

About Reveal Research

Reveal Research was founded by Luke Zukowski with a mission to provide market research solutions geared specifically towards the needs and budgets of smaller business in British Columbia.

Customer and employee satisfaction studies, concept and design testing, as well as web-based surveys are specialties of Reveal Research. By utilizing high-level technology and streamlined operations, we efficiently deliver actionable recommendations based on study findings and provide guidance on implementation. You will have the peace of mind that your business decisions are based on current, relevant and factual information.

Business decisions need to be based on robust and reliable data. Our experience is evenly balanced between consumer and business research, providing a wealth of expertise on the most effective marketing research approach. Reveal Research will consider not only the business issues being addressed, but also the target audience, the most appropriate way to encourage respondent participation as well as effective data analysis and interpretation techniques.

Professionalism is at the forefront of our activities; our full attention is applied to each individual project and to ensure that the highest industry standards are met at each stage of the research process. These goals can only be reached by always remembering that in the eyes of our clients, the only reason for the existence of Reveal Research is to satisfy their curiosity and needs.