



Winning in the Research Technology Era: 4 Strategies for Agency Growth

Rudy Nadilo & Mike Stevens



Who's Rudy?

- SVP Business Development at Forsta
- Supporting Forsta's research agency customers with **survey**, **analytics** and **data visualisation** technology



Who's Forsta?

-
- Forsta's Experience and Research Technology gathers, analyzes and translates data into actions that drive growth



förstå (Swedish)

Verb

1.förstå

to understand

Who's Mike?

- Independent research industry consultant
- Advisor to research agencies, technology firms and in-house teams



Directory, learning and events for modern research & analytics

Search ...

Popular topics:

Survey Software

Qualitative Research

Text Analytics

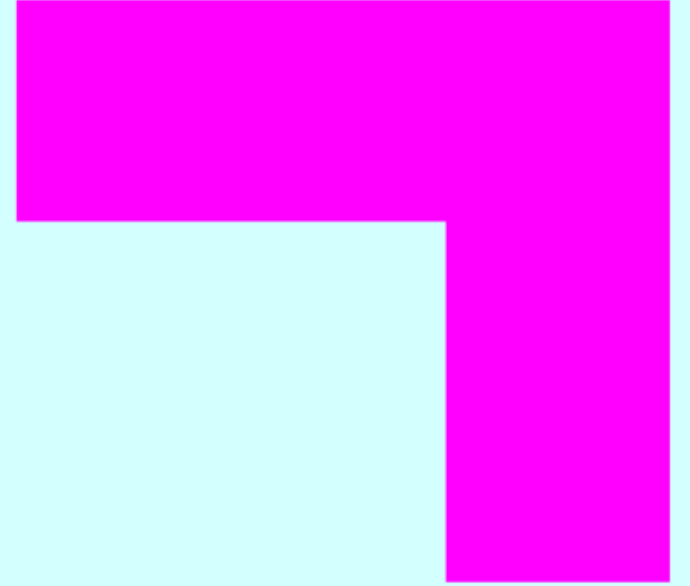
Insight Communities

insight
platforms
.com

Directory - Live Events - Demos
Training Courses - Ebooks - Articles

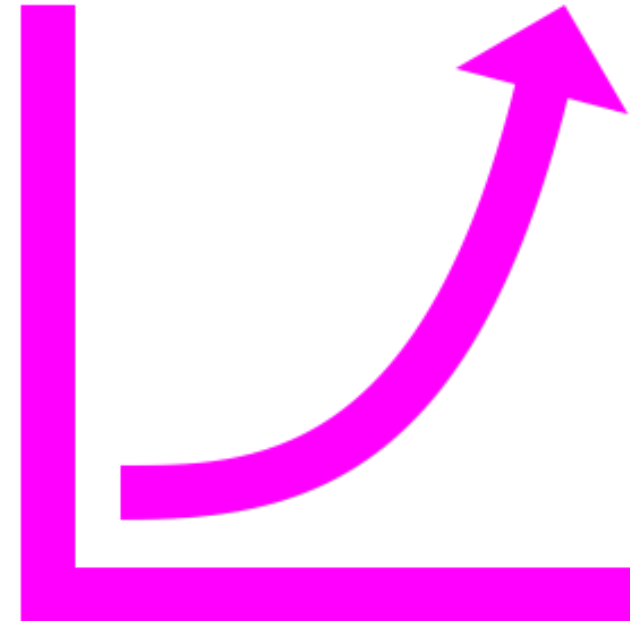


The Conundrum



Demand for research and insights is stronger than ever

- ESOMAR predicts a **\$100bn global research industry** by 2023 – up by 33% from 2020
- **More teams** use research and insights: **UX, CX, Product Management, Trade Marketing ...**
- **New signals** are growing alongside primary research: **behavioural analytics, social listening, experience tracking**



But agencies are under pressure like never before

- Global agency **revenue is flat-to-declining**
- **In-house** use of **DIY research technology** is growing rapidly
- **Clients** in research and CMI teams are seeing **headcount** and **budget reductions**



The data doesn't tell a great story for agencies



-5%

Global growth in
research agency
revenue 2019-2020



+30%

Global growth in **DIY**
platform revenue
2019-2020



3.3%

UK research agency
average **profit**
margins 2021

Sources: **ESOMAR** - Evolution of the Data Analytics and Insights Industry a forecast into 2023; **Plimsoll** UK Market Research Sector Analysis of 929 market research firms

