



Your Reputation. Our Responsibility.



WHO ARE SCR



A little about us

SCR was founded in 2016 by former research project managers who had lived the other side: suppliers that overpromised, fieldwork that fell apart, and client reputations on the line. We built the partner we wished we had. Ten years on, SCR delivers complex B2B and healthcare research for 60+ organisations, from global research agencies and Big Four consultancies to enterprise clients, across the Americas, Europe, the Middle East and Asia.

Most of our growth has come the same way it started: clients who come back, and bring others with them.

Innovative Insights



Qualitative Research



Quantitative Research



Behavioural Research

SCR in Numbers



200+ projects completed in 2025.



50,000+ interviews conducted in 2025.



Research delivered in 60+ countries and over 40 languages.



30+ full-time specialists plus a global interviewer network

Who We Can Reach



C-suite: CEO, CFO, CTO, CMO, COO



Other business professionals & decision makers



Procurement DMs



ESG Roles



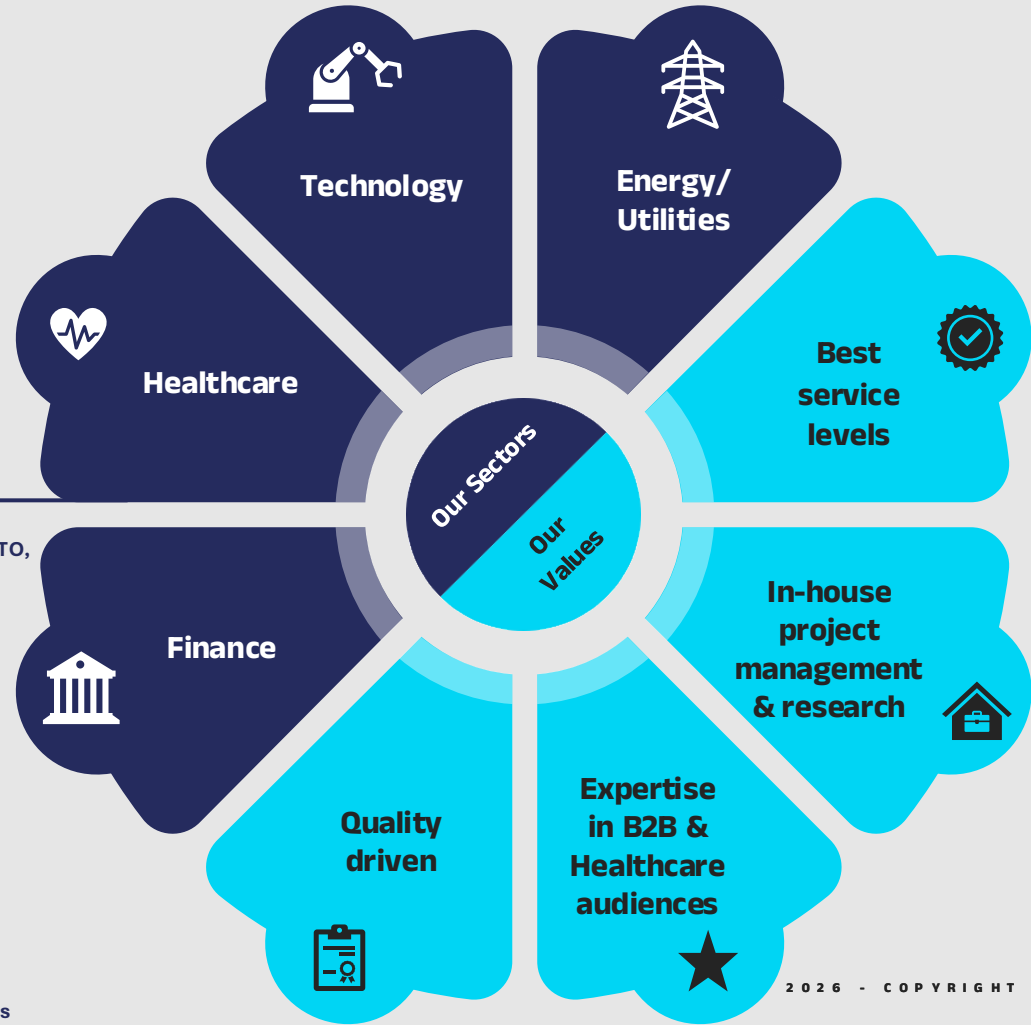
IT Directors



Regulators



Medical Professionals





Accessibility

Contacting and scheduling time with busy and high-demand leaders can be difficult.



