



SĀGO

CREATING A MORE HUMAN-CENTRIC RESEARCH PROCESS

Putting People Back into Insights

July 2023

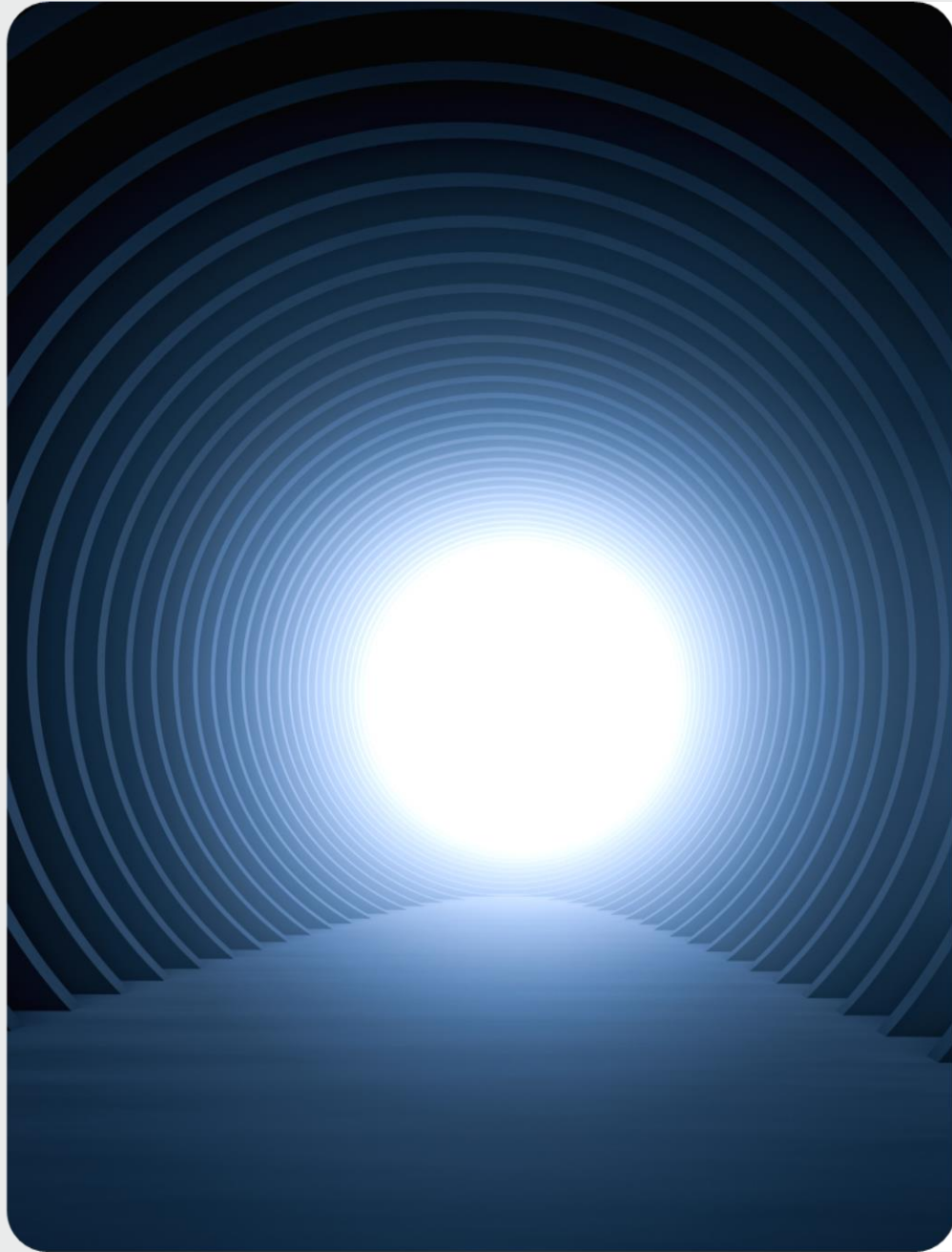
NICE TO BE HERE!