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**Stop. Breathe.
It's OK.**



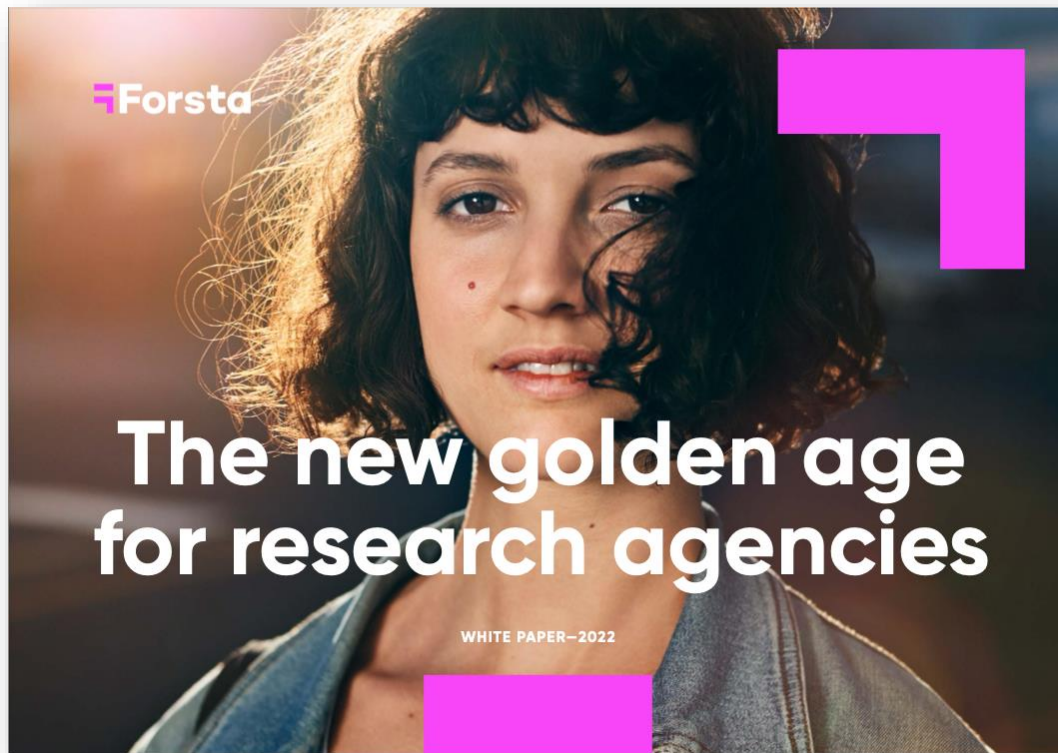


Forsta

The new golden age for research agencies

WHITE PAPER—2022

White Paper: The new golden age for research agencies



Four key strategies for research agency success

— Premium
Advice &
Expertise

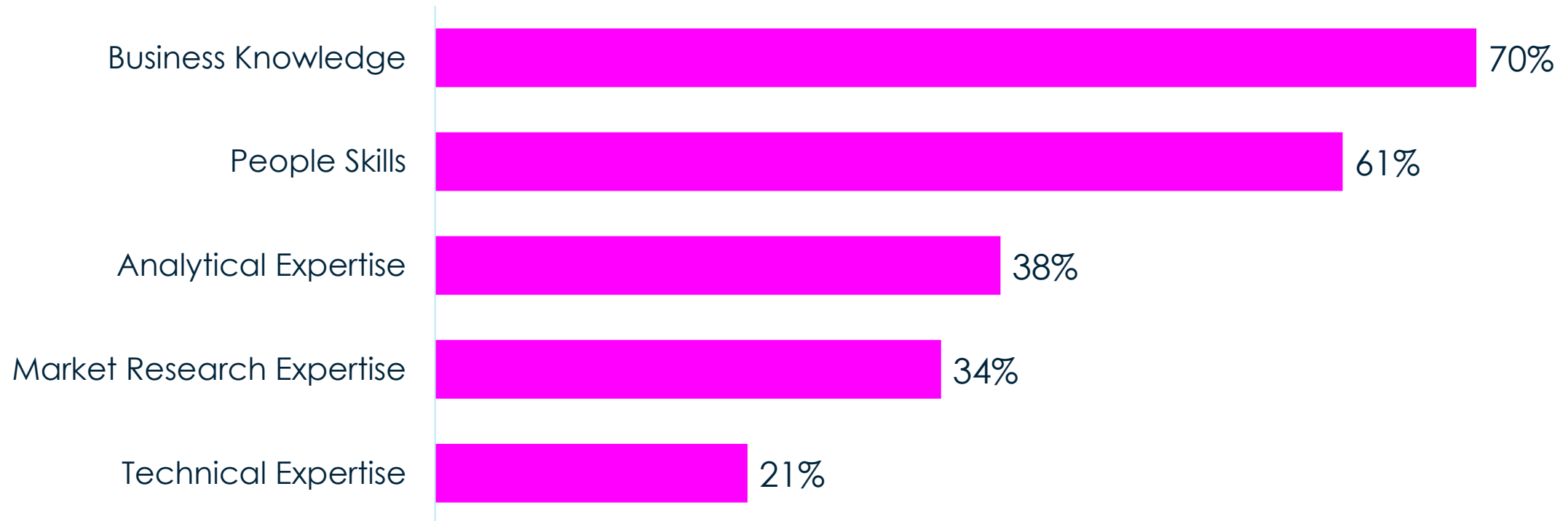
— Process
Automation
& Efficiency

— Blended
Services &
Technology

— Connecting
Research &
Human
Experience

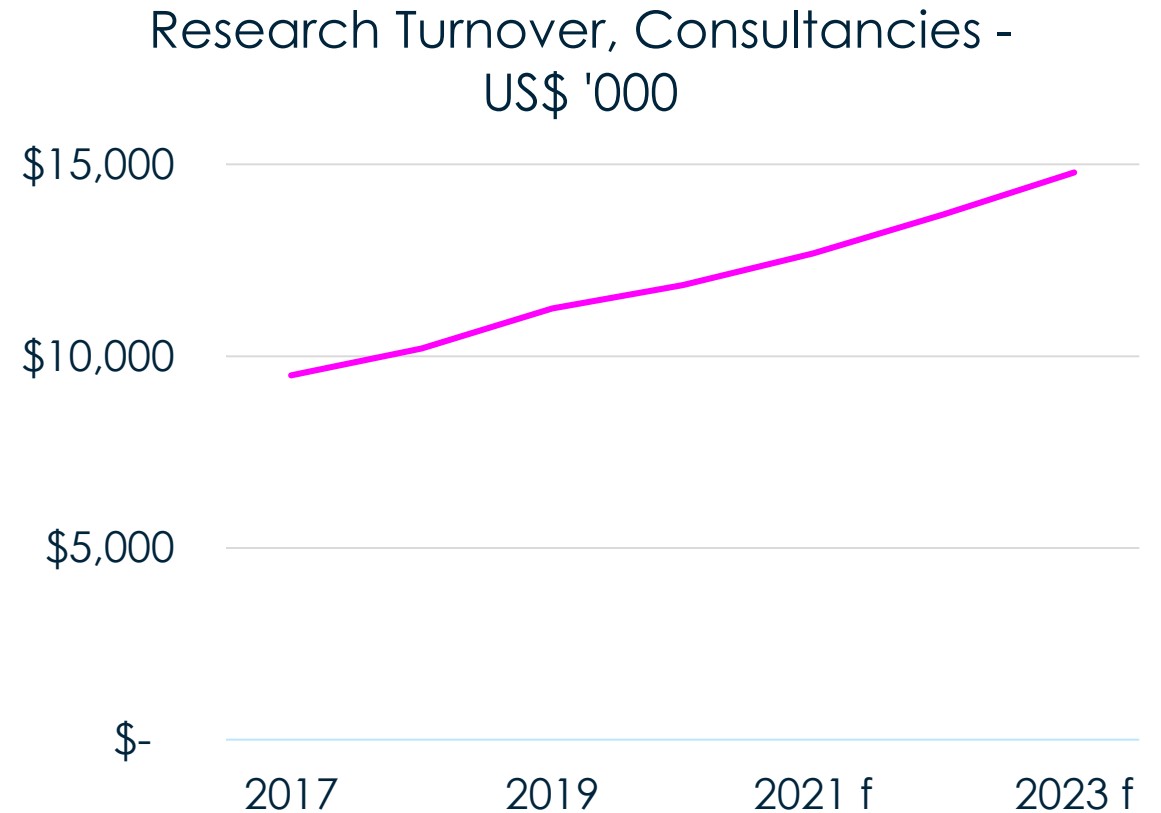
1. Premium Advice & Expertise

According to the GRIT Report, business knowledge is now the highest skills priority for research buyers



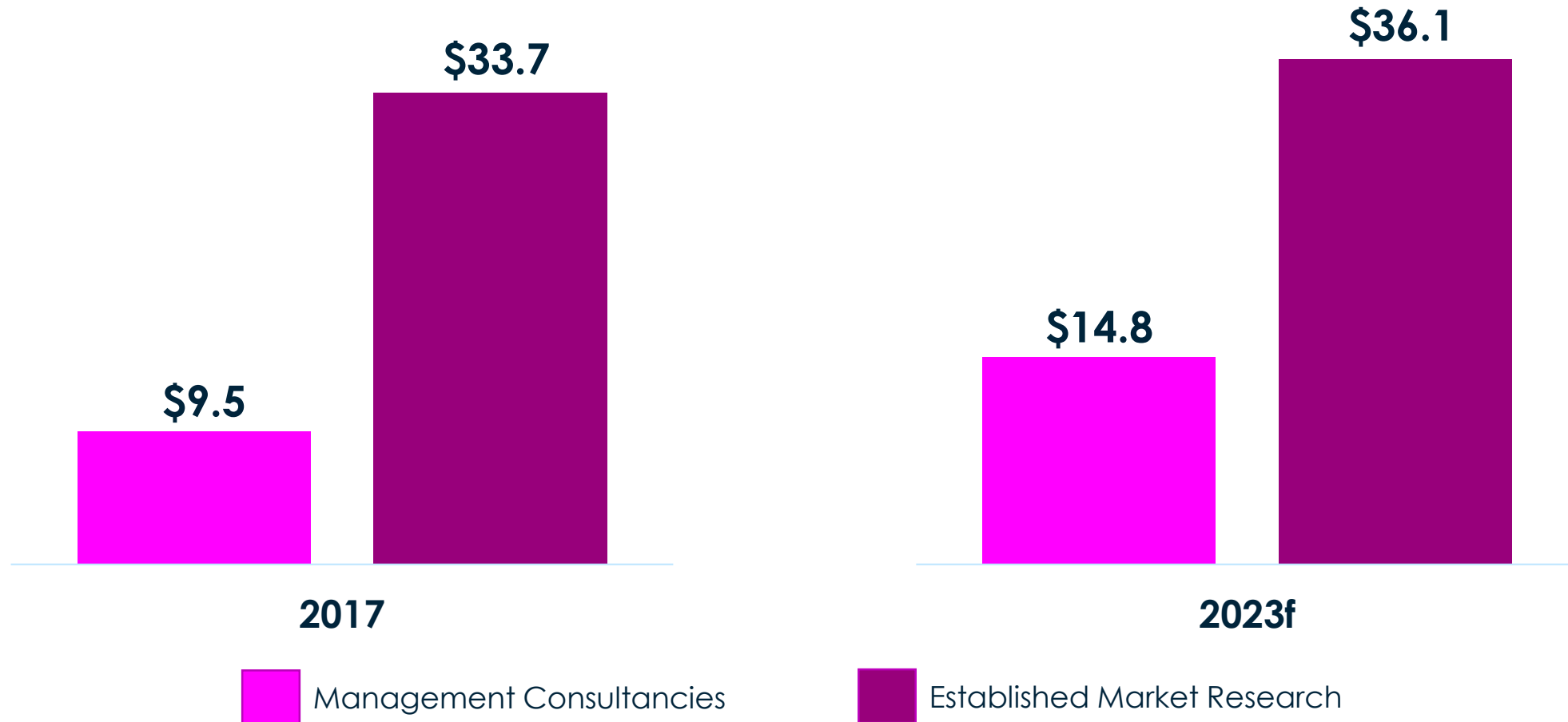
GRIT Business & Innovation Trends Report 2021, Page 6: Research Buyers' Key Priorities for Skills Development

Consultancies are not only doing more research ...