Competition

Other firms, as well as in-house teams, may be vying for the same expert's attention.



Relevance

Ensuring that the expert's experience and knowledge is relevant to the specific consulting project at hand.



Credibility

Establishing trust and demonstrating expertise to secure the expert's cooperation and participation.



Confidentiality

Maintaining client confidentiality and protecting proprietary information during the interview process.



Affordability

Conversations with these audiences is costly and understanding the fair price point isn't straight forward.

CHALLENGES



Our client's main challenges



Complex Made Possible

Specialist audiences, multi-market studies and complex methodologies others call impossible.



Built by Operations Experts

Founded by former research PMs. We built SCR to be the partner we wished we had.



When Quality Matters Most

For work too important to get wrong. The real risk is not cost, it is wrong data.



IQCS Certified

Winner: Best IQCS Interviewing Training. Our executive interviewing centre is not a call centre.



Our promise

Your Reputation. Our Responsibility. Every study handled as if our own name is on the report.

WHO ARE SCR



What makes us different?

WHO ARE SCR



Our offer

At SCR we offer expert audience access using our proprietary expert network and our custom recruitment services. Whether you need access to those audiences for market research, industry insights or for an expert/industry report, SCR covers every relevant methodology to ensure the quality, traceability and transparency of the data.

Our agency is different to any other. Why?

Because we only work with the hardest to reach audiences out there



Niche audiences

- IT Professionals
- Agriculture Workers
- Finance Professionals
- Public Sector Workers
- Regulators
- Civil Service & Government Departments/MPs



Senior B2B Audiences

- CEO
- CFO
- COO
- CTO
- CIO
- CMO
- ITDMs
- Procurement DMs



Hard to reach

- Company Owners
- Lab Managers
- Farmers
- Vets
- Local Authorities
- NGOs
- Medical Professionals
- KOLs

WHO ARE SCR



Unparalleled coverage

Our tailored approach allows us to provide comprehensive market research services in over 60 countries. By leveraging our local expertise and global reach, we ensure your specific needs are met, no matter where you are.

60

Research needs outside these 60 markets would need to be reviewed on a case-by-case basis.

Automotive

Finance/Fintech

Energy/Utilities

Technology

Technology

Telecommunications

Marketing/Advertising

Agriculture

Retail

MedTech/Healthcare

Manufacturing

Property

EXPERT INSIGHTS



**Our B2B
experience**

EXPERT INSIGHTS



Deliverables

Bespoke deliverables from sample only to full reporting.



Data



AI solutions



Tables



Dashboards



Sample Only



Charting/Reports



EXPERT INSIGHTS



This is how we do it

- Expertise in recruiting hard to reach audiences through smart and innovative recruitment techniques.
- Underpinned by total quality management.
- Run by former research project managers who have lived the client side, and who anticipate problems before they reach you.

UNIQUE OFFERING



Global project management

We are specialists in hard-to-reach audiences, and when a brief needs capability beyond our in-house teams, we deliver it through our trusted partner network worldwide, giving us unprecedented access within the hard-to-reach space. Our partners are carefully vetted and go through a strict quality onboarding process with our supplier management team.



**A SINGLE SOURCE
FOR ALL YOUR
PROJECT NEEDS**

Our in-house project management team seamlessly manages our internal resources as well as our partners for you, ensuring full feasibility for your projects.

UNIQUE OFFERING



Custom recruitment

SCR's multi-channel approach to custom recruitment gives us incredible reach without limiting ourselves to a database.

We custom build lists of respondents based on your screener. We engage with potential respondents using a mix of methods: from more traditional telephone and panel methods to the more innovative ones using social media and AI.



**A SINGLE SOURCE
FOR ALL YOUR
PROJECT NEEDS**

We endeavour to ensure that no stone is left unturned when it comes to targeting the whole universe you are after.



**A SINGLE SOURCE
FOR ALL YOUR
PROJECT NEEDS**



Plus: programming, data processing, translations, transcription, simultaneous translation and moderation.

SCR

UNIQUE OFFERING



Expert network

Our expert network is not a purchased database. It is built project by project from our own custom recruitment: every member has been screened by phone, vetted by a client, and has delivered in real research. That is why the network keeps getting stronger with every study we run.

