

Beyond online surveys: Leveraging diverse data collection methods for superior insights

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 THE QUIRK'S EVENT
FOR MARKETING RESEARCH & INSIGHTS PROFESSIONALS



Session Premise – Part 1

- In an increasingly **digital and automated world**, the quest for quality data and insights can often be clouded by the **allure of faster and cheaper options**.
- We will explore the value of **tailoring your research approach** based on the specific nature of your project, its requirements, and the **level of quality needed**.
- This session underscores the **importance of embracing mixed-mode** and diverse data collection methodologies to ensure **high-quality research outcomes**.

Session Premise – Part 2

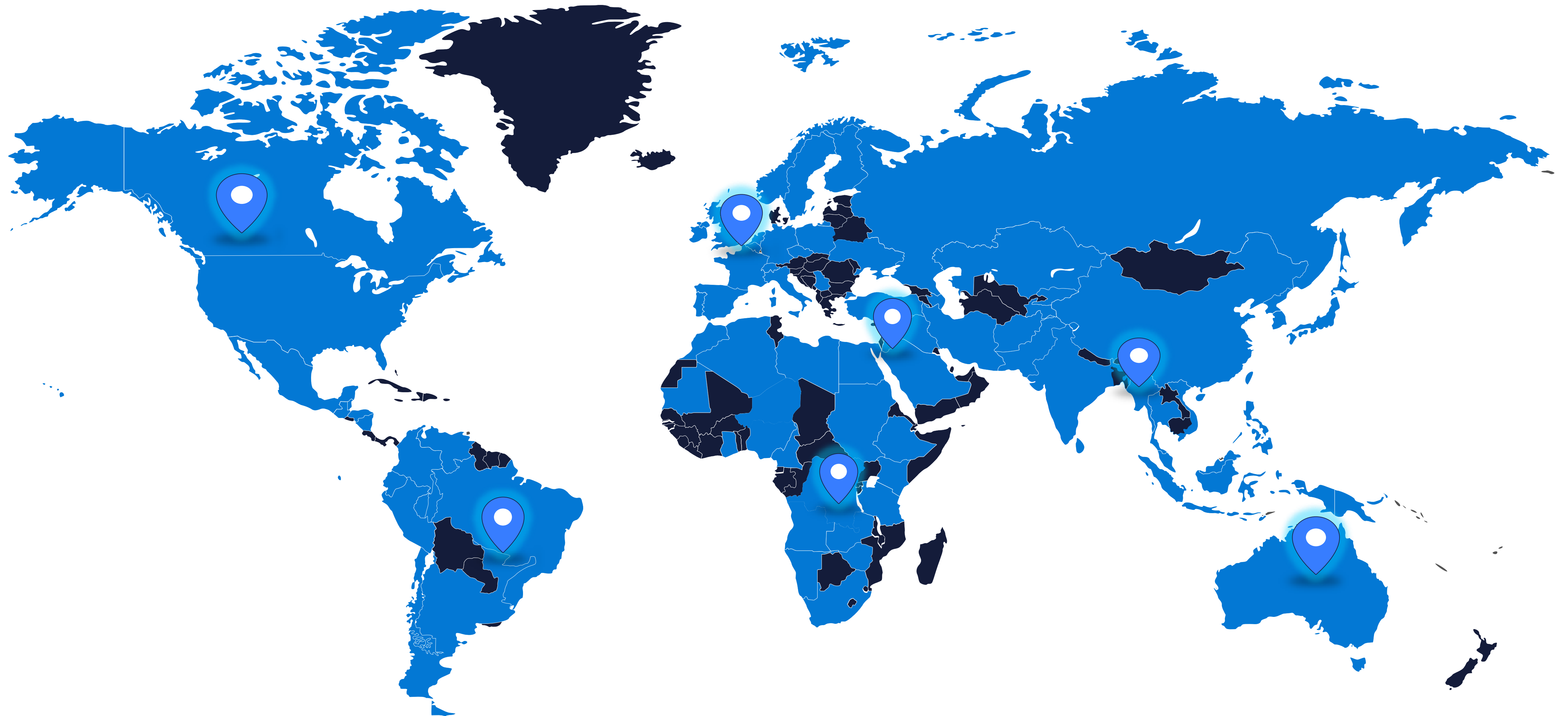
- While online surveys may be suitable for many studies, there are instances where **phone and face-to-face methodologies**, despite being more costly, **can provide superior data quality**.
- Through a series of compelling case studies, we will highlight scenarios where **alternative methodologies have proven to be the optimal choice**.
- This session aims to equip researchers with the knowledge to design research that yields the most relevant, meaningful, and impactful insights, **leveraging the most appropriate methodologies**.

