



# DATA SERVIS

RESEARCH FOR YOUR MARKETING

## BOOK 2024

**Expert partner  
for surveys and evaluations**



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# When you need information and only want the best!

Thanks to our intelligent research, you can stay one step ahead of the rest. **We show you new horizons and opportunities to develop.**

We are here for those who want to work with **partners** and **experts**. We work with professional associations and professional associations.

This is how we enjoy our work and how we all benefit the most.

**Membership in the international association ESOMAR** obliges us to comply with all applicable standards for conducting surveys. We are members of the **Czech Society for Quality**. We co-develop the methodology of market research application for academies.

*We're reliable,  
action-oriented,  
genuine because  
we're experienced.*



**Marcela Šimková**  
CEO



SLEZSKÁ  
UNIVERZITA  
OBCHODNĚ PODNIKATELSKÁ  
FAKULTA V KARYVÍNĚ

VŠB TECHNICKÁ  
UNIVERZITA  
OSTRAVA



# Data Servis - informace s.r.o.

Data Servis - informace s.r.o. was founded in 1998 and took advantage of the absence in the **HoReCa** and **Utility** surveys. They laid the cornerstones of measurement in these areas and created a unique and workable survey methodology that is still valid today.

For more than 25 years, we have been behind many major acquisitions and innovations, and many new brands and companies have entered the market with our outreach support.

Our reporting is used to value companies and brands in the market, is part of annual reports, and is an evaluation criterion for the success and impact on the development of companies and entire regions. Our data is a benchmark in different countries.

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# Our story in milestones ...

- 1998** Founding of the company, membership in ESOMAR
- 1999** Acquisitions in the beverage segment with TOP beverage brands in HoReCa
- 2000** **Strategic partnership with the industry association for HoReCa CR/SK**
- 2002** Entry into SK with full service market research
- 2003** **Extension of customer satisfaction and loyalty measurement to segments**
- 2007** Launch of integrated communication surveys and evaluation of Pre/post campaign tests
- 2010** **Insight Customer in a global concept**
- 2012** General partnership with brewing companies in CR/SK for quality setting and category mng development
- 2015** **Lifestyle surveys of the "new generation of consumers" “**
- 2017** Application of Brand Employees methodology according to the conditions of the Ministry of Labour and Social Affairs
- 2019** **Entry to PL for brand acquisitions in the market**
- 2021** Start of evaluation of innovation programs and startups in CR/SK/PL
- 2022** **Strategic partnership with Eurofond - exclusive representation in the Czech Republic**
- 2023** Application of Greenwashing and Green Claims Pretesting in the context of EC directives
- 2024** **Expert Partnership for Sustainability in HoReCa (czech bcSD)**

# Why Data Servis? ...

✓ 25+ years of experience

✓ Stable and professional interviewer network

✓ Extensive Online panel

✓ Satisfied clients

✓ Data quality and reliability





# What we can measure ...

**CX** = Customer Experience, Callback tracking aj.

**CS&LI** = Customer Satisfaction & Loyalty Index, NPS aj.

**Brand management** = assessment of brand value and growth potential, love brand, etc.

**Audit reporting** = quality and impacts, knowledge and visibility, market penetration, effectiveness of innovations and changes in the portfolio of products and services, circularity, return on investment, market performance, price monitoring, etc.

**Pre-Posttesting** of communication campaigns, brands, innovations

**HR** (Model Brand employees = brand – employee – customer)

**Effectiveness of up-selling and promo activities**

**Desk research**

**Sustainability** and underlying analyzes for ESG reporting

**Pretesting** Greenwashing

**Evaluation** of programs to support business and subsidies, acquisitions, communication

**Vision and market trends** – application of global changes to local conditions

# Topics we have experience with

-  Sociological surveys
-  Employee engagement, experience 3Z solution
-  Cultural habits, trends
-  Lifestyle study
-  Customer satisfaction
-  Customer loyalty
-  Customer experience feedback
-  Customer acquisition
-  Service quality measurement
-  Verification and review of business articles
-  Measuring market position
-  Control purchase



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# Sectors we can do



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## Horeca, On Trade, On Premise

Market of gastronomic outlets



## Out of Home

It maps all consumption outside the home.