ESOMAR - Evolution of the Data Analytics and Insights Industry a forecast into 2023

... They are taking a bigger share of the total market



ESOMAR - Evolution of the Data Analytics and Insights Industry a forecast into 2023

Building a consultancy offer brings agencies some big benefits



New Clients

Working directly with **innovation, strategy** or **brand** teams



Premium Rates

Commanding **higher prices** based on **impact**, not inputs



Less Commoditisation

Avoiding **nickle-and-dime** comparisons on low value metrics

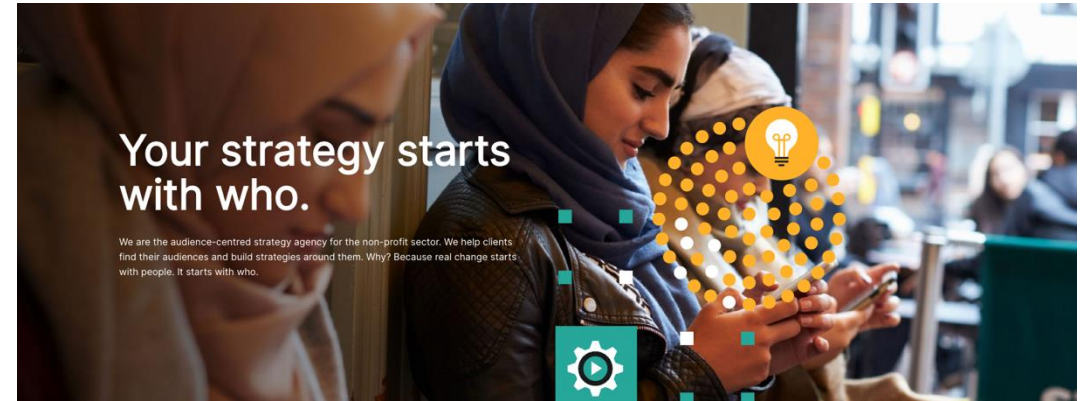
Industry or vertical focus

For example: **media & entertainment**, **financial services** or **business-to-business**



Eden Stanley: Strategy & Research for the Non Profit Sector

Eden Stanley helps clients **find audiences** and **build strategies** for **fundraising, engagement** and **service delivery**



BILL & MELINDA
GATES *foundation*

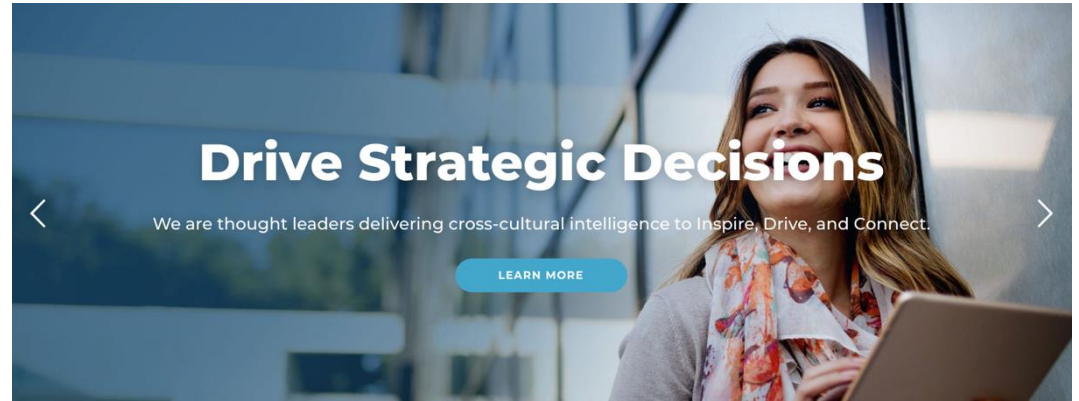
Specialist methodology focus

For example: **trends,**
behavioral insights,
semiotics, data analytics
or **innovation forecasting**



Culturati: Cross-Cultural Intelligence and Strategy

Culturati deploys **cultural semiotics, learning workshops** and **empathy journeys** as well as **primary qual and quant** research



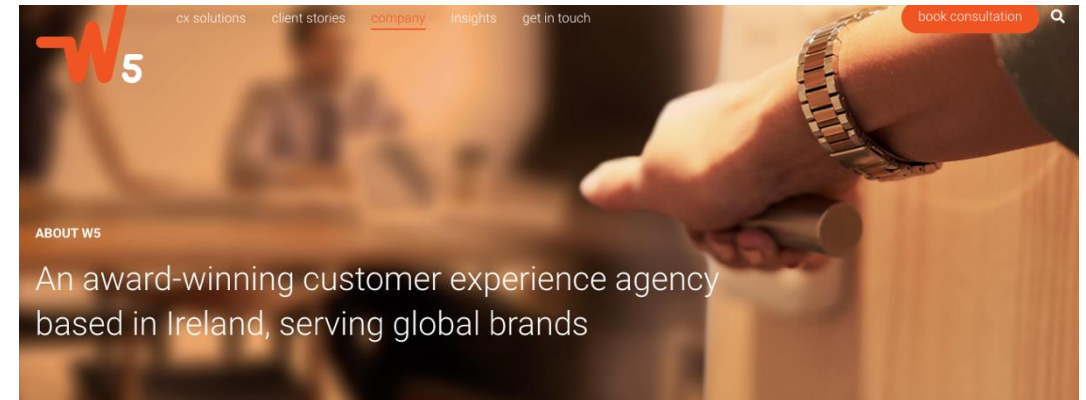
Business application focus

For example: **brand strategy, product innovation** or **customer experience**



W5: Customer Experience Consulting

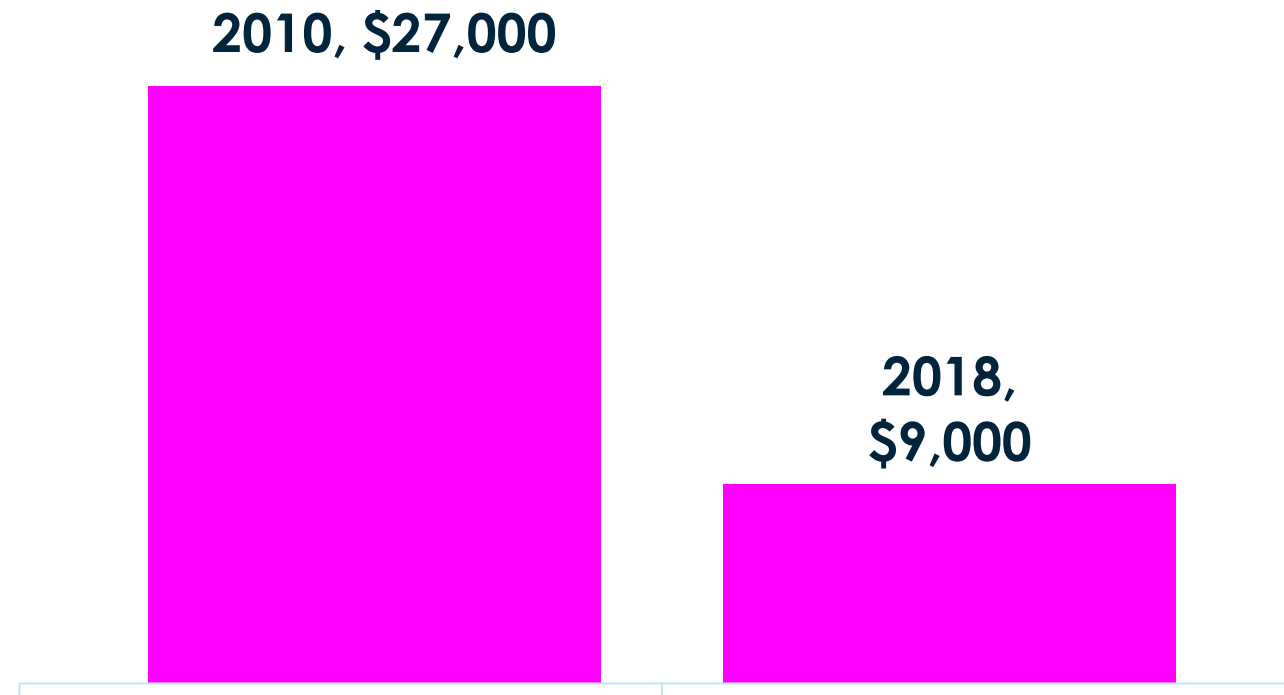
W5 is Ireland's leading **Voice of Customer** and **CX Consultancy** with expertise in **strategy, implementation** and **measurement**



2. Process Automation and Efficiency

Technology is having a deflationary impact on agencies

Average Cost of Quantitative Online
U&A Study



ESOMAR – Global Prices Study, 2020

And DIY platforms are all about the speed

Accelerate marketing and product development. **Agile** Research. **Quick** consumer surveys. Launch in **5 min**. Results in **24 hours**.