Expert networks compete on database size. We compete on what each conversation delivers. Our experts are individually verified, properly briefed, and genuinely invested, and they typically deliver two to three times more insight per engagement. For our clients, that means faster timelines, sharper conversations, and budgets that work harder.

QUALITY ASSURED



Our unique approach to quality assurance

As a Global Operations company that specializes in fieldwork support for online, CATI and Qualitative studies, we pride ourselves on our ability to recruit and interview hard to-reach respondents. What sets us apart from other fieldwork providers is our unique approach to Quality Control, which goes beyond the commonly established ISO frameworks.

At SCR, we are committed to maintaining above-average quality assurance (QA) throughout our recruitment, screening,

and final completed interviews. We believe that our focus should not just be on Quality Control, which assesses a percentage of interviews against a fixed ideal standard, but on Quality Optimization. Our aim is to constantly develop and train our **Executive Interviewers (E.I.)** to maintain data quality and integrity while simultaneously engaging in meaningful conversations with respondents.



Before the call

Culture: Creating a culture of quality optimization.

Training: Well-trained E.I will perform better and require less quality optimization.

Attributes: Specify the important elements of an interview that require attention.



During the call

Assessment: Establish meaningful metrics by which interviews can be consistently assessed.

Volume: Measure the volume of Quality Optimization.

Grade: Measure the grade of the quality and retain all records in a database.



After the call

Reporting: Produce meaningful, helpful reports.

Coaching: Use every opportunity to provide feedback to improve E.I.

Training: Train supervisors to provide good quality coaching.

Reward: Reward E.I for good quality.

QUALITY ASSURED



Our unique approach to quality assurance



Case studies



The challenge:

We worked with a global financial trade association who needed to reshape the proposition to their members. They wanted to help members to find ways to increase their financial service offerings.

What we did:

We conducted extensive interviews with professional members of the organisation to understand their views and gain insights to help shape the thinking on the new developments.

Membership Organisation: Global Financial Professionals

The outcome:

The client was able to shape the new direction based on the insights we gathered and help their professional members develop their business.

CASE STUDIES



Decrypting the Needs of IT Decision Makers

Background:

Understanding the pain points and needs of IT decision-makers is crucial for any business offering technology solutions. Our client, a cybersecurity solutions provider, aimed to comprehend the unmet needs and future demands of IT decision-makers across various industries.

What we did:

We employed a combination of quantitative and qualitative research methods. This included a comprehensive online questionnaire, followed by in-depth interviews with a curated list of CTOs, CIOs, and IT managers.

We used a secure, encrypted platform for administering the online questionnaire and conducted the interviews through a vetted video conferencing tool to ensure confidentiality. Advanced data analytics tools were employed to sift through the voluminous data, extracting actionable insights.

The Outcome:

Our client launched new, more targeted cybersecurity solutions built directly on the findings, with early feedback showing strong market fit. The research gave them a granular view of IT decision makers' unmet needs across industries.

CASE STUDIES



IT Infrastructure Experience

The challenge:

Our client needed to understand how IT infrastructure and operations teams are evolving their internal services to support product teams and drive better employee experiences.

What we did:

We recruited over 300 very senior IT professionals including IT exec roles (CTO, VP of IT), I&O roles (CIO, EVP) to take part in online research. We recruited from multiple industries in line with the client need including: Utilities, Retail, Manufacturing Communication Service Providers, Oil & Gas, Banking & Financial Services, Insurance, Healthcare Life Sciences

The outcome:

The client realigned its IT services around the needs voiced by 300+ senior IT leaders, improving employee experience.

CASE STUDIES



Cloud Purchasing Decision Makers

What we did:

We conducted 30-minute interviews with the decision makers to understand their current and likely future DM practice..

The challenge:

Our client needed to conduct research with decision makers in large sized companies: size: 100-499; 500-2999; 3000+ employees. We recruited 12 such decision makers in UK, France, Germany, Poland.

The outcome:

Our client repositioned its cloud offer for each company size segment based on how these decision makers buy.

CASE STUDIES



Fintech Partners

The challenge:

Finding respondents from Fintech companies who use certain suppliers – a very hard to recruit target for our finance client. We needed to conduct extensive initial research.

What we did:

We recruited senior PMs from Fintech Companies in Series A or B of funding to take part in detailed in depth interviews.