## Energy and Utility

Gas, electricity, water and other services of this type.



## Technology & Telecommunication

Mobile and telephone operators.



## Automotive

Customer satisfaction in the automotive industry.



## FMCG

Fast-moving goods market in all contexts.



## Retail

Measuring compliance with merchandising standards, mystery shopping, price monitoring.



## Health, social sector

Healthcare, social services, children's homes, senior care homes.



## Accommodation, entertainment, travel

Hotels, boarding houses, operations that are part of entertainment – water parks, cinemas...



## At Work

Workplace, habits and consumption from the point of view of employers and employees.



## Business & Industry

Business buildings and offices.



## Institutional segment

Authorities, military units, prisons.





# The types of surveys we do

## Qualitative surveys

*In-depth interviews with detailed analysis and projection by topic.*

## Quantitative surveys

*Representative surveys on target groups, connection to Big data.*

## Omnibuses

*Repeated surveys with defined subject areas.*

## Mystery Shopping, Mystery Calling, Mystery Observation

*Purchases, calls or observations that show the facts of how customer service actually works.*

## F2F, CAPI, personal interview

*Personal interviews conducted by an interviewer.*

## CAWI, On line panel, questioning

*Self-completion of questionnaires by target respondents who are recruited in advance according to topics and profiles.*

## Focus Group

*Psychologist-led group discussions on creativity topics.*

## CATI, telephone interview

*Telephone interviews conducted by an interviewer.*



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# How does cooperation with us work?

## Your questions



HOW to increase ... WHAT to implement ...  
WHERE to target ... WHAT to support ... WHY it doesn't work ...

## Our work



Survey design  
Collection of information  
Data processing and control  
Reporting

## Your satisfaction



We will personally guide you through the results  
We will give you a RECOMMENDATION

# What we guarantee?

the expertise and qualifications  
of the market research  
implementer

analytical team and SW  
equipment for processing the  
results

expert and professional team  
(methodologists, project managers,  
coordinators, moderators)

tools for collecting information  
(SW for conducting surveys in  
person, online and in other forms)

experience in conducting  
research in B2B, B2C

sociological background for  
creating scenarios/questions and  
statistical evaluation of data



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Quantitative analysis



Qualitative analysis



Document analysis



Data triangulation





# Our references

- ▶ BAT British America Tobacco
- ▶ Bohemia Sekt
- ▶ Bongrain Food Service
- ▶ Brown-Forman
- ▶ Budějovický Budvar
- ▶ Coca-Cola
- ▶ ČEZ
- ▶ Démos
- ▶ E-on
- ▶ Eurofond
- ▶ Global Spirits
- ▶ Granette Palírna u Zeleného stromu
- ▶ Gurlex
- ▶ Heineken
- ▶ Illy
- ▶ IMS Italmarket
- ▶ Jacobs Douwe Egberts
- ▶ Jan Becher, Pernod Ricard
- ▶ JTI
- ▶ Julius Meinl
- ▶ Kaufland
- ▶ Kofola Československo
- ▶ Koft
- ▶ Luigi Lavazza
- ▶ Makro
- ▶ Maspex
- ▶ Mattoni
- ▶ Mattoni 1873
- ▶ Ministerstvo Práce a Sociálních věcí
- ▶ Moët & Hennessy
- ▶ Nestlé
- ▶ Molson Coors
- ▶ Plastia
- ▶ Plzeňský Prazdroj ČR, SR
- ▶ Rémy Cointreau
- ▶ Renault Trucks
- ▶ Savencia Fromage & Dairy
- ▶ Segafredo
- ▶ Soare Sekt
- ▶ SPP
- ▶ SPP Distribucia
- ▶ St. Nicolaus
- ▶ Stock ČR, SR
- ▶ Tchibo
- ▶ Unilever Food Solutions
- ▶ Walmark



For us, **collaboration** is synonymous with the word "**Partnership**" and that is how we approach our work.



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**Thank You and have a nice Day**

**Data Servis Team**

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