Why is Methodology choice so important?

Your **methodology** will serve as the **foundation** for the entire engagement.



We are capturing data daily across various complex methodologies



Online, Phone, F2F, Mixed Mode across **85** markets.

Key Topics for Discussion

- The advantages & limitations of using different methodologies
- Budgetary and timing considerations
- Best way to connect with your respondents
- Understanding local nuances by geography and sector
- Data quality expectations and pitfalls for each methodology
- Impact of new technologies on methodology choice

Common Quantitative Data Collection Methods

Online
Telephone
Face-to-Face (F2F)
In-Home
On-Street
Mall Intercepts



Communities
Kiosks
Mail Surveys
Passive Research
Audits

Don't get 'stuck' on one methodology

"I suppose it is tempting, if the only tool you have is a hammer, to treat everything as if it were a nail."

Abraham Maslow



"No questionnaire administration method is superior in all situations."

Prof. Naresh K. Malhotra

Decision Making Process



We recognize that that these **decisions** can often be a bit complicated depending upon the stakeholders involved and any **pre-conceptions...**

Pros and Cons

Be **consultative** and **objective** with all your stakeholders.

Understand the Pros and Cons of each methodology with consideration of...

Depth of respondent's engagement

Suitability of the methodology

Respondent verification

Research approach

Project complexity

Quality of data

Speed

Cost

Online – Has its Rightful Coveted Place

- Often the 'Go To' methodology
- Cost effective
- Quick and efficient fielding
- Easy and well understood deliverables
- Data quality can be good if run well

Online Case Studies

B2C & B2B



Case Study: Retail Shopper Pricing Study

B2C – Online

Client

- Large Management Consulting Firm

Project Objective(s)

- To conduct a Retail shopper Pricing survey to understand shopper's preference for in store shopping, pricing elasticity, rewards programs, and other key purchase journey analysis.

Target Audience

- **8,000 Shoppers** at a large retailer with detailed quotas by key demographics and HNW characteristics.

Geographies

- US

Methodology & Services
Provided

- Conducted Online surveys with **shoppers from online panel** and in addition **shoppers from client customer list**
- Programmed & Hosted the survey (1 survey) and the other survey provided sample.
- Delivered the data in the required formats and met all quotas
- Achieved all the desired project goals within the desired timeline. Data **quality was excellent** across panel and client customers

Case Study: ITDM Purchase Journey

B2C - Online

Client

Project Objective(s)

Target Audience

Geographies

Methodology & Services
Provided

- Large IT Research & Consulting Firm
- A large Software provider would like to understand how businesses are now tackling upgrades to a new version of Windows, how new PC purchases play into their upgrade process, and what differences exist between business sizes.
- **200n Technical Decision Makers**
- Must have decision making authority for technical purchases (hardware, software, services) for their organization
- Organization sizes
- Micro-SMB (1-10 PCs), SMB (11-249 PCs)
- MM (250-499 PCs), ENT (500+ PCs)
- **100n each in BR and DE**
- Conducted Online surveys with ITDMs and BDMs
- Managed multiple industry quotas
- Achieved all the desired **project goals** within the **desired timeline**

Online – Challenges

- Cost effectiveness/price pressures are pushing quality down
- Limited access to certain audiences online can result in less confident data & insights
- Online remains a self completion methodology and as such the engagement offers limited control
- Poor quality of OE questions and use of AI can make the situation worse (ChatGPT, etc.)

Phone – Very much alive and has advantages

- Access to very targeted respondents – Consumers, Customers, B2B, and those audiences not found on panels
- High validation due to superior sample lists
- High Data Quality through deeper engagement and interviewer questionnaire feedback
- Better OE answers
- Valuable Insights

Phone Case Studies

B2C and B2B



Case Study: HC Insurance Customer Feedback

Client

Project Objective(s)

Target Audience

Geographies

Methodology & Services
Provided

- Boutique Market Research Firm
- Follow up on closed cases of customer problem resolution for a large regional HC Insurance organization
- 1,200n HC organization customers
- US
- Phone/CATI - Conduct up to 100n calls per month following up recently closed customer problem resolution cases (list provided)

Case Study: Fleet Managers

B2B – Phone

Client

- Market Research Firm & Consulting Firm

Project Objective(s)

- To uncover the cost of fleet maintenance and underlying cost drivers

Target Audience

- 300n Fleet Managers of fleets with 100 or more vehicles that were Class 6, 7, and 8.

Geographies

- US

Methodology & Services
Provided

- Phone/CATI – directly reaching out to Fleet Managers and conducting the interview while on the phone.

