



UNDERSTAND SENTIMENT

MEASURE IMPACT



QUANTIFY BENEFITS

ANALYSE WORKFORCE

EVALUATE OUTCOMES

UNDERSTAND SENTIMENT



The Western Research Institute is a not for profit research organisation committed to the development of Regional Australia. WRI has a strong track record for delivering research that is meaningful for our clients and has a high degree of credibility in regional communities.

WRI provides quality, customised research services to a diverse range of industry, business, non-government and government clients.

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UNDERSTAND YOUR STAKEHOLDERS MAKE INFORMED BUSINESS DECISIONS



STAKEHOLDER INSIGHTS

Understand how you are perceived by stakeholders, customers and the community and identify how you compare with your competitors.

WRI can help you understand the views and motivations of your stakeholders to inform business decisions.

WHAT DOES THIS MEAN FOR YOUR ORGANISATION?

Forecast Impact

Forecast the likely impact of changes on the target market, community or industry.

Develop Strategies

Provide an ongoing mechanism to assess the impact of changes.

Change perceptions

Understand the attitudes of stakeholders about your organisation in order to change misconceptions and minimise impact.

Expose the competition

Identify the core competition and understand consumers' perceptions about their strengths and weaknesses to increase your competitive advantage.

WRI is skilled in a range of modelling, forecasting and data analysis techniques that support the quantification of a range of costs and benefits.



DEVELOP UNDERSTANDING

In-depth interviews with your stakeholders can reveal underlying beliefs, motivations, attitudes and feelings in relation to your organisation, services or products. WRI has extensive experience conducting qualitative research through interviews, focus groups and community forums. Interview techniques employed by WRI are developed collaboratively, to ensure they are appropriate for your research requirements.

QUANTIFYING VIEWS

WRI has extensive experience designing and conducting surveys and sentiment polls. Surveys can quantify the results of in-depth interviews to produce robust and reliable information that can be used to make informed decisions. WRI is able to survey your stakeholders via multiple modes in order to:

- identify target markets
- identify factors that influence stakeholder decisions
- inform development strategies
- measure performance

WRI's team of research professional have extensive experience conducting full scale qualitative and quantitative research projects. Our research can provide relevant information to facilitate good business decisions