



CS RESEARCH

Think research, think CS

Who Are We?

CS Research,Lda is an innovative, client-focused organization providing research services. Founded by a team of experienced researchers with at least 8 to 15 years of research, our vision is to be the leading research consortium providing data driven solutions in Africa. Our mission is to provide affordable, timely and high quality research service in data and market insights.

Our team of 1000+

professionally trained field interviewers and supervisors, are ready to serve you in the highlighted countries;



Our services

Social Affairs Research Unit- In this field, we are experts in:

- ✔ KAPB (Knowledge, Attitude, Practice and Behavior) surveys,
- ✔ Needs assessment surveys,
- ✔ Program evaluation (baseline/ midline/ endline surveys)
- ✔ Quasi experimental surveys.
- ✔ Public opinions surveys,
- ✔ Behavior change studies,
- ✔ Communication related studies
- ✔ Health related studies.

Such surveys cover different subject like climate change, poverty, gender, inclusion, research and development, environment, economic policy, health, nutrition, food security, peace and conflicts, security, international trade, diplomacy and governance among other disciplines.

Consumer Insights and Market Analytics Unit - Usage and Awareness studies,

Enables you to observe the latest trends in buyer behaviors that drive market dynamics in your industry. It mainly answers some key broad questions:

1. What do consumers use my product/brand for?
2. Do different customers use my product/brand in different ways?
3. Are there different patterns of typical usage of our products?
4. Do certain segments of consumers use my product more ?

These questions can be answered by the following four types U&A study approaches

A category understanding approach Where you learn more about characteristics of a market.

A market sizing approach This is focused on understanding the penetration of various product categories into market as well as frequency of usage or consumption.

A brand understanding approach Helps you to understand about brand perception, brand penetration, brand equity, brand choice drivers. It is very important in developing your competitive strategy

A targeting approach This can help understand more about the profile of your customers – supports customer segmentation on the basis of attitude and behaviours.

Shopper and customer experience surveys

Customer experience spans the lifetime of customers' relationships with a brand, starting before a purchase is made, continuing to active use and advancing to renewal or repeat purchase. Companies/Brands should assess and optimize each customer touchpoint to maximize the likelihood of customer satisfaction

Employee satisfaction surveys

Measures the employee satisfaction. Helps employ retention, boost performance and nurture your company culture. It unlocks deep employee experience

Concept/pack and product tests

Involves investigating how potential consumers will react to certain products or services before the product or service is released to the market. It mainly helps to gauge perceptions and discover wants and need that are associated with the product or service being offered.

Brand Health Trackers (BHT) Studies

Helps companies manage brand health, grow brand awareness, monitor competitive threats and improve brand perception over time.

This is used to measure brand awareness and usage, brand positioning and brand performance. It measures the following

- ◆ Awareness and usage
- ◆ Stakeholders' perception of the brand.
- ◆ Performance of the brand on its value proposition
- ◆ Customer loyalty
- ◆ Ability to charge premium
- ◆ Strategy to allocate resources aptly for maximizing the brand potential

Mystery shopping Studies (MS)

It helps to measure customer experience where the individual is recruited to act as the actual customers that shop at the outlet/store. It evaluates how close is the actual experience of the customers to the desired one. It prompts the company to think about the areas it is lacking it and act upon them. It is also done for various service industries including but not limited to, hotels, retail outlets, banks, apartment buildings, cell phone providers, car dealers, health care providers and resorts.

Retail Measurement Studies (RMS)

CS Research conducts retail audit and retail census for their clients. They measure the size and characteristics of the universe. The estimates are updated regularly and they are normally used to identify different outlet types and quantify number of outlets in a universe by type and provide key statistics for setting up a representative retail panel.

Audience Measurement Studies

Measuring what people consume in terms of Television viewership and radio listenership. This helps the advertisers, marketers and broadcasters to understand consumer behaviors and habits and how they are connected with your content to help in create better programmes for the audience.

We are proud to have worked with

Our Partners are



Our Clients