Get the answers you need **in hours**

Talk to people while they're living their lives and get **honest insight in minutes**.

So agencies are streamlining to compete better

Reducing manual work

Automation to shorten **timelines**, drive down **running costs** and minimise **data errors**

Redirecting Resources

Shifting **staff profiles** to **higher value** client management and **advisory work**

Improved Margins

Efficiency and **premiumisation** drive better long run **profit** and **business valuations**

Tidier research inputs

For example: reusable **project templates**, survey tools **integrated with panels, translation databases, question libraries** and **client portals**



Tighter project management

For example: harmonised **data collection platforms**, participant **scheduling and incentives**, online **qualitative research**, **participant panels** and **communities**



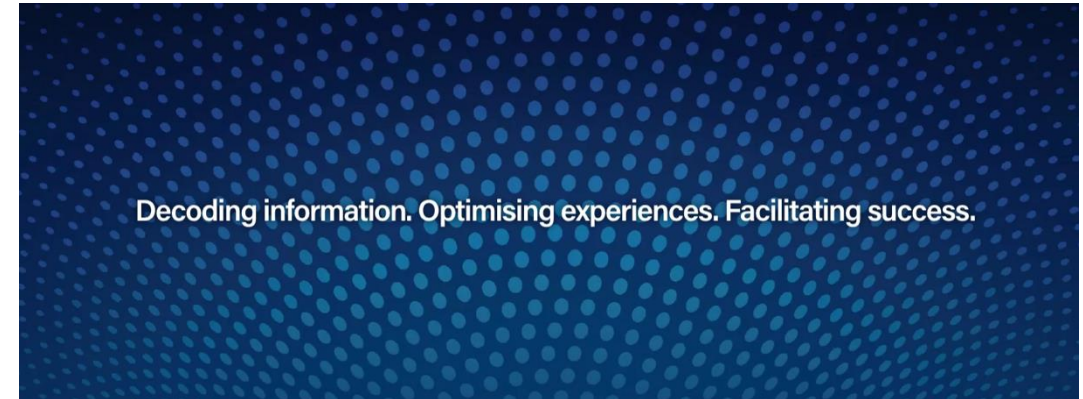
Slicker analysis & reporting

For example: **automatic transcription, translation and tagging, verbatim coding, report automation, dashboards, self-service analysis for clients**



BMG Research

UK based agency with 30 year pedigree and specialist **B2B**, **omnibus** and **public sector** research capabilities



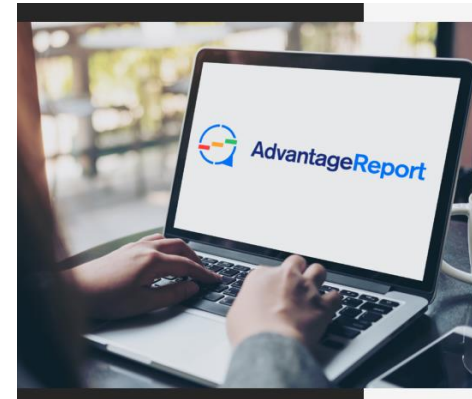
The Advantage Group

Measurement and benchmarking of B2B relationships for manufacturers, brands and retailers in 40+ countries

Walmart 

L'ORÉAL

Mondelēz
International



A Clear Assessment of Where Your Company Stands

As an Advantage Report sponsor, you'll receive an annual report on the state of your business from the perspective of your B2B partners - a look at your business from the outside in. The benchmarked performance feedback you receive is just the beginning, there's a great deal more to the engagement journey than the final output.

Advantage

GlobeScan

Global insights and advisory consultancy working with **companies, NGOs** and **governmental** organizations



Know your world.
Lead the future.

We're a global insights and advisory consultancy working at the intersection of brand purpose, sustainability, and trust. We help decision-makers know their world and create strategies to lead a sustainable and equitable future.



**Globe
Scan** 

The GlobeScan logo, featuring the words "Globe" and "Scan" in a bold, sans-serif font, with a stylized blue icon to the right consisting of several radiating lines.

3. Blended Technology & Services

The future is a smarter hybrid of tech + services

KANTAR
MARKETPLACE

ipsos.digital

 **Dig Insights**

Agencies of all sizes are now building tech solutions

New revenue sources

Charging separately for **technology and IP**, pricing models with better **long term profit potential**

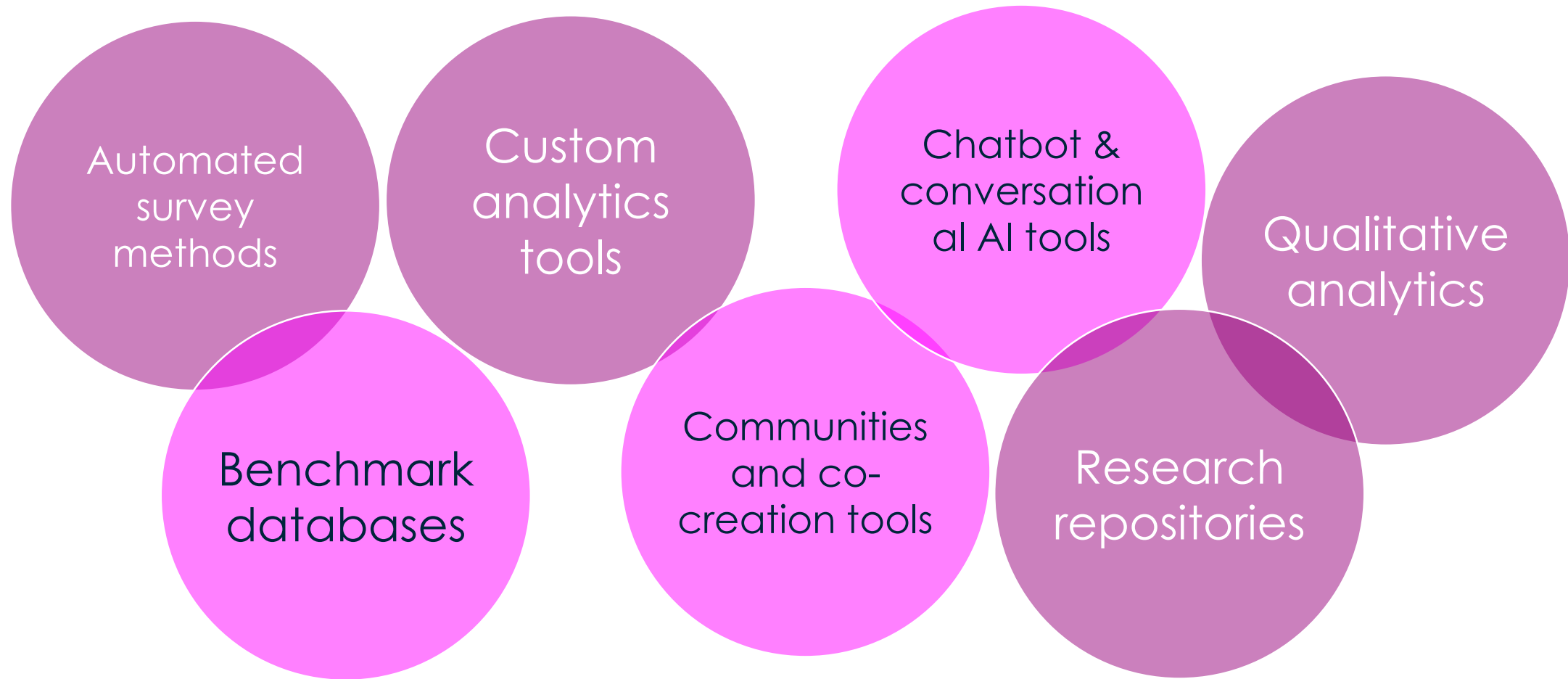
Multiple working models

Clients can **self-serve**, get **basic help** or engage in **full-service** for 'best of both worlds'

Better client retention

Subscription agreements for technology or **data** rather than **project-based** contracts.

