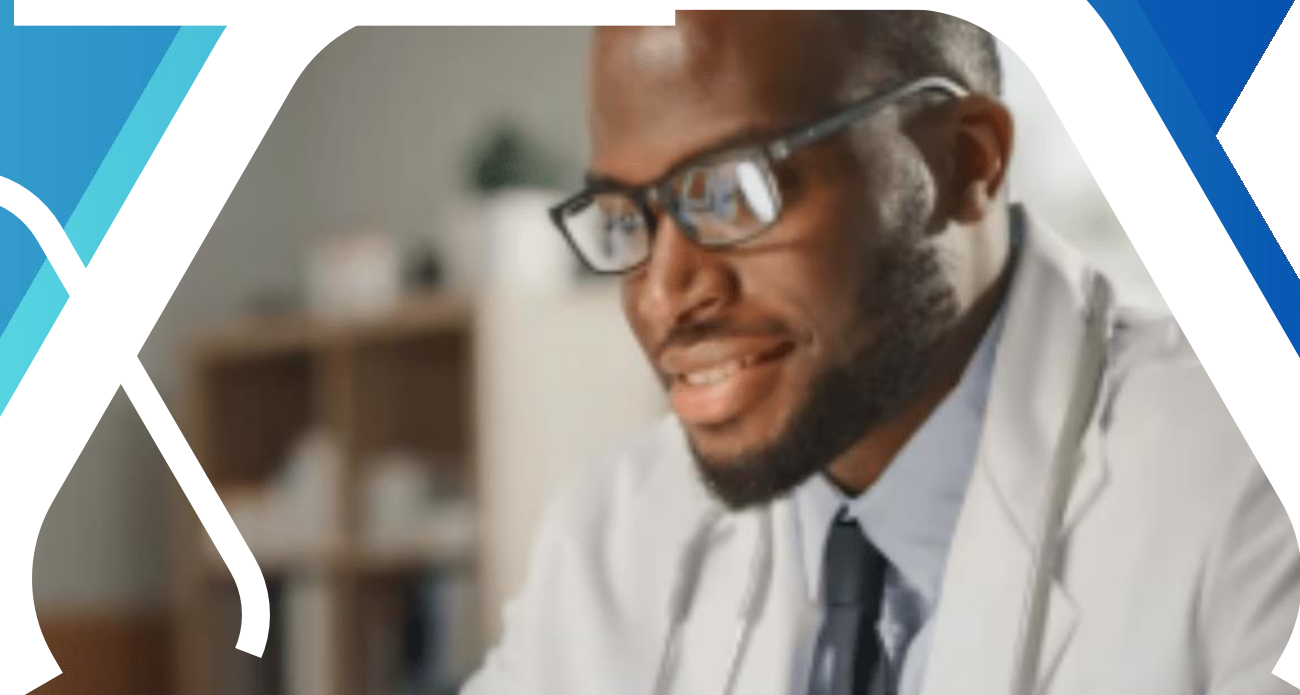
A ground-breaking worldwide research initiative led by medical professionals aimed to tackle [specific healthcare challenge, e.g., rare diseases or public health issues]. This collaborative effort spanned across countries as USA, Canada, Europe(EU5), China, Japan and Australia, leveraging advanced technologies and data-driven insights to drive innovation in healthcare solutions.

Outcome:

The project resulted in key achievements, e.g., a new diagnostic method, improved treatment protocols], benefiting over 1.50 million patients globally. Findings were published in leading medical journals and adopted in clinical practices across multiple regions, enhancing healthcare standards worldwide.

Impact:

This initiative not only advanced medical knowledge but also influenced global healthcare policies, making treatments more accessible in underserved regions. It empowered medical professionals with cutting-edge skills and fostered a culture of collaboration, setting a benchmark for future international research endeavours.





CASE STUDY



Case 2 : Consumer Case Study

Project Overview:

A comprehensive worldwide research project focused on understanding consumer behaviour and preferences across countries Malaysia, Indonesia, China, India, USA, UK, France, Germany. This initiative aimed to identify trends, improve product offerings, and create data-driven strategies to enhance customer satisfaction and loyalty.

