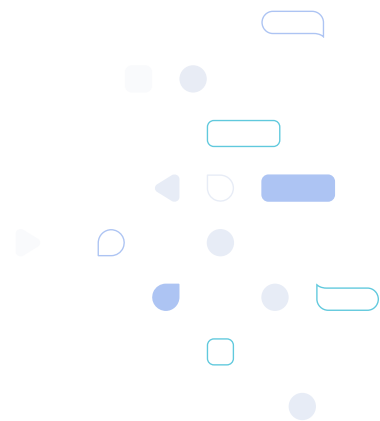




Why Online Makes Sense

Online qualitative research has many advantages over traditional methods. Using Recollective, learn how to make the case to your customers to switch.





The Benefits of Online Qualitative Research

Market research is essential to any business. Today's fast-paced environment demands an approach that provides faster insights to keep pace with constantly changing market trends and consumer preferences.

Daily life trends more and more toward digital and online each day, shifting how our culture interacts with brands, each other and the environment around us. It's imperative for companies to bring new technologies and techniques into play that connect with their target audiences in a way that mirrors their everyday life.

In this article, we'll discuss in detail some of the key benefits we see of running online qualitative studies, including:

1. Improves precision and reach
2. Convenience = higher engagement
3. Comfortable Environment
4. Customized Experience
5. Promotes a mix of independent and groupthink
6. Increases client visibility and engagement
7. Dive Deeper
8. Faster & Cost-effective



Improves precision and reach

Online communities are a great way to speak to a broader or hard to reach audience. Rather than traveling market to market, online enables researchers to span large geographic regions and provides a wider pool of participants to choose from.

This can be beneficial if key targets live in a region not supported by traditional research settings or if it is a niche segment where there are not enough participants in a given area to justify added travel expenses.

Convenience = higher engagement

Asynchronous online research gives participants the opportunity to choose how and when they engage with the research using whatever device they prefer. This allows them to incorporate the research into their schedule rather than forcing them into a time slot that might conflict with other priorities. Some participants may choose to complete activities while at work, while others might have more time to dedicate to the project on weekends from the comfort of their own home.

Either way, choosing online enables respondents to engage with the research in a time and place that is most convenient for them, which in turn results in higher participation rates,

more timely participation and better quality responses.

Comfortable Environment

Researchers are able to uncover more genuine insights when the audience is engaged in an environment that is comfortable and feels similar to their everyday experiences. Traditional research facilities fall short when it comes to experience due to what feels like a forced interaction between strangers in an unnatural setting.

Add on the pressure of getting to these locations on time, often in a busy urban centre, at inconvenient times, and it is hard for participants to get into a comfortable state of mind to focus on the topic at hand. By bringing the study online through Recollective, we find individuals are more willing to participate, provide their input, and make meaningful connections because the environment mirrors how they interact online each day.



Customized Experience

Since activities within Recollective can be sequenced, researchers do not need to worry about having all participants online at the same point in time or on the same day.

With careful task planning and instructions, researchers can create custom environments and experiences for individual participants creating the feeling of inclusion and personalization at the same time. By leveraging Recollective's segmentation tools, researchers can speak to

different groups and target activities and questions all in the same project, replacing the need to conduct multiple focus groups or studies.

Promotes a mix of independent and groupthink

Unlike traditional approaches to research, online communities allow researchers the opportunity to use a mix of methods to engage with their audience which cannot easily be built into focus groups or in-depth interviews alone.

Studies can benefit from gaining independent ideas, opinions or reactions prior broader discussions among participants by using different levels of socialization. This flexibility allows researchers to take concept testing and co-creation to the next level in a single environment or study

rather than breaking it out into separate phases. This can streamline the process and save time and money.

Increases client visibility and engagement

Clients can have direct access to the feedback and results, and have the ability to provide input to the moderators more readily than in focus groups or in-depth interviews. Backroom comments enable clients to participate while the study is in field and ensure that researchers are able to adjust to client feedback as needed.

Dive Deeper

Since fieldwork often takes place over several days, Recollective makes it easy to quickly spot themes, dive deeper and even take research on a new path. Researchers can adapt on the fly to further explore hot topics that are uncovered once in field, explore issues that fall outside of the immediate brief, or take a new course of action to gain additional perspective.

Faster & Cost-effective

With decreasing budgets and timelines, clients no longer want to commit to large research budgets and need faster results to help support decision making. With online communities there is no need to plan for travel time or pay for large travel expenses. Recollective also allows researchers can get their studies

into field in less than 24 hours with one all-inclusive platform cost.

Results are available in real-time, as they are submitted, immediately after launching the study. Researchers can run short, ad-hoc projects in as little as 3 days and “always on” communities make it feasible to get same-day, in-depth responses for even faster turnarounds.

Ongoing communities eliminate the time needed for recruitment, on-boarding and guide programming so when urgent issues need immediate feedback, participants are willing and able to respond within hours. Built in analysis tools help save additional time by making key themes immediately visible right in the platform.

With new activities, tasks and functionality added on a continual basis, Recollective can help companies save time, money and gain higher quality feedback all while providing a modern experience for participants.



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About Us

Recollective is an award-winning software developer focused on marketing research and online communities. For over 20 years, we've worked with some of the world's largest and most ambitious organizations, continuously innovating our software and services as their requirements evolve. The result is a proven software platform that businesses depend on to meet their most critical needs—quickly, easily, securely and affordably.