Agencies are innovating across the entire spectrum



They are executing in very different ways

In-house development

Not as **costly and high risk** as it once was – but still requires careful **planning & management**

No code / low code

Hundreds of tools now available for building **custom apps**:

Airtable, Webflow, Glide, Stacker, Bubble

...

White label partnerships

Third party **research tech** providers with **flexible software, commercials** and **branding** options

Fifth Dimension

Australian **insight consultancy** with expertise in **strategy, experience, research** and **technology**



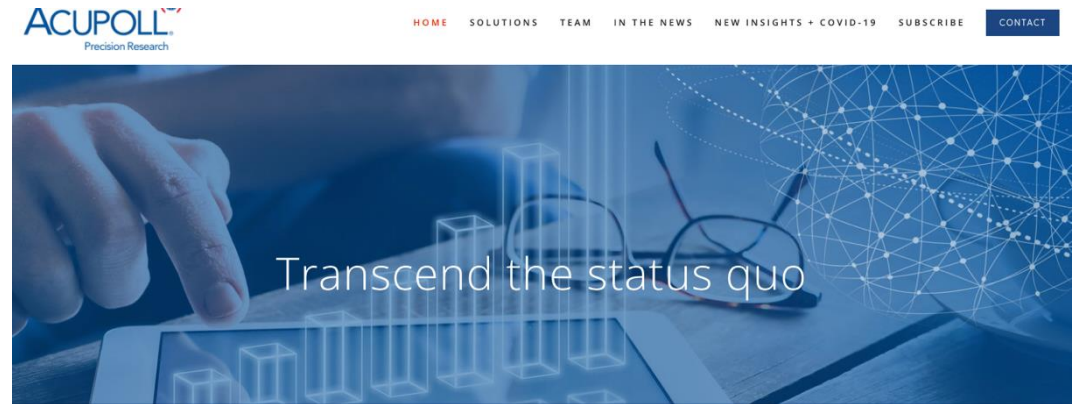
Bright MR

Research services provider based in **Bulgaria** providing **fieldwork, panel management, programming** and **analytics**

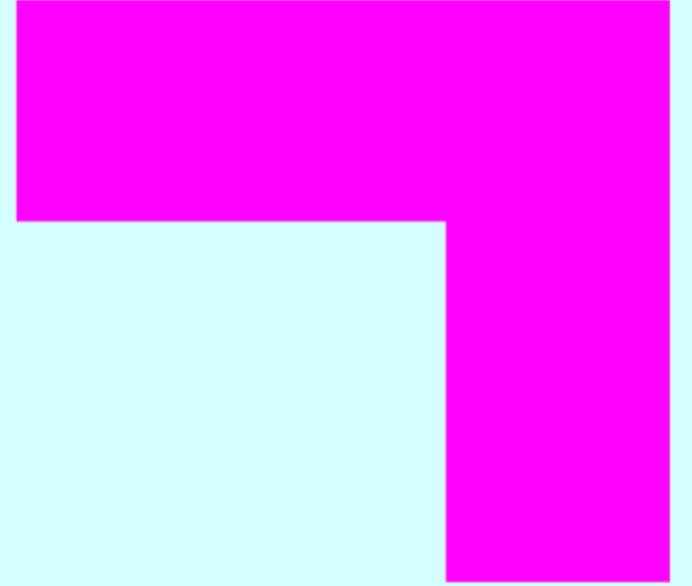


AcuPoll

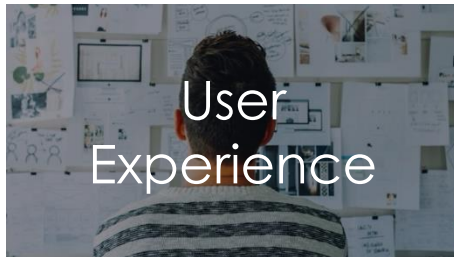
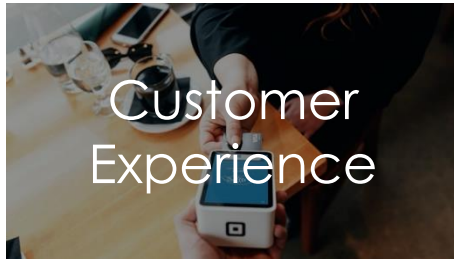
Pioneer in **real-time testing** and **optimization** research with 30 year history, specialist in **non-conscious measurement**



4. Connecting Research & HX

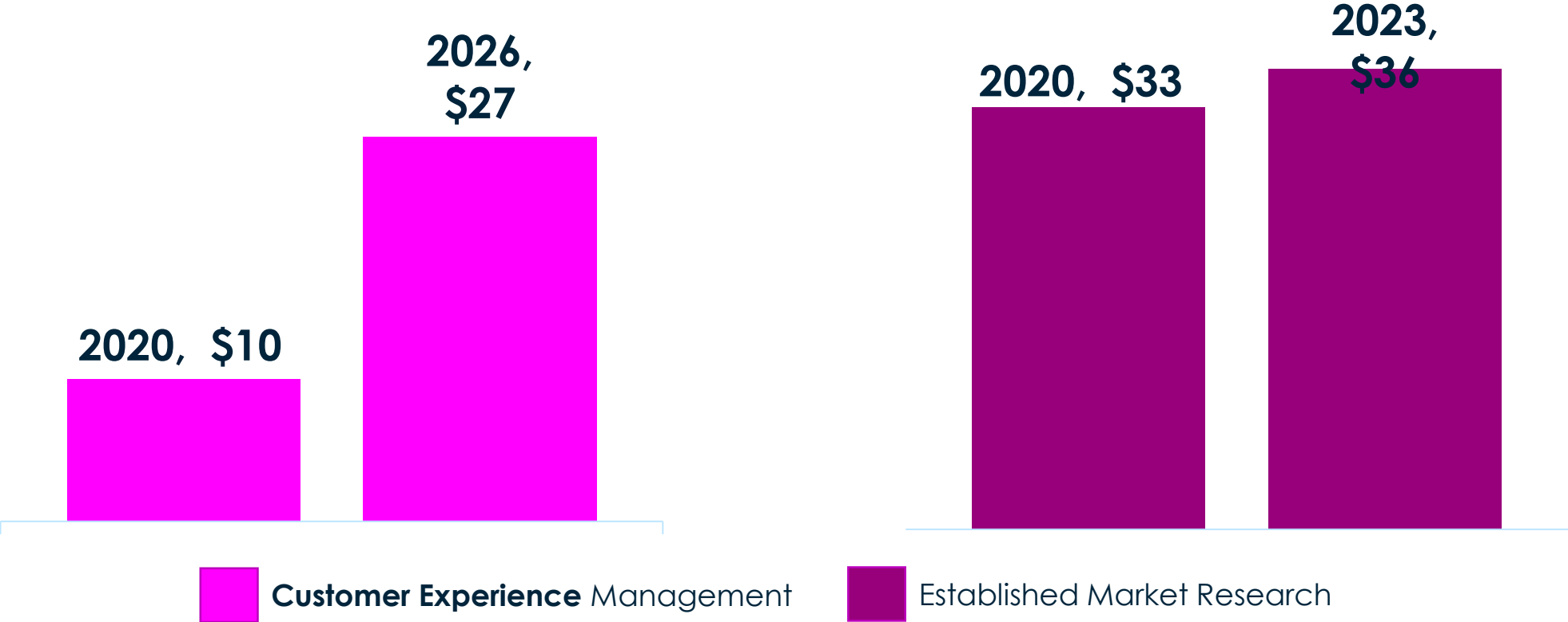


Research agencies are experts in Human Experience insights



Human Experience Categories are growing fast

Annual Turnover, US\$ bn



ESOMAR - Evolution of the Data Analytics and Insights Industry a forecast into 2023; Mordor Intelligence - Customer Experience Management Market - Growth, Trends & Forecasts (2021 - 2026),

