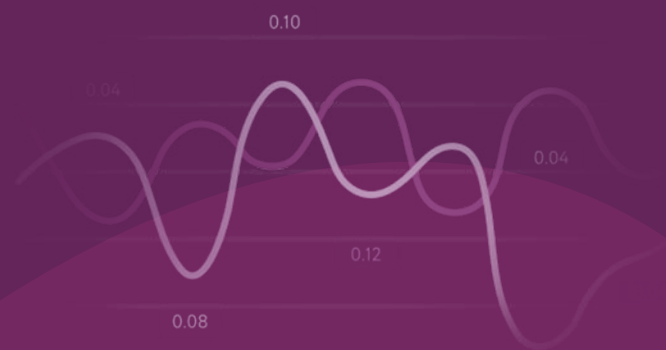




Enlighten your decisions with Le Sphinx,  
your exclusive partner  
for surveys and studies

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## An overall response suited to your studies' challenges

Global service provider in the field of surveys and studies, Le Sphinx works beside you to help collect, analyse and present data using its powerful **software solutions** and the **expertise of its institute**.

## All the solutions...

### Software

Survey and data analysis solutions

- Multi-channel data collection
- Quant & qual analysis
- Data visualisation
- Reporting platform



### Institute

Study services and specific projects

- Study protocol
- Questioning and field research
- Analysis and insights
- Consulting

...to succeed in every step of your study



#### COLLECT

Capture data to understand



#### ANALYSE

Study significant facts



#### RESTORE

Nudge toward the right decisions

## Help you understand to enlighten your decisions

In a time of rapid transformation of markets and needs, you're looking for the right sensors to understand and analyse your environment.

Le Sphinx represents the ideal partner to bring solutions to your key challenges of data collection and analysis.

### CUSTOMER SATISFACTION

From the study of brand image to customer experience

### PRODUCT PERCEPTION

From the definition of the concept to the product or service testing

### EMPLOYEE OPINION

From the study of the social climate to skills assessment

### STUDIES AND RESEARCH

From the assessment of public services to social studies

### Image and satisfaction

Unleash your brand's potential

- **Powerful:** study initiatives developed for an acute understanding of your brand and of related satisfaction
- **Longitudinal:** monitoring surveys to measure trends and identify shortcomings
- **Strategic:** enlightening analyses to improve customer loyalty and business development

### Product testing

Maximise your chances of success

- **Collaborative:** the building and coordination of tester communities through the management of qualified panels
- **Responsive:** tools for conducting tests with rapid responses
- **Optimised:** benchmarks, analyses and recommendations to ensure the success of your product or service

### Training assessment

Measure the quality and effectiveness

- **Customised:** a tailored approach to evaluate satisfaction at each stage of the training programme
- **Automated:** a dedicated platform for the programmed dissemination of questionnaires and the presentation of results
- **360°:** a complete diagnosis of the different stakeholders in order to identify the areas of progress for each player

### Customer experience

Assess customer perception at each interaction

- **Engaging:** expert gathering of customer opinion through targeted and dynamic questionnaires
- **Instantaneous:** real time monitoring of indicators, drivers of satisfaction and the themes included in customer comments
- **Operational:** tools to facilitate ongoing customer-employee dialogue to act quickly

### Social climate and occupational stress

Identify the drivers of well-being at work

- **Anonymous:** an unfiltered collection of employee experience thanks to a guarantee of confidentiality and the management of anonymity
- **Overview:** a 360° viewpoint of the social climate using a combined qualitative and quantitative approach
- **Made to measure:** an employee-listening initiative perfectly suited to your company

### Study and research

Understand with the support of scientific principles

- **Cutting-edge:** innovative study protocols and methodologies
- **Versatile:** from multi-channel data collection to advanced quantitative and qualitative analyses
- **Scientific:** the standards and rigour of social sciences at the heart of our activity

## Do It Yourself Software designed for market research

Known for its methodological added-value and its power of analysis, Sphinx software solutions present clear and detailed results to guide you in your decision-making.

### Easy surveys: Sphinx Declic The must for quick and successful online questionnaires

User friendly, efficient and accessible, Sphinx Declic includes all the features of a survey: from questionnaire design to data collection and shared analyses.

### Surveys and analyses: Sphinx iQ The benchmark application for all study projects

From multi-channel data collection to quantitative and qualitative analyses and reporting, Sphinx iQ is ideal for getting the best out of your research, from the most simple to the most sophisticated.

### Textual analysis: Sphinx Quali

The solution dedicated to text mining

Import corpus, analyse them and explore them to catch the insights. Sphinx Quali combines the different semantic approaches to leverage textual data.

### Data visualisation and reporting: DATAVIV'

The tool that brings your study results to life

With DATAVIV', combine the power of statistical analysis with the effectiveness of data visualisation to intuitively build interactive reports and dynamic graphics that present the key findings of your studies.

### Panel: Sphinx Community The qualified online panel solution

Sphinx Community allows us to manage online communities and all stages of in-house research panels, from the recruitment of members to the dissemination of online surveys.



## TO GUIDE YOU

### Training

#### From Sphinx initiation to specialisation

Our programmes enable you to develop your skills to the desired level, by alternating between methodology and the use of software to lead you to full independence in conducting your studies.

### Support

#### The customised support of a research manager

Keep control of your studies and take advantage of the twofold technical and methodological skills of our research managers who will advise and assist you in effectively pursuing your projects.

## Benefit from our experts support in market research

Whatever your industry and your challenges, **the Sphinx Institute will take care of your research project:**

- Design and execution of an adapted study protocol that addresses your research questions
- Implementation of field research
- Analysis, formulating conclusions and recommendations

**A forerunner in online studies**, the Sphinx Institute offers **innovative and effective methods** combined with **state-of-the-art-technological solutions**.