Phone – Not for all projects

- Fieldworks times are longer so not suitable for quick studies of a week to two weeks in duration
- Require set-up time and training
- Higher costs

F2F Case Study



F2F – Getting to 'Select' Audiences

- Where Online does not provide adequate representation (Developing markets, Rural areas, etc.)
- Where you must be in a particular place or time
- When In-person validation is required
- To increase feasibility for challenging audiences & markets
- Costs can be higher
- Easily scalable

Case Study Advertising Measurement & Benchmarking

B2C – F2F Tracker

Client

- Large Market Research Firm

Project Objective(s)

- Localized Ad Measurement & Benchmarking

Target Audience

- Consumers with age, gender, SEC quotas

Geographies

- **10 Markets** – CN, ZA, CO, EG, NG, PE, PK, IN, KE, GT

Methodology & Services
Provided

- Conducted over **18,000** F2F surveys annually (30-60n weekly per country in specific PSUs (Probability Sampling Units) within key cities

Case Study: Consumer Product

Client

- Large Management Consulting Firm

Project Objective(s)

- A large European based luxury cosmetics retailer wanted to assess levels of customer service delivered at their retail store locations across 3 countries.

Target Audience

- Customers of the Luxury Cosmetics Retailer

Geographies

- Italy, France, Spain

Methodology & Services
Provided

- Conducted both **mystery shop** (n420) and **exit-interviews** (n100). Full service to include scripting, translations, and data delivery.

Custom Recruitment Case Study



Custom Recruitment – Leveraging Phone and Online

- Very Niche Audiences
- High Validation of Respondent
- High Quality Data
- Combining both Phone and Online
- More costly

Case Study – Niche B2B
Purchase Decision Maker
Audience

B2B – Phone-to-Web

Client

- Market Research Firm on behalf of a Coffee Machine Manufacturer

Project Objective(s)

- The purpose of the research was to measure brand awareness/usage/equity amongst client's customer base, benchmarking the brand against competitors

Target Audience

- 250 B2B Final Decision Makers/Influencers of involved in procuring specific coffee equipment for hotels, coffee shops, restaurants and other commercial businesses

Geographies

- US

Methodology & Services
Provided

- Sourced targeted lists of relevant businesses and recruited 275n participants via phone in order for 250n respondents to take part in 20-minute survey.

Mixed Mode Case Study



Why Mixed Mode?

- To increase Reach & Feasibility
- To increase validation
- Marginally more costly and longer fielding time

Case Study:
Hospital Patient Survey
Extending Reach

Consumer – Online / CATI

Client

- Large Managing Consulting Firm

Project Objective(s)

- A regional hospital network wanted to measure the patient experience in their region for an older population

Target Audience

- 65+ years old patients, by ethnicity, and within a DMA / Region

Geographies

- Specific DMA/ Region in the Midwest

Methodology & Services
Provided

- Conducted 130n Online surveys
- Conducted 295n CATI/Phone Surveys
- Data collection, **Achieved all the desired project goals** within the desired timeline

iHUT Case Study



Other Hybrid Methodologies – iHUTs and CLTs

- Product Testing
- Shelf-Testing
- Combining both in-person / at-home and Online methodologies
- More accurate feedback and insights

Case Study: Cell Phone Trial Study

Consumer – IHUT and Online

Client

- Communications & Equipment

Project Objective(s)

- Our client was interested in seeking the consumer usage patterns of the client mobile device (YET to be launched in the market) & understand the battery consumption period, speed and performance of the device, as well as the user interface of the OS in the mobile phones.

Target Audience

- B2C audiences; who were ready to use the client mobile device as their Primary phone for a period of 15 days.
- Respondents who consume lesser media consumption in their mobile devices were considered as qualified.
- The client wanted the study to be skewed to 80%+ Male respondents.