Human Experience Categories are growing fast

*“**User experience** researcher, UX designer, and product manager are some of the fastest growing roles in tech, growing ~20% YoY.”*

Andreessen Horowitz

Research agencies can benefit from growth in HX

New customer types

- **Strategy, HR, Operations, Customer Support, Retail** Management plus specialist **CX** and **UX** teams

Diversified revenue mix

Beyond research delivery to **strategy, implementation, measurement, coaching, workshop facilitation**

Higher category growth

- **HX** categories **growing at faster rate** than ‘established’ **market research** sectors

VoC & CX Management

Working with **Customer Experience, Support & Operations** teams to **design** and **set up** new **CX management** programs



Combining UX & qualitative research

Connecting the worlds of **market research** and **user research** with **qualitative expertise**



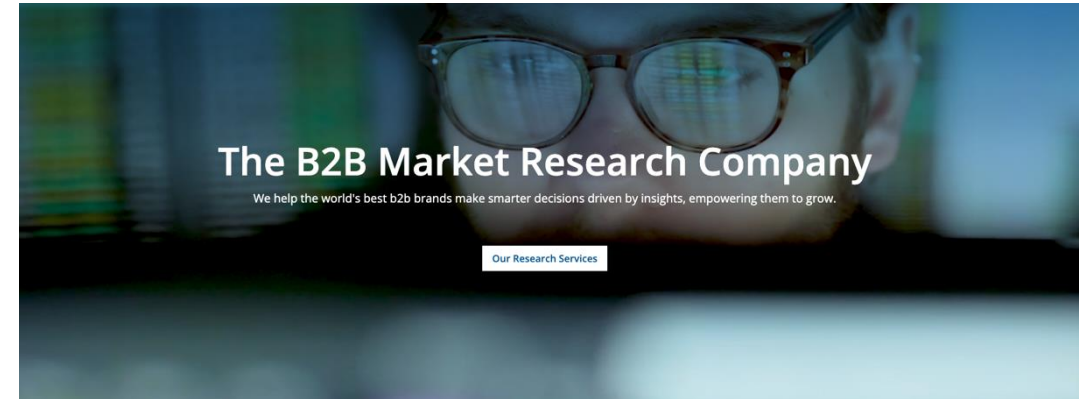
Connecting EX and CX programmes

Working across **HR and CX teams** to build **holistic HX programs** to capture the **internal** and **external** perspective



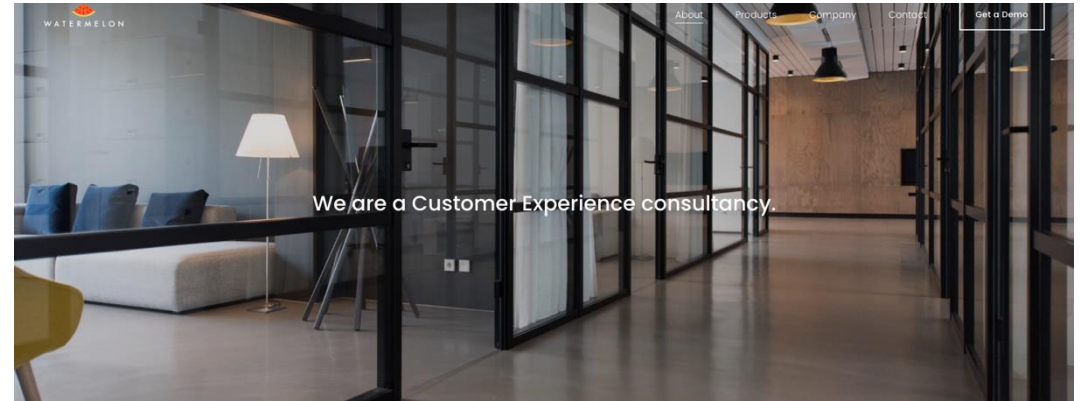
B2B International

A **specialist b2b** and **industrial** market research firm with expertise in **aerospace**, **engineering**, **logistics** and more



Watermelon

Watermelon is a UK based **CX consultancy** with a strong **legacy** in **market research**



CSBA

Australian consultancy **CSBA** helps organisations **create better customer experiences** through **strategy, research** and **training**

Uber



THE CUSTOMER EXPERIENCE EXPERTS

Four key strategies for research agency success

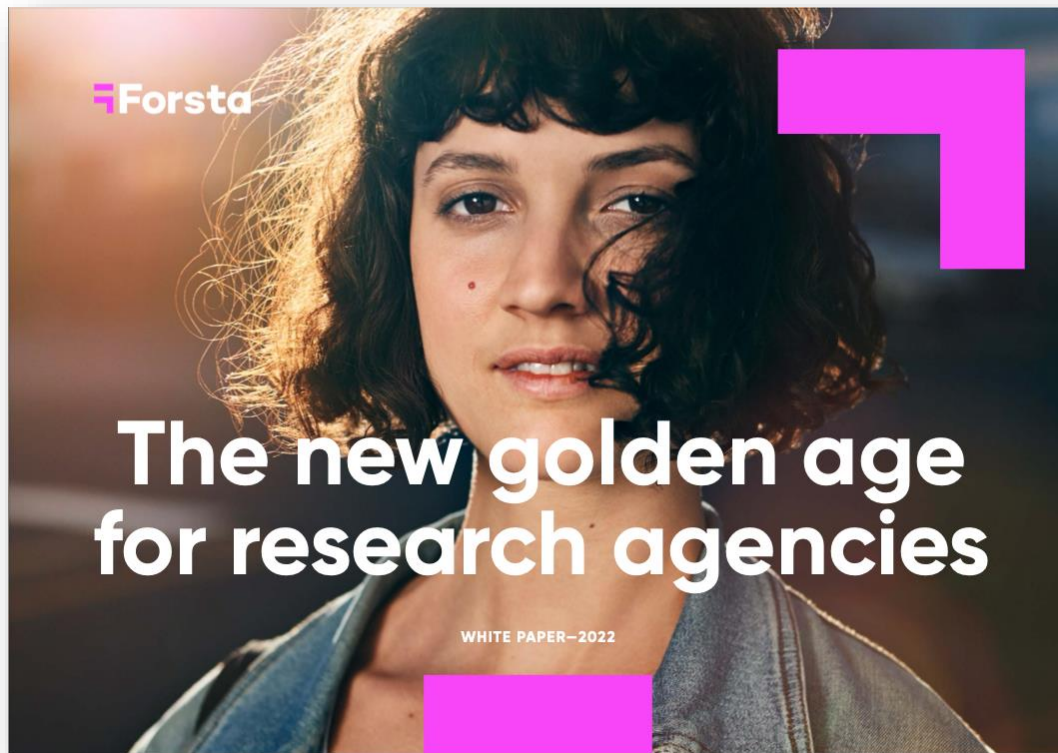
— Premium
Advice &
Expertise

— Process
Automation
& Efficiency

— Blended
Services &
Technology

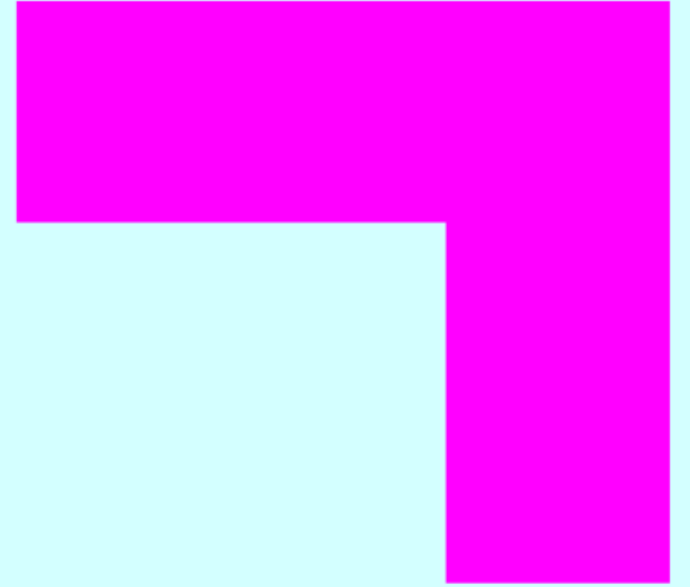
— Connecting
Research &
Human
Experience

White Paper: The new golden age for research agencies





How Forsta Supports Winning Agencies



Case Studies: 30+ research agency success stories



CASE STUDY

Less time crunching, more time for consulting



CASE STUDY

Closer to customers. Ahead of competitors.



