Automation in Market Research Drives Rapid and Impactful Action

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Automation
A Game Changer

Source: Grit report Q3-Q4 2016, https://www.greenbook.org/GRIT_Q3-Q4-2016.html
What is Automation?

- Techniques for making a process operate automatically

- Computers can **carry out tasks** that have well-defined rules
Benefits

- Deliver insights faster
- Handle higher volume
- Provide a richer analysis
- Improve consistency
- Be more efficient and exceed client expectations
Automation in the MR Process

1. Define the Problem and Research Objectives
2. Develop Research Plan
3. Collect Data
4. Analyze Data
5. Present Findings

Survey Design & Sampling
- Panel Management, Sampling, Survey Design, Survey Routing

Data Collection
- Survey Delivery & Data Collection, Web, Email, CATI, CAPI, IVR, SMS, App, Etc.

Analysis & Reporting
- Analysis, Dashboards, Social Analytics, Text Analytics
Automated, Location-Triggered Surveys
Convenient, Meaningful, Engaging

GPS Location
- GPS coordinates
- Outdoors
- Entry/exit survey

Beacon
- Bluetooth
- Indoors, short range
- Display feedback, path-to-purchase
Automated, Location-Triggered Surveys
Current Use Cases

GPS Location
- Market Research firm for Retail Co.:
  - Triggers surveys at competing store’s location

Beacon
- Market Research firm for CPG:
  - Mystery shopping, in-store display trigger
Automatically Categorizes & Interprets Sentiment for Unstructured Text

- Find actionable insights in free-form text
- Increase respondent’s engagement
- Improve respondent experience with shorter surveys

Insights Hidden in Unstructured Data
Automatically Encourage Respondents
Dynamic Open Text Question Type

Please rate your overall satisfaction with your store experience today
(where 1 is low and 5 is high)

1 2 3 4 5

What is the reason for the rating you have given in the previous question?

A little more information would be appreciated

The staff were really helpful and the products

- Please tell us which item you have purchased.
- If possible, please state the name of the member(s) of staff who assisted you.
Automated Analysis
Analysis Reporting Template & Discovery Analytics

Analysis Report Template

Discovery Analytics

How would you like to start analyzing your data?

- Show me a Dashboard of the most important data
- Show me a Comparative Rating Summary of the metric questions
- Show me a Frequency Distribution of a single question
- Show me a Frequency Distribution of selected questions
- Show me a Crosstab report of the questions
- Show me how my rating scores are Trending
- Show me how the key drivers of my KPI metrics
- Show me a list of my responses
- Show me theverbatim themes and sentiment of my respondents

Set up a project

Project name: Score Performance
Select data source: VDC Survey - for Discovery Analytics

How would you like to start analyzing your data?
Automated Analysis
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Analysis Report Template

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What’s Next in Automation?
Automated Self-Serve Research

Define the Problem & Research Objectives → Develop Research Plan → Collect Data → Analyze Data → Present Findings

End-to-End Automated Self-Serve Research

Survey Design & Sampling → Data Collection → Analysis & Reporting
Self-Serve Research

Delivering Results Fast

- Get 80% of the info in a quarter of the time
- Opportunity to rethink business processes and opportunities
- Differentiating factor against competitors
- Capture more revenue from projects you may not have won otherwise
- Consider hybrid research model
Delvinia: Methodify

Pre-Packaged Methodologies

- Select industry-research method
- Select sample and reporting
  - Connected to panel and Confirmit via API
- Configure and launch the project
- View the results in real time on a pre-defined dashboard
- Download final insight and data
A Significant Business Opportunity

- Deliver insights faster
- Save time, cost, and resources
- Drive quality improvements
- Gain a competitive advantage
- Capture additional revenue
Thank You

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