

# New Technology, a virtual focus group facility built *Fresh Insights...* *by researchers for researchers.*

## **QualMeeting™** & **Kahle Research Solutions**

Have you had it with telephone facilities that know little about research applications?

Are you done trying to make software that is built for big, geographically dispersed sales meetings or webinars work for focus groups or in-depth interviews?

Are you frustrated with browser compatibility issues and other technical problems that limit your confidence in using new online tools for research?

If so, combining the expertise of Kahle Research Solutions with the technical prowess and support of 20/20 Research's QualMeeting™ is a smart approach to carefully consider.

### *Why take projects online with QualMeeting™ & Kahle Research Solutions?*

**QualMeeting™** takes advantage of advances in technology to provide a stable platform, flexibility and confidence in showing stimulus (PowerPoint, PDF images, video and audio), and a user interface that mirrors the traditional focus group facility set-up. The audio portion of the focus group is conducted using high quality traditional phone connections (not VOIP), while the visuals are presented via a shared desktop that the moderator controls. There is even a whiteboard capability so that participants can circle or point to images and words as part of the discussion exercises. If you need to see facial expressions, **QualMeeting™** can provide and help install web-cams so that up to eight individuals can see and be seen during the group discussion.

A **QualMeeting™** session is similar in concept to a traditional Individual Depth Interview (IDI) or Focus Group. Instead of the participants sitting around the table, they join the session from their own PC or Mac anywhere in the world. And just like in-person sessions, **QualMeeting™** participants see and talk with each other, collaboratively provide feedback on images, videos or creative concepts, and participate in polls. Nearly anything that can be done in an in-person session also can be done using **QualMeeting™**.

In addition, clients watch the group interactions and communicate with the moderator from behind a 'virtual mirror'—providing the same access as if they are right next-door.



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At the end of an in-person Focus Group or series of IDIs, the researcher and client leave with a DVD of the interview. With **QualMeeting™**, the entire event – all audio, video and stimuli – is recorded as a “movie” and, at the end, made available online for reviewing and analysis.

**QualMeeting™** is a completely browser-based system that utilizes Flash technology. By not requiring any third-party downloads or installations, **QualMeeting™** can guarantee cross-browser and multiple operating system compatibility. Windows-based PCs and Macs all experience the same interface and usability. No more agonizing waits for participants to test their browser compatibility.

Additionally, **QualMeeting™** comes with tech support before and during the project. Far in advance of the project, each participant “pre-tests” their computer to identify and fix any glitches, especially with the web-cam. In the rare chance that tech support is needed during the project, a support specialist is online to jump in at a moment’s notice to resolve any issues.

**QualMeeting™** leverages a mix of advanced web technologies to deliver a flexible online platform capable for use in a wide variety of situations. Most importantly, **QualMeeting™** is a tool that is easy to use for everyone involved.



### *Geographic Reach*

When conducting research in-person, participants are typically limited to the cities where the studies take place. With online projects, those potential barriers to success no longer exist. The recruiters can focus on finding the right “type” of participant, regardless of where participants live. Better participants mean better research.

### *Anonymity*

Since we can use this platform with or without the web-cam images, participants can be anonymous and know that they can reveal their innermost feelings without embarrassment or misuse by other participants.

### *Cost Savings*

When moving a project from multi-city, in-person to **QualMeeting™** online, the cost savings for travel\* alone can be significant. Assuming the average project takes place in four cities and three-client personnel travel with the moderator, travel-related expenditures easily can exceed \$15,000. With **QualMeeting™**, 100 percent of those travel dollars are saved.

*\* Travel includes: airlines, ground transportation, hotels, meals, etc.*

### *Quality*

Bob Kahle has conducted hundreds of remote focus groups for a broad range of clients. He is knowledgeable of the latest methods to generate fresh insights that lead to winning strategies. Why work with Kahle Research Solutions? Integrity, Experience, Timeliness, Deep Analysis.

## *For more information...*



To learn more about how you can benefit by taking your projects online with **QualMeeting™**, contact:

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