CASE STUDY

Getting the balance right for KS&R



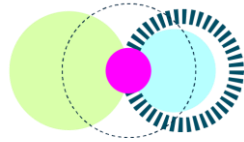
CASE STUDY

Parent voices without borders



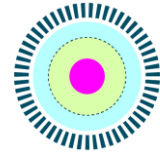
Forsta HX – Human Experience - Platform

Gather



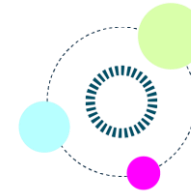
If it's insightful, it's measurable. Seek insight from any audience – from small teams to global communities. Take the data you need from any touchpoint or channel.

Analyze



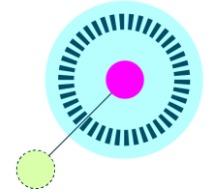
Bring all your data onto a single platform. So you can see the stories behind the statistics. Use AI driven analytics tools to search, sort and filter in whatever way gets you to the answers you need.

Visualize



Put your insights onscreen. Effortlessly. Forsta lets you easily craft all the presentations, reports, infographics and graphs you need. So you can deliver your data as a complete, compelling story.

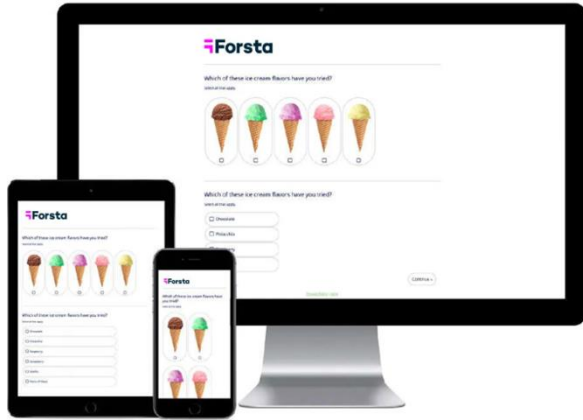
Act



When the insights are in, make them count. Get the right information to the right people so they can take the right action. Use automation tools to make it instant and effortlessly.



