

CASE STUDY

# Getting the balance right for KS&R

How we helped market research firm KS&R balance keeping their tailor-made approach to research with saving their people time.



# The challenge

## Creating custom-made research despite market pressures

Making sure their research is custom-made for clients is at the heart of KS&R's strategy. But around them, the competition was reacting to market pressures by creating standardized products to cut time – and costs.

So, how could the firm keep making their client-specific research appeal, all in an environment driven by cost and super-fast turnaround times? They came to us for the solutions to help.

## Our solution

### Tools used:

- Survey Designer
- Forsta Visualizations

### Crafting surveys based on clients' individual needs

Our flexible survey design let KS&R craft surveys based on clients' individual needs to get specific, in-depth data. At the same time, our platform could draw on a range of built-in question formats, and then fine-tune them – giving the company the flexibility and creative scope they needed.

Based on their initial success, KS&R next brought in our Visualizations solution to transform how they created reports. The flexibility our tools offer means the company can give clients relevant insights, quickly and efficiently.

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**"Forsta has been a very good partner when we have a need to do something differently with the surveys or with the reporting. They listen and they will bring their people to the table to say, how can we do this? What changes can we make? The Forsta team could simply say to us 'that's our software, take it or leave it', but that's not their way."**

**CHRIS REIMANN**

VP and Principal of KS&R



## The results

### Shaving days off time – and making reports more engaging

From the off, KS&R were able to make their surveys more engaging and get more complete, better-quality data as a result. Even better? Thanks to more automated populating of reports, they've typically shaved two days off the time they need to create a new survey.

And with the introduction of Visualizations, the company estimates its researchers are saving at least three or four days of time per project.

**2+**

**days quicker survey  
programming**

**Up to 4**

**days saved per project**





## About Forsta

Forsta, a Press Ganey company, powers an Experience and Research Technology Platform that gathers and analyzes data and translates the findings into shareable actions to inform decision-making and drive growth. Forsta's technology, combined with its team of expert consultants, helps organizations better understand the full Human Experience (HX) of their audiences.

Forsta is recognized as a Leader in the 2021 Gartner® Magic Quadrant™ for Voice of the Customer.



[forsta.com](https://forsta.com)

t. +1 212 660 1800 e. [info@forsta.com](mailto:info@forsta.com)