

GLOBAL MARKET RESEARCH

radius

120 Fifth Avenue, New York, NY 10011

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radius report

THIS MONTH'S TOPIC:

**The Power of a Hybrid
Solution**

Follow a Quantitative Survey with
Radius QualProbe

The Power of a Hybrid Solution

Follow a Quantitative Survey with Radius QualProbe

Beyond our rich analysis and advanced analytical tools to assess quantitative surveys, Radius can help you gain an even deeper understanding of the “whys” behind key metrics and customer decisions.

In addition to having no impact on your overall project turnaround time, Radius QualProbe, a two-day moderated online qualitative session, is custom designed to ensure that you have the most powerful insights to take your business to the next level.



Radius’ blended approach—follow a quantitative survey with Radius QualProbe—can make the difference in strengthening, clarifying, and even revealing new recommendations for marketers looking to optimize their decision-making on critical brand, product or marketing issues.

Radius QualProbe is designed to be a two-way, interactive session that is:

Seamless, Flexible and Personal

- Invite a select segment(s) of participants at the end of the quantitative survey to continue with the qualitative session. Base selection upon pre-identified survey answers or random sampling.
- Engage participants either one-on-one, by segment, and/or in total.
- Probe in-depth across 8-12 questions to uncover the thought process and feelings behind customer responses; participants will log in 3 times [noon, evening, next morning] for approximately 90 minutes in total to answer.
- Present multimedia stimuli from survey and/or new stimuli where participants can mark up positioning and packaging concepts, print ads, videos, logos, web pages, etc.; if desired, request participants to post media (photos, videos) for rich visual feedback.
- Integrate verbatims, statistics, and conclusions into the core quantitative deliverable.

Cost-Effective

- No impact on project turnaround time since participants engage in the 2-day session during the fielding or processing of quantitative data.
- No additional recruitment fees.
- No out-of-pocket travel expenses for your research and the moderator.

Our seasoned facilitators have the unique talent of encouraging all types of consumers, business professionals, and executives to enjoy the research experience while “baring their souls”. To ensure the “directed conversation” remains focused on your top priorities and concerns, we will collaborate with you before and during the qualitative session on the questions and activities.

To learn more about QualProbe, or other approaches offered by Radius, please feel to contact us.

→ **Want to learn more?**

Please contact:

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