Raj Manocha
CHIEF CLIENT OFFICER



Scott Baker
EVP, CLIENT SOLUTIONS



TODAY'S REALITY

THE IMPACT EQUATION

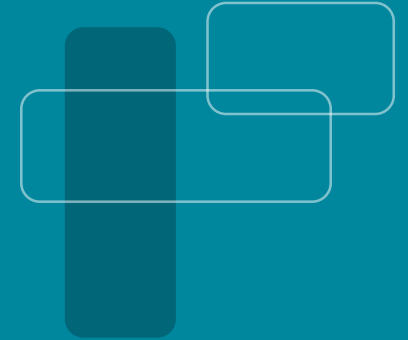
WHY WE'RE HERE



**Let's Be Honest,
We've Got Problems**

- **Fraud**
- **Lack of transparency**
- **Data quality**
- **Participant experience**
- **Business impact of research**





THE RESPONDENT EXPERIENCE



COMPETING FOR RESPONDENT ENGAGEMENT



85% view Facebook videos without sound



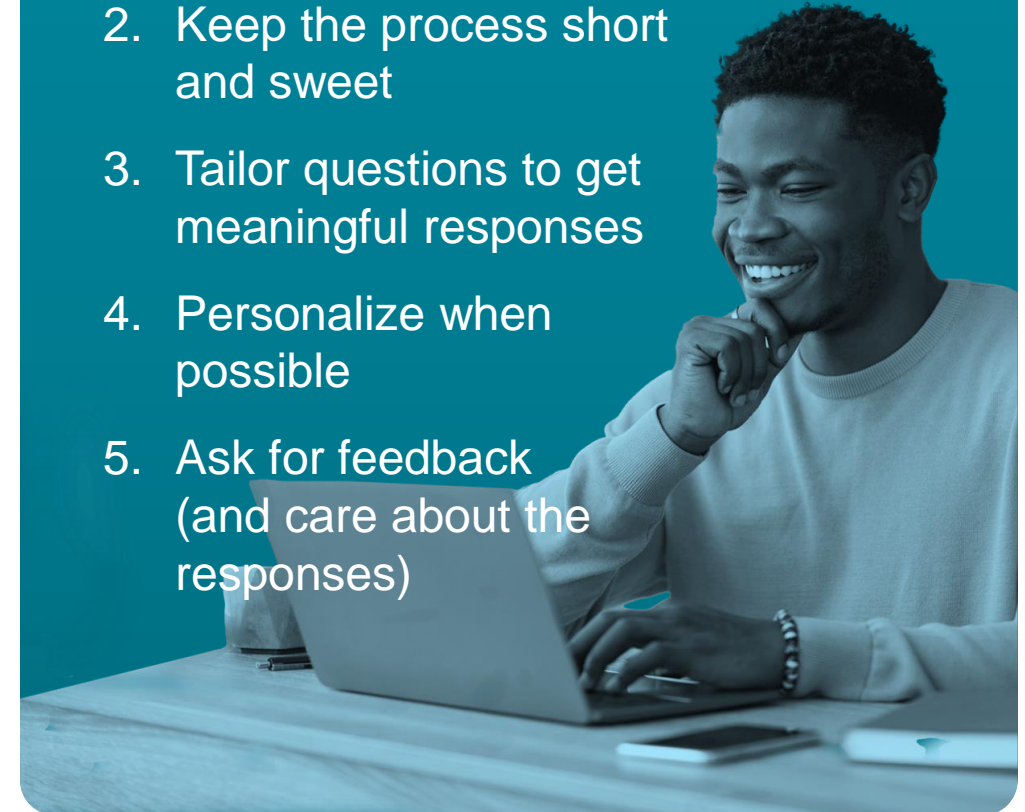
8 billion video views per day



4 sec to grab a user's attention

5 Things:

1. Offer participants something in return
2. Keep the process short and sweet
3. Tailor questions to get meaningful responses
4. Personalize when possible
5. Ask for feedback (and care about the responses)

