

We offer a wide variety of services, including:

QualQuant Surveys

The Challenge:

Online surveys are cost efficient, flexible and mainstream tools in marketing research. However, as with a mail survey, there is no ability to probe respondents to gather insights about motives or to ask respondents for further clarification.

The Solution:

Our QualQuant surveys are designed so that when respondents offer a specified response, they are intercepted by trained, live moderators. Our moderators engage in a dialogue with the respondent to gain greater insights and understanding behind their response. This then turns what may have been misleading data into more meaningful intelligence for your critical business decisions.

The Advantages

Versatile – can be used for virtually any type of Internet survey.

Good Value– is cost effective because of its precisely directed intervention of a live interviewer for only pre-selected situations.

Rich Data- The means and percentages from an Internet survey are “brought to life” by the words & insights gained from respondents.

Survey Efficacy -This method allows you to cost effectively pretest and refine surveys prior to full deployment of studies.

Example:

QualQuant provides more insight when respondent answers need further probing, such as in a study of brand messages and perception.



They are quick to respond, extremely attentive, detailed oriented, and offer a very robust set of on-lines tools. I strongly recommend powerfeedback.com to anyone.

- Steven R. Hughes, Executive Director
Oracle Applications User Group

Applications

Here are perfect applications for QualQuant surveys:

Virtual Reality Studies of Store Lay-outs- Respondents who indicate either very negative or positive evaluations or a layout are probed to elicit the reason for the feelings.

Customer Satisfaction Studies- Both highly satisfied or unsatisfied respondents are interviewed in order to fully understand the experience which caused their especially positive or negative opinions.

Concept Test- Respondents who have a low purchase intention for a new product or service concept are intercepted and questioned. This information can be used to revise, strengthen and refine the concept design/offering during prototyping and pilot testing before commercialization of the idea.

Tests of Advertising inserts- Respondents who have indicated that either they did not understand or were not persuaded by an ad message can be interviewed and the findings used to refine the ad insert.

Our Client Work

We are a global leader in both off-line and online market research, with a special expertise in rapid deployment, custom web-based surveys and applications. We are the firm that more businesses and organizations trust to gain the necessary intelligence and credible information for smart decision-making. Our clientele runs the gamut from nonprofit agencies to Fortune 500 companies.