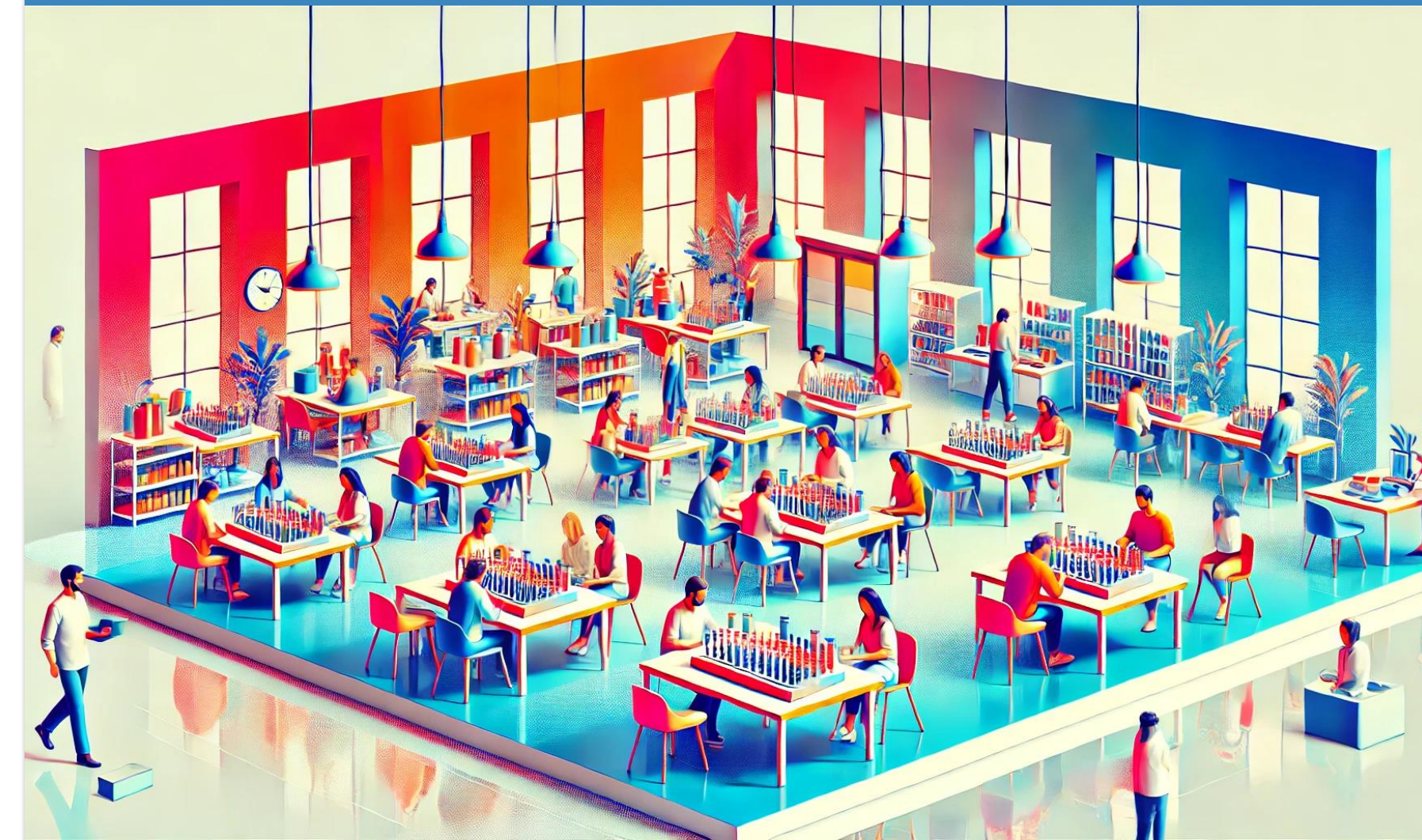
Geographies

- France, Germany, UK & US – Sample Size of 25 per each country.

Methodology & Services
Provided

- Recruit Respondents in each market.
- Deliver the mobile devices to the respondents.
- Conduct After usage test on a weekly basis for 3 weeks / 15 Days.
- Recruitment, Logistics, Incentives, Programming & Hosting, Data Delivery, Collecting the devices back from the respondents.

CLT Case Study



Case Study – Consumer Product Usage Test

Client

- Market Research Firm

Project Objective(s)

- The client wanted to gauge several types of information through this CLT.
- Identify the interests and awareness towards different brands.
- Find out the intuitive choice selection of brand / brands from the shelves.
- Reasons behind choosing a specific brand / brands.
- Areas of improvement towards: Packaging Type and material.

Target Audience

- 200n Consumers 22 to 50 Years old

Geographies

- Atlanta, Georgia

Methodology & Services

Provided

- 225n respondents were recruited and onboarded to take part in the 4 days CLT at a facility in Atlanta.
- Azure scripted the survey link to capture the intuitive responses and feedback at a super-fast turnaround time.
- Azure maintained a **show-rate of 96%** across the 4 days.
- The In-takers and team of supervisors were able to guide the participants on any questions related to the research, incentivize them at the facility (or) digitally depending upon the customer preferences.

Key Takeaways

1. Online is not the only option.
2. Considering other modes of research is both relevant and necessary.
3. Finding the right methodology to fit your specific research needs will save you time and money and provide deeper levels of insights in the long run.

Q&A

Thank you!