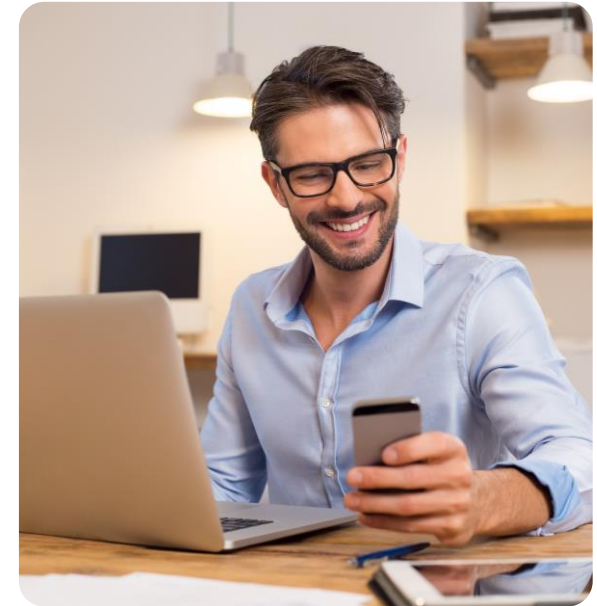


IMPACTING THE RESPONDENT EXPERIENCE



Call To Action

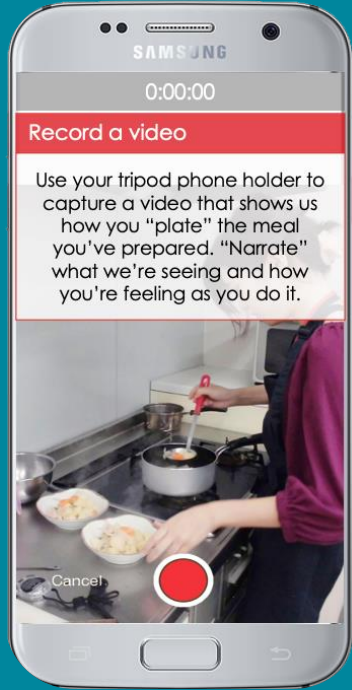
- Make the respondent top-of-mind in the research process!
- Consider ways to improve engagement.
- Incentivize appropriately.





Keep study participants engaged and up-to-date with automated alerts or emails.

Accelerate your product research with mobile based in-home user tests.



SUCCESS STORIES

Highlight.

zappi



ChatGPT

Zillow®

Uber



THE RESEARCHER EXPERIENCE



CONNECTED, TRANSPARENT EXPERIENCE



5 Things:

1. Need for agile solutions/ quick-turn
2. Budget restraints/ internal and external pressures to make it work
3. Juggling multiple priorities
4. Technology solutions
5. Freedom to fail



Once the IHUTs have been completed, the researcher can schedule follow-up interviews with the participants.



SUCCESS STORIES

toluna*

qualtrics^{XM}

GRUBHUB

Voxpopme[®]

DOORDASH

Event Name
5/10/22 at 2 PM —
5/26/22 at 5 PM EST
Label Label

0/4
Events Completed

138
Participants

1,610
Posts

PROGRESS

The researcher observes the progress of the Participants.

IMPACTING THE RESEARCHER EXPERIENCE



Call To Action

- R.E.S.P.E.C.T.
- Thinking fast, thinking slow
- Technology enables us



Uber **Eats**

 **shopify**

dyson



THE STAKEHOLDER EXPERIENCE



INSIGHTS ON DECISION MAKING

 BARCLAYS



35k Decisions made
each day



2.5 Hours spent each day on
what to wear, eat, do



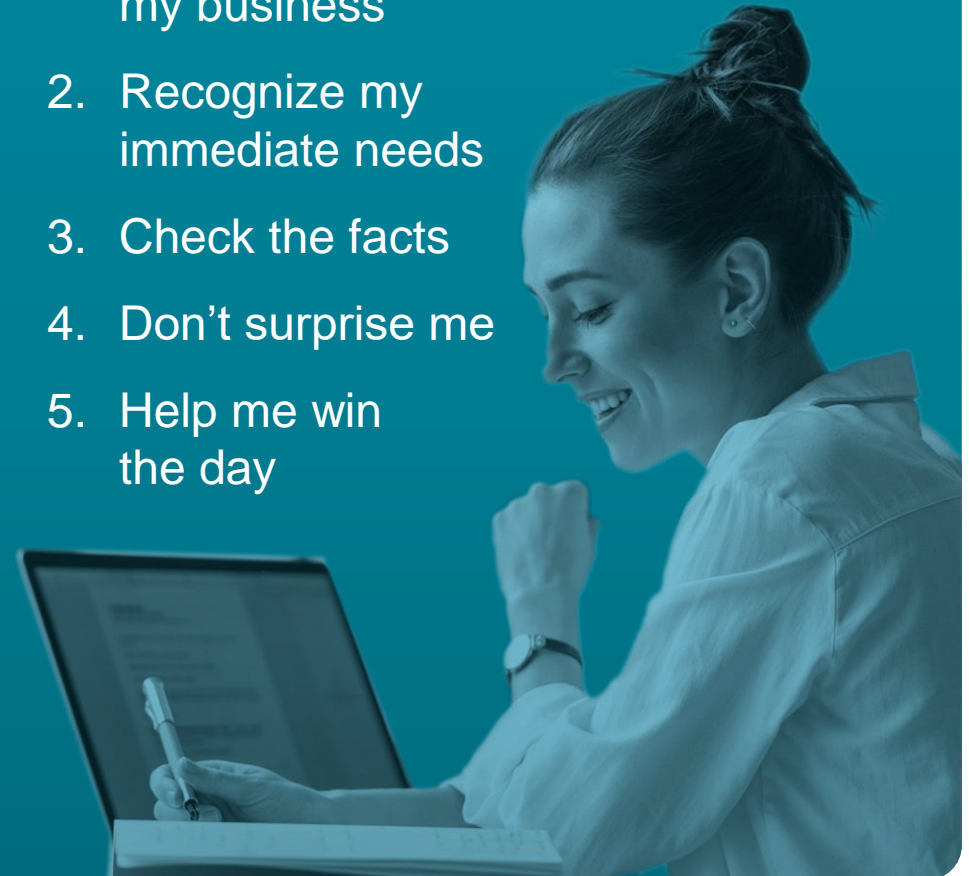
40% of people experience stress
when making a decision