The outcome:

The client built its partner programme around how growing fintechs select their suppliers.

CASE STUDIES



Medical Equipment Manufacturer

Background:

The pace and complexity of medical research often put lab directors in unique positions, balancing administrative duties, funding, and cutting-edge science. Our client, a medical equipment manufacturer, aimed to understand the workflow bottlenecks and equipment needs within research labs.

What we did:

To obtain actionable insights, we executed a multi-layered research strategy that combined online surveys, virtual focus groups, and one-on-one interviews with lab directors across multiple specializations.

Our team leveraged secure, GDPR-compliant platforms for virtual interactions. To enhance participant engagement, we integrated real-time polling during focus groups and applied machine learning algorithms for preliminary data sorting and categorization.

The Outcome:

Our client's new line of lab equipment, designed directly on our findings, has been well received in pilot tests. The research pinpointed the workflow bottlenecks and most sought-after equipment upgrades inside research labs.

CASE STUDIES



Robotic Surgery France

The challenge:

Our global client a leader in robotic surgery needed to reach decision makers in large hospitals according to the market segments they were targeting.

What we did:

Using our expert network, panel sources and bespoke recruitment methods we recruited and interviewed 30 CTOS and CEO from hospitals with robotic surgery equipment and those interested in developing this capability. We conducted a 25 minute online, quantitative survey.

The outcome:

The client refocused its sales and marketing on the hospital segments the research showed were ready to invest.





Biosimilars – Barriers to Entry

The challenge:

Finding national payers in any market is hard our client needed to devise their market access strategy regarding their biosimilar products in Norway, Sweden, Finland, Denmark.

What we did:

We recruited senior national and regional payers in each of the targeted Scandinavian markets. Senior level payers responded to a 30 minute online survey recruited exactly to our client specification.

The outcome:

The client built its Nordic market access strategy on direct input from the payers who control access.



CASE STUDIES



Senior Executives in Medical Affairs

The challenge:

Our client a global healthcare consultancy needed to conduct primary research with Senior Executives in Medical Affairs working for a big Pharmaceutical company. We needed to explore the respondent's experience when sourcing data and understand their reactions to some materials.

What we did:

We conducted 12 interviews, 2 each target market. The interviews involved 15mins Pre-work followed by 45-min TDIs in the US, UK, Switzerland, Netherlands, Nordics & Germany.

The outcome:

Our client advised their pharmaceutical end client on medical affairs challenges with evidence from the executives living them.



CASE STUDIES



Pharmacists in Switzerland

The challenge:

Our client needed to conduct primary research in the area of Incontinence, wound products, disinfection, personal diagnostics used / recommended by Pharmacists.

What we did:

We conducted 90 online interviews with pharmacists around Switzerland according to exacting quotas provided by our client based on product listings in the pharmacies.

The outcome:

The client received precise quantitative data from a very hard to reach audience, on spec and on time, ready to feed straight into category decisions.



CASE STUDIES



Late-Stage Cancer - Oncologists

Background:

The client wanted to interview medical professionals treating late-stage cancer patients. They needed to better understand the treatment landscape for such patients and gather in-depth views about how such patients are managed.

What we did:

We conducted a 3-step project, 1st step, an online physician survey. 2nd step, multiple online patient record forms to complete. 3rd step, paper patient self-complete forms to be completed from patients themselves, and to be sent back directly to client.

The Outcome:

The client shaped its treatment strategy around a clearer picture of how late-stage cancer patients are actually managed.

TESTIMONIALS



Don't just take our word for it

94% of our clients would not only use us again, but also recommend us (client survey, 2025)

It was just a really smooth and efficient process working with you. We were very impressed and look forward to working with you in the future.

Great candidates for our project! We were able to get valuable insights over the interviews.

You predicted the timings in advance and as a result everything went as planned. Great quality and very interesting respondents (based on the opinion of our team) Everything is straightforward from start to finish.

Quick turnaround on sourcing candidates and scheduling interviews. Amazing calibre of candidates provided.

It was a challenging recruit and the information provided helped in facilitating discussion with our client and in turn, provide some flexibility for a successful recruitment outcome.

Really comprehensive briefing and a great team who all understood roles and responsibilities. Very responsive during recruitment and we were given regular and clear updates.

Contact us

Tell us about your next project.

Contact me: felipe@smartconnectresearch.com

