

# Stage 6IX Consulting & Recollective

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Discover how Meaghan Willis, an independent moderator, was able to successfully launch her own business by exclusively offering online qualitative powered by Recollective.



# From traditional qual to online research.

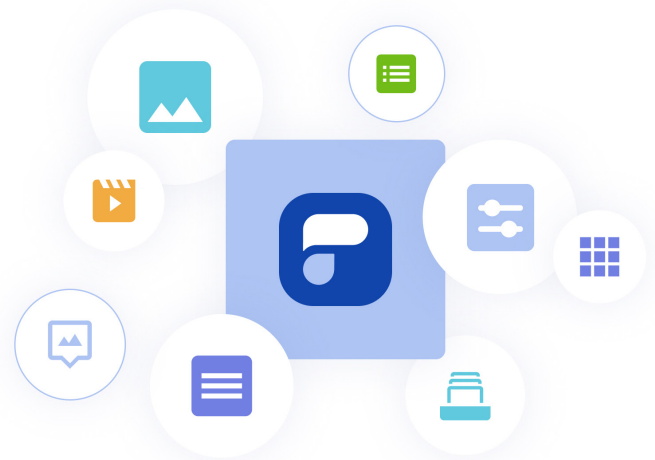
*With a background conducting traditional market research for agencies around the world, Meaghan quickly realized that these approaches were not keeping pace with the way consumers were living their lives and she needed a better way to connect with them.*

In a fast-paced society that trends more online each day, Meaghan needed an approach that mirrored their everyday lives and was able to better tap into their innovation and creativity.

So in 2004, Meaghan started conducting qualitative studies online. Due to the lack of available resources and technology, Meaghan took to programming individual research sites from scratch using HTML. Although this approach enabled her to connect with consumers in a new way, building the technology in-house posed a lot of challenges:

- Difficult and time-consuming to get new projects up and running
- Drain on internal resources and was not cost-effective
- Research focus meant they could not keep pace with evolving technology to provide an updated user experience.

Meghan knew that she needed an environment conducive for research that would help save time, money and increase productivity. In 2009, she went in search of finding alternative technology solutions and tried a variety of platforms in order to find exactly what she was looking for.



# After running numerous projects on different technologies, Meaghan got in touch with Recollective.

Recollective met with her in person and provided a demo site to test prior to running her first research project. Recollective not only provided a modern environment for participants but it gave her a platform where she could experiment with new methodologies, techniques and find new innovative ways to connect with consumers.

Meaghan immediately achieved numerous benefits, including:

- Able to run more projects and field faster
- Improved buy-in from clients leading to increased revenue
- Cost savings yielding larger profit margins

Not only was Meaghan able to save time, money and internal resources by using Recollective, she was also able to increase productivity and win more business.

Since those early days, Meaghan has won over \$60,000,000 in projects using Recollective and has left the agency world to run her own company, STAGE 6IX Consulting, Inc.

She continues to partner with Recollective to deliver online qualitative communities. In the past 3 years, she has launched over 300 communities, using Recollective's moderation tools to successfully manage up to 6-7 at any given time.

## Recollective provides the perfect balance between community and research

"The platform is like a canvas to a painter - it's perfect for someone who likes to customize each experience and try out new interesting ways of conducting research. It's a highly adaptable space, where activities and tasks can be easily developed and modified to respond to spontaneous research needs."

**Meaghan Willis**  
**Stage 6IX Consulting**