Outcome:

The research uncovered actionable insights that led to the development of specific solutions, e.g., new products, improved services, driving 60% growth in consumer engagement and satisfaction. Findings were utilized to optimize marketing strategies and streamline operations across diverse markets.

Impact:

The project empowered businesses with a deeper understanding of global consumer needs, enabling them to innovate and tailor solutions for different demographics. It also influenced industry practices, setting new standards for customer-centric strategies and fostering long-term brand loyalty.



Case 3: High-Net-Worth Income People

Project Overview:

A global research initiative aimed at understanding the financial behaviours, investment patterns, and lifestyle preferences of high-net-worth individuals (HNWIs) across countries as - Singapore, USA, Canada, Europe 5 and Nordic's . The study provided a deep dive into emerging wealth trends, asset allocation strategies, and personalized service expectations among affluent demographics.

Outcome:

The research identified key insights, e.g., a shift towards sustainable investments or digital wealth management tools, enabling businesses to refine their offerings. It led to the development of tailored wealth management solutions, resulting in e.g., 60% growth in client acquisition or portfolio value optimization.

Impact:

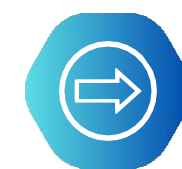
This initiative empowered financial institutions and luxury service providers with actionable insights to better engage and serve HNWIs. It also influenced global market strategies, fostering innovation in high-value industries and strengthening long-term client relationships worldwide.

CASE STUDY





CASE STUDY



Case 4 : Healthcare Case Study

Project Overview:

A global healthcare research initiative focused on addressing health challenges, e.g., chronic diseases, healthcare accessibility, or medical innovation. The project involved collaboration across countries- as USA, Canada, France, Germany, UK, Spain, Italy, Singapore, India, China, Japan, Brazil, Mexico, leveraging cutting-edge technology and data-driven methodologies to enhance patient care and outcomes.

Outcome:

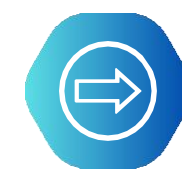
The study led to ground-breaking discoveries, including new treatment protocols, improved diagnostics, or innovative healthcare delivery models, positively impacting millions of lives. Key findings were adopted by healthcare providers globally, resulting in improved efficiency and patient satisfaction.

Impact:

The project not only advanced global medical knowledge but also influenced healthcare policies and practices. It empowered healthcare professionals with innovative tools and fostered international collaboration, setting a new benchmark for transformative healthcare solutions worldwide.



CASE STUDY



Case 5 : IT Decision-Makers (ITDMs)

Project Overview:

A worldwide research initiative targeting IT decision-makers (ITDMs) to explore their challenges, priorities, and strategies in adopting emerging technologies. The study spanned countries - USA, Canada, France, Germany, UK, Spain, Italy, Singapore, India, China, Japan, Brazil, Mexico, focusing on cloud computing, cybersecurity, digital transformation, and AI adoption trends.

Outcome:

The research provided actionable insights into ITDMs' decision-making processes, highlighting key drivers for technology investments and barriers to adoption. Findings enabled businesses to develop tailored IT solutions, driving 55% improvement in operational efficiency or cost savings.

Impact:

This initiative empowered organizations with data-driven strategies to better engage ITDMs and deliver value-aligned solutions. It also shaped global tech strategies, fostering innovation and accelerating the adoption of next-generation technologies across industries.



Contact Us

At WORLDWIDE RESEARCH FZ-LLC, we're more than just a market research firm. We're your strategic partner, navigating the complex business landscape and providing actionable insights that drive growth.

Get In Touch With Us



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PHILOSOPHY
COMPETENCE
SOLUTION
MANAGEMENT
GOAL
TRUST
ORGANIZATION
RISK
METHODOLOGY
SKILLS
PROFESSIONAL
LEADERSHIP
TEAM
RESPECT
FEEDBACK
SUCCESS
MOTIVATION
BUSINESS
ASSESSMENT
TEAMWORK
JOB
TRAINING
COACHING
RELATIONSHIP
COMMUNICATION
DEVELOPMENT
LEADER
APPROACH
GROWTH
TEAM MEETING
ABILITY

Your attention is truly valued—Thank You.