

About Morpace

Morpace Inc. is a Honomichl Top 50 market research and consulting firm that helps clients large and small get the information they need to make strategic decisions.

Founded in 1941, Morpace is headquartered in Farmington Hills, Mich., with offices in Irvine, California and London, England. We have a strong international presence given our experience in multi-cultural, multi-lingual qualitative and quantitative research throughout Asia, Europe, the Middle East and North and South America. This level of experience provides our clients with the international resources they need.

Talented People

One of the primary features that sets us apart is the quality of research and industry professionals that we hire. Our senior leaders remain involved in ongoing project work, and we communicate with clients on how to use and interpret the information we uncover.

In short our professionals are experts in:

- Research design
- Sampling
- Advanced analytics
- Dynamic reporting

Industry Expertise

Our industry expertise in the Automotive, Consumer Products, Financial Services, Health Care, Retail and Technology sectors gives clients access to invaluable insight.

Our research professionals understand the business challenges specific to these industries given many of them have worked on the client side. We help clients design and implement a research plan that leads to actionable results.

Research Solutions

Morpace offers a large suite of proprietary custom research solutions that were designed with innovation in mind.

Our research solutions impact the following informational needs:

- Market definition and segmentation
- Product design and marketing
- Brand and image positioning
- Pricing and market strategy
- Customer satisfaction (internal and external)
- Quality measurements
- Customer relationship management (CRM)

Quality Standards

Quality processes are at the core of our research approach and a hallmark of our work. That's why we are certified to meet the internationally respected ISO 9001:2008 quality measurement standard.

We take our reputation very seriously, continually working to provide the highest quality market research information and consulting. Our own Morpace Customer Satisfaction Survey gives our clients an opportunity to grade our performance after each project. And our 98 percent client satisfaction scores, across all practice groups, demonstrate our success. Many of our industry practices have received special recognition for their quality standards.

Our clients expect us to deliver timely and accurate information with insightful results, and we do.

Please contact Morpace at 248.737.5300 or information@morpace.com for more information.