

BTS-T Marketing Research

Briefing

BTS-T MR (Marketing Research) is a unique consulting service provided to enterprise clients who are seeking for actionable customer knowledge.

BTS-T marketing research team has years of working experience and expertise acquired in senior management positions held within world-class multinational corporations. The marketing research assignments are conducted with the **BTS-T MR** methodology, which integrates psychographic data mining and modeling techniques to provide unrivaled customer value.

Benefits

- Providing action insights, not just marketing intelligence or data
- Locating the areas to tap for competitiveness
- Advising on effective sales and marketing strategies based on critical and relevant customer behavior

BTS-T MR Process



Consultants

- Qualified with years of working experience at management levels of world-class multinational corporations
- Equipped with cutting-edge psychographic data mining and modeling techniques