

Reporting and Communications

Online Reporting Tools

Morpace harnesses the power of the Internet to expand the breadth of reporting to offer you interactive data mining and custom report tools, created on-the-fly. We develop reports to meet your unique specifications and needs, designed to succinctly and effectively communicate research results for broad use within your organization.

Dynamic Online Reporting Tools

- **Webtrack™** – This online interface gives clients access to monitor and download survey data for projects in real-time as additional survey responses are being collected.
- **Select-A-Report™** – Our clients can customize reports they would like to access through drill-down querying options. Access to reports is determined by our client partners, providing control over internal report dissemination.
- **ICrossTab™** – Using this interactive online data mining tool, users can design and execute customized analyses to answer any ad-hoc research question.

Automated Reporting

When you need multiple automated reports, Morpace can generate straightforward static dashboards as well as PowerPoint presentation-ready decks. Our automated reporting system is customizable to meet nearly any reporting requirement, and changes are implemented with very short lead times. We have the power to create thousands of unique report cards or full reports within a few hours.

In response to clients' requests for increased reporting visuals, Morpace has developed the ability to incorporate digital photographs, pictures and other graphics into the automated reporting system. For example, our automated reporting tool generated 3,000 unique full-length reports built from the same template, involving a total of nearly 40,000 high quality photographs and 240,000 data points.

Client Portal

The Morpace Client Portal is a web-based product that provides you with a single access point for electronic information and applications produced by Morpace.

Our portal offers a common "front-door" to enable you to test-drive an online study, run tabulations against previous or current datasets, access custom applications and view and modify archived projects.



Dynamic Video Reports – Reporting with Impact

Reporting of research can take the form of a dramatic presentation, one that drives an emotional response and actually changes those who see it. We create a permanent impression for you to reference again and again, with meanings that aren't lost over time. To that end, our message can be developed with a story line, music, brand cues and comments from your team. We can also assist you in developing a communications plan to share your studies more effectively across the organization.

- Film documentary-style presentations
- Market Research Identity with brand cues
- Animation of PowerPoint graphics
- Multimedia webcasts
- Smart data links to other important information
- Versioning for different internal audiences

If you are looking for dynamic, impactful, and instantly accessible market research reporting, contact Morpace at 248.737.5300 or information@morpace.com for more information.