

## Commercial

Focus Groups We specialize in the analysis and processing of multi-participant marketing studies, medical, research and development and commercial documentation. Organized documentation of focus groups is one of the most developed services we offer. The Bureau's experience, speed and accuracy in processing multi-participant studies affords you the opportunity to get your project completed on time and within budget. The Bureau's specialized editorial and transcription staff allows us to provide you with the highest quality results. In addition, our sophisticated audio and video pre-processing technologies complement our staffs' capability to quickly overcome the technical challenges that cause others to stumble. Our procedures, equipment and expertise gives us the ability to:

- Enhance deficient recordings
- Recognize participants
- Identify context and subject changes
- Document overlapping speech
- Accurately interpret specialized terminology and jargon

Depending on your needs, we offer the following options for focus group processing:

- Time coding per your specifications
- Precise verbatim (include "uhms and uhs" and "stut-stuttering")
- Loose verbatim (remove "uhms and uhs" and any non-verbal utterances)
- Language translation
- Speaker and participant identification
- Special formatting and templates per your specifications