QUALITATIVE RESEARCH

EXPERIENCE MATTERS

Our team of experienced qualitative consultants will help you design programs that provide an in depth understanding of why customers and employees feel, think, and behave the way they do.

The need to understand customers and employees remains critical to the success of businesses, government agencies, and other organizations large and small. While quantitative data plays a crucial role in capturing the opinions of consumers and employees, it often stops short of answering questions about why respondents feel the way they do and what is behind their ideas and opinions.

Qualitative research can help clarify what customers and employees need and expect. It can help provide insights into how service quality can be improved and which factors may be causing service failures. It can also be used to explore topics and ideas in detail, and helps bring to light what is relevant and meaningful.

CFI Group has expertise in a wide array of qualitative research methodologies across a variety of platforms and channels (e.g., in-person, telephone, online, or mobile). We manage all aspects of a qualitative program, including study design, project management, respondent recruitment screening, moderator/interviewer discussion guide development, moderating/interviewing, respondent honorarium payments, results analysis, and report development.

OUR QUALITATIVE PROCESS INVOLVES:

IN-DEPTH RESEARCH
CFI Group's qualitative research approach is designed to allow customers and employees to voice their opinions, concerns, and desires which might otherwise be left unknown to management.

SOCIAL-PSYCHOLOGICAL TECHNIQUES
CFI Group's methodology applies a combination of social-psychological techniques that allow you to better understand the customer and employee perspective.

NARROW-LENS APPROACH
CFI Group's system relies on a "narrow lens approach," a process which allows us to identify and categorize salient factors and re-group all relevant information into a subsequent model, thereby maximizing the information gained from the interviews.

OUR QUALITATIVE METHODS

CFI Group's expert qualitative consultants use a variety of tools and techniques to get to the heart of the issues from the customer or employee perspective relative to their experiences and expectations.

IN-DEPTH INTERVIEWS (1 PERSON)
At the center of many qualitative efforts are in-depth interviews (IDIs). IDIs are best suited for discussions that require a highly detailed exploration of an issue. IDIs can run 20-60, can be conducted inperson or via telephone, and can generate tremendous insight due to the close, personal nature of the discussion.

DYADS/TRIADS (2 PEOPLE/3 PEOPLE)
Dyads and triads are much like IDIs but with two or three interviewees instead of one. They are typically conducted with people who have some type of relationship or shared experience. Conducting a dyad or triad provides a clearer understanding of the process, such as how those involved go about making decisions and what influences those decisions.

MINI AND FULL-GROUP FOCUS GROUPS (4-10 PEOPLE)
Focus groups are the most common of qualitative methodologies, typically comprised of between 4 and 10 individuals who share some type of commonality (e.g., physical characteristic, demographic characteristic, or behavioral characteristic). Focus groups provide the opportunity to understand "the why" behind behavior, perceptions, and opinions.

> *In-Person Focus Groups* use a discussion guide developed specifically to meet the research objectives. The moderator moves respondents from rather general to very specific points of conversation during a 90-minute to 2-hour session. Clients can view and listen to the interaction behind a one-way glass.

> *Telephone Focus Groups* are conducted using online meeting software such as Microsoft Lync or Cisco WebEx. Clients dial in to listen to the discussion and can interact with the moderator via a chat window if they want to quietly inject a question.

> *Online Focus Groups* use a cross-browser compatible conferencing tool. Built-in functionalities such as polling, card sorting, and ranking keep respondents engaged. Clients can observe the online groups in real-time and communicate with the moderator via a chat room feature.

BRAINSTORMING SESSIONS (10-25 PEOPLE)
These "ideation sessions" are conducted with customers or employees and are terrific for exploring opportunities. Idea writing, sensory sorts, wishful thinking exercises, and laddering are just some of the techniques used in a brainstorming session. Clients work closely with the researchers to interpret findings from the sessions.

IMMERSION RESEARCH
Immersion research is conducted to obtain unfiltered accounts of a target audience's personal feelings and experiences over time. CFI Group uses a variety of approaches when conducting immersion research depending on the situation.

> *Ethnographic Interviews* are conducted in the subject's natural environment. By observing the subject in "their world," researchers are more likely to identify and address unanticipated issues.

> *Online Bulletin Board Discussion*s occur over a period of several days. Results from bulletin board discussions can be rich and detailed because respondents have time to provide thought-provoking answers.

USABILITY TESTING
Usability testing is a form of qualitative research conducted to gather feedback concerning the user's perspective of the product's/ website's ease of use, intuitiveness of design, and overall appeal. Usability testing is conducted by using a "think aloud" protocol. The participant is asked to vocalize any thoughts or reactions they have while interacting with the site as they complete specific tasks.