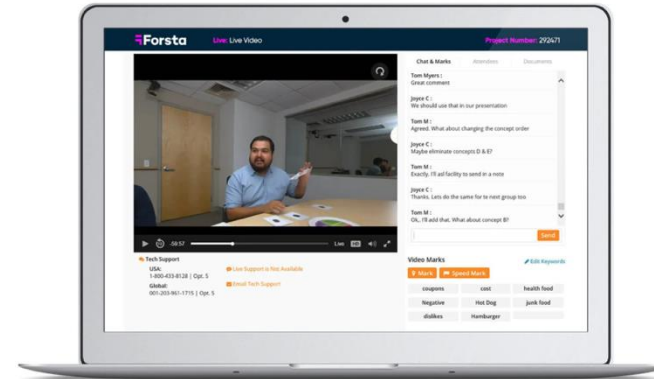
Surveys to engage



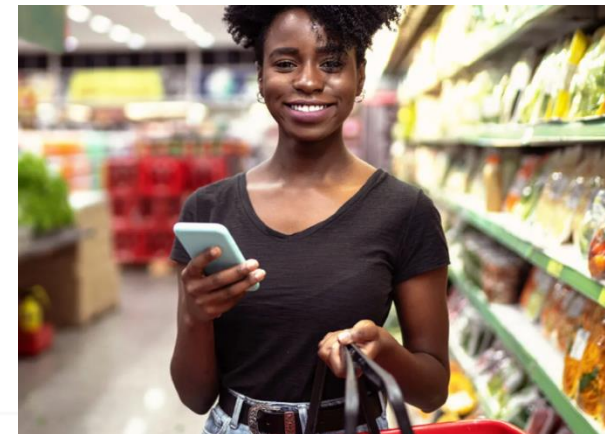
Real-time Social Insights



Interviews to explore

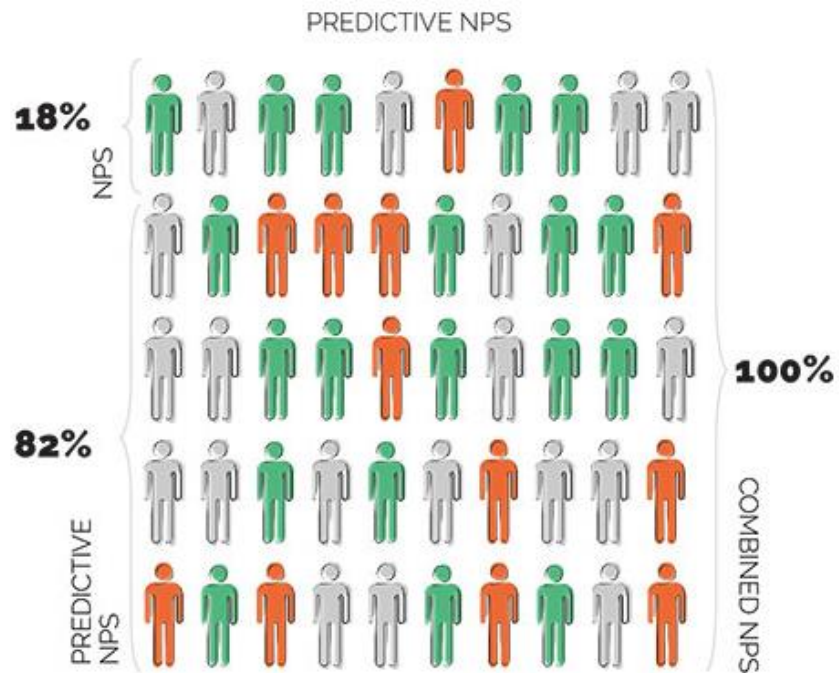


Creative Digital Diaries

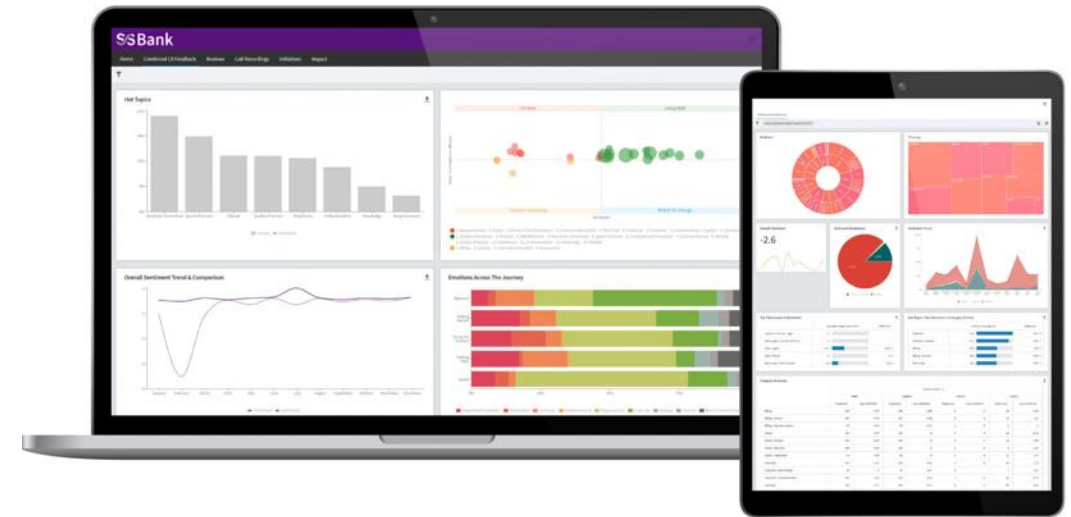


Analyze

Powerful Predictive Analytics



Insightful Text Analytics



Visualize

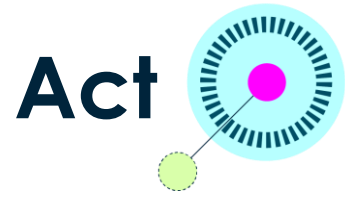


Immersive Data Stories



Captivating Video Insights

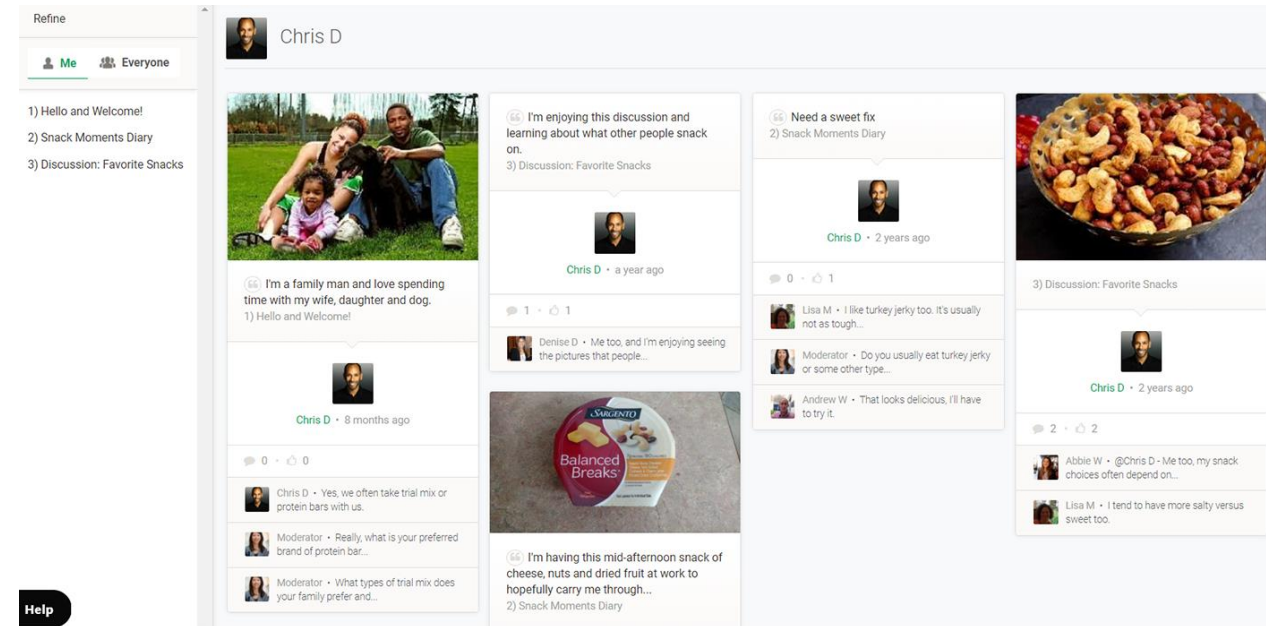





Helpful Action Management



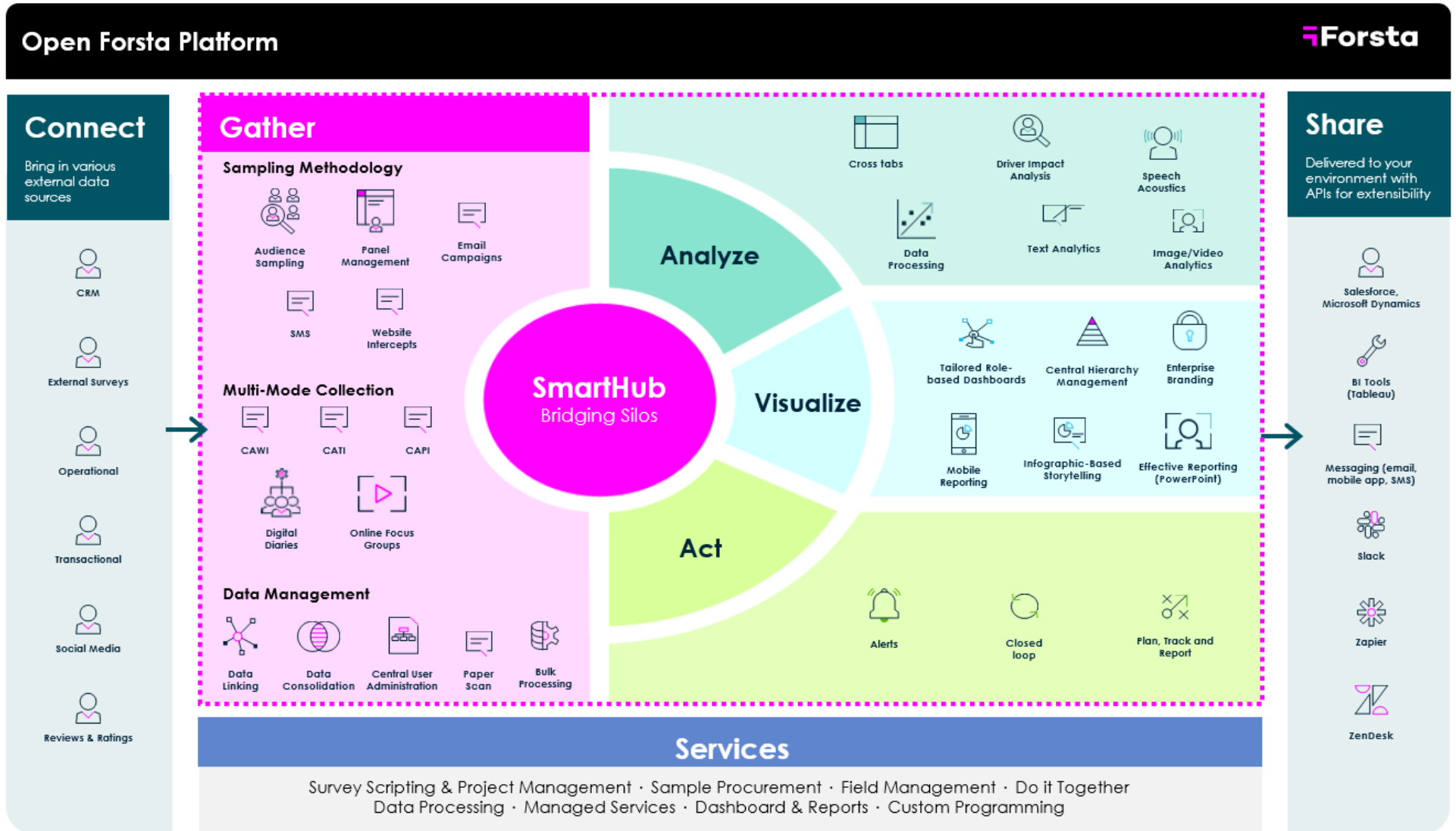
Online Communities





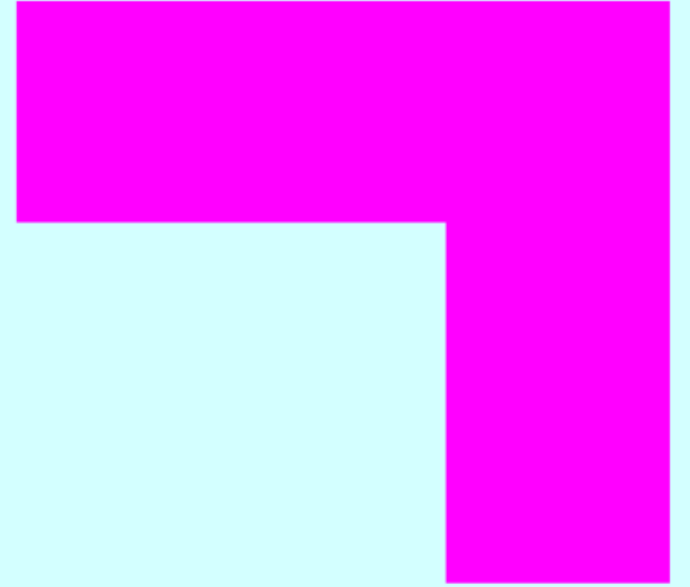
The Forsta HX Platform **provides professional researchers** with the **software tools to enable human experience.**

The Forsta HX Platform





Questions?





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