### A digital culture

From the collection of data in a connected world to the presentation of results with storytelling and data visualisation

#### Digital data collection "at your fingertips"!

Sound, expert advice on the requirements and limitations of the dissemination of multi-channel surveys.

#### Immediate online results:

Because your deadlines have gotten shorter, the results are immediately shared via online reporting platforms.

#### A staged and punchy presentation:

Thanks to data visualisation your data is communicated with power and pedagogy.

### Specialist in the combining of quant and qual

A mixed approach to make your data talk

#### Going beyond the numbers:

An expertise that blends quant and qual methods: open ended questions, verbatim, interviews, focus groups... to enlighten the understanding and interpretation of your data.

#### Attentive to your market:

The insightful visualisation of themes addressed thanks to the automatic textual analysis of customer comments in real time.

#### The power of words:

Convinced that the spoken word of the interviewee is essential in understanding and conveying the key elements of a study, we place strong emphasis on verbatim in our reports.

### Customised studies and recommendations

Experience and know-how to accomplish your projects

#### A made to measure approach:

A tailored approach to your study to appropriately address your needs whatever your area of activity.

#### Consulting for your research:

An analyst, expert on your field, is assigned to your project.

#### Customer centric:

As part of our working method, we set-up a permanent dialogue with you (briefing meetings, debriefings, operational recommendations) to offer you relevant advice.

**The Sphinx Institute offers you the guarantee of getting the most out of your studies and guiding you towards making the right decisions.**

## At the heart of innovation, agility and performance

The Sphinx is constantly attentive to transformation in companies, whatever their industry, in order to develop new technological solutions and methodologies for collection and analysis. By continually renewing its offer, Le Sphinx provides increased pertinence in your analyses and strategic decisions.



INDUSTRY & LABORATORY



BANK & INSURANCE



DISTRIBUTION



PUBLIC SERVICE & ORGANISATION



TOURISM



MARKET RESEARCH COMPANY



HEALTH



EDUCATION & RESEARCH

50,000 customers around the world

## TESTIMONIALS

“ With Sphinx online tools, each employee, whether they are at head office or in one of the 110 sporting villages in France or abroad, can effectively manage the **quality of the Customer Experience**. The results of some 90,000 customer satisfaction questionnaires collected per year can be consulted thanks to a reporting platform with 250 custom logins. The Sphinx solution has become the reference for the **continuous improvement drive** at UCPA! ”

UCPA Group  
Ms. Chouvet  
Head of Customer Knowledge

“ I was fully satisfied with the service provided by Le Sphinx. I was impressed by the accuracy of the thematic dictionary: a meticulous job that I could not have had done in-house! Our contact was attentive to our constraints, flexible and responsive, which made it possible for us to have an operational dictionary that could be used for future studies and therefore save us a lot of time... And money!

The **dynamic** online platform is **highly intuitive** and enables, in just a few clicks, research of transcripts on specific themes and customer profiles, it represents real added-value in **best exploiting the wealth** of customer feedback. ”

Printemps Group  
Ms. Gabirault  
Head of Marketing Research

“ 100% of our volunteer / tester recruitments and the **gathering of consumer opinions** are carried out online using Sphinx solutions. This has allowed us to significantly reduce time spent on recruiting thanks to **the appeal of our online surveys** and the simultaneous contact of several hundred of volunteers. **Response time to our surveys is rapid** and the response rate high, thanks to Le Sphinx, we can present our clients with results just 48 hours after having launched the survey. ”

CERCO  
Ms. Barlier  
Directrice Opérationnelle, Responsable du Operational Director

“ The Sphinx Institute **assists** us throughout the reflection and design phase, and then with the execution of the survey and the analysis of results. Their expertise means **increased comfort and reliability**, and in particular, it gives us time to work on the exploitation of results and the implementation of action plans ”

Caisse d'Épargne  
Ms. Pinson  
Quality Manager at the Caisse d'Épargne Aquitaine Poitou Charente





[www.lesphinx.eu](http://www.lesphinx.eu)

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#### Head Office France

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27 rue Cassiopée - Parc Altaïs  
74650 Chavanod - France  
[contact@lesphinx.eu](mailto:contact@lesphinx.eu)  
**+33 (0)4 50 69 82 98**

#### Le Sphinx Germany

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Merowingersstr. 6  
85435 Erding - Deutschland  
[kontakt@sphinx-survey.de](mailto:kontakt@sphinx-survey.de) - Tél. : **+49 (0)8122 9091 624**  
[www.sphinx-survey.de](http://www.sphinx-survey.de)

#### Le Sphinx Brasil

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Rua Pindorama, 260  
92420-310 Canoas - RS - Brasil  
[contato@sphinxbrasil.com](mailto:contato@sphinxbrasil.com) - Tél. : **+55 51 3477 3610**  
[www.sphinxbrasil.com](http://www.sphinxbrasil.com)

#### Le Sphinx Canada

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12 292 rue Guertin - Montreal (Quebec)  
Canada H4J 1V9  
[info@sphinxcanada.ca](mailto:info@sphinxcanada.ca) - Tél. : **+1 514 907 5189**  
[www.sphinxcanada.ca](http://www.sphinxcanada.ca)

#### Le Sphinx Middle East and Africa

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Cité Errihab - Rue du Lac Malaren  
1053 Les Berges du Lac - Tunisie  
[mena@lesphinx.eu](mailto:mena@lesphinx.eu) - Tél. : **+216 36 36 35 53**  
[www.lesphinxmea.com](http://www.lesphinxmea.com)