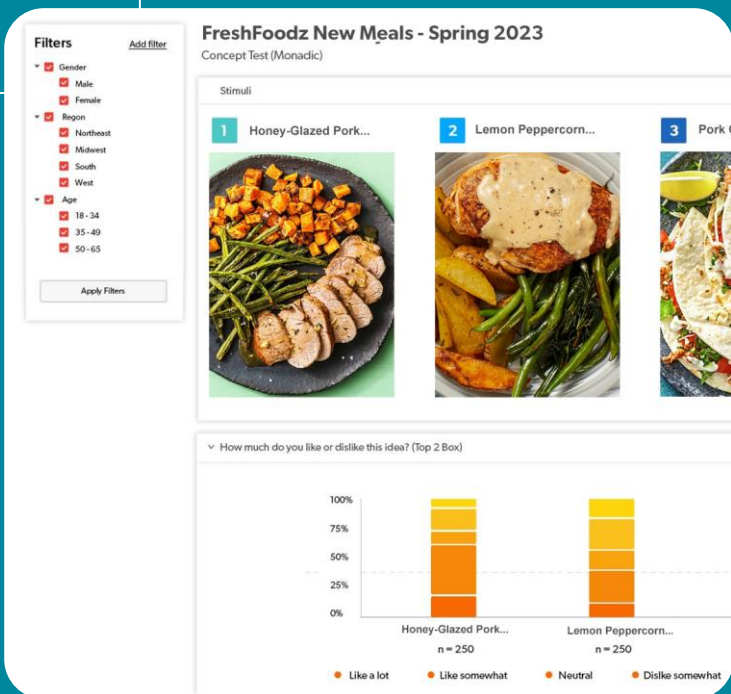
9 Lost days/year/person due to
insufficient decision-making

5 Things:

1. Understand my business
2. Recognize my immediate needs
3. Check the facts
4. Don't surprise me
5. Help me win the day



No need to wait until your project closes, check on all your data at any time.

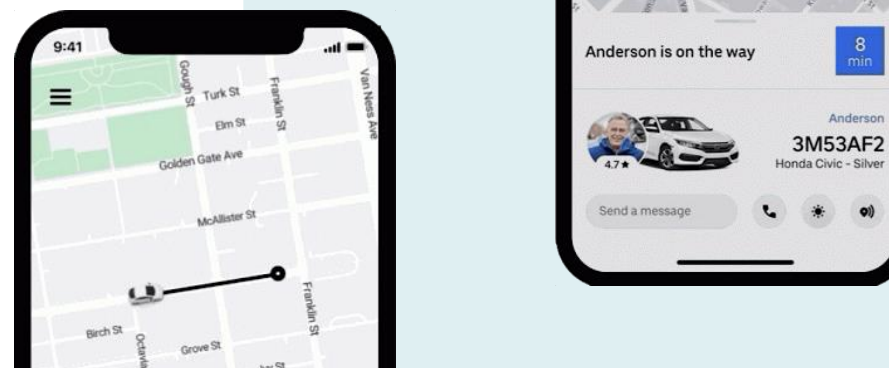


Qual-survey: Concept test on new FreshFoodz recipes

SUCCESS STORIES



Uber



IMPACTING THE STAKEHOLDER EXPERIENCE

The Story

- How do you want it told?
- How do you put yourself in the shoes of your stakeholders?

The Why and What's Next

- AI in Market Research
- Innovation

LET'S CONNECT



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