

WELCOMESM WEB ETHNOGRAPHY LEVERAGING COMPREHENSIVE ONLINE MOBILE EXPLORATION TOOL



Observe



Engage



Understand

PAY YOUR CUSTOMERS A VISIT.

THERE IS NO BETTER WAY TO UNDERSTAND how customers really use and interact with a product than to talk to them while they are actually doing it. But traditional ethnographic studies that require researchers to travel to

participants' locations are expensive, cumbersome and intrusive. What if you could more readily engage your customers where they live, work and make purchasing decisions without sending anyone anywhere?

WELCOMESM A NEW APPROACH TO ETHNOGRAPHIC RESEARCH.



Products and services, while aimed at markets, are really intended for people. Your offering soars, coasts or plummets depending on how individual consumers perceive, receive and use it. Without knowing it, you may be inadvertently confusing or frustrating your customers, meeting a need that never occurred to you or missing a homerun by mere inches.

There's only one way to find out: **talk to some of your best customers 1:1**. Let them show you how they integrate your product into their everyday lives. Listen to what delights them, what annoys them and what they hope for.

Just a single hour of 1:1 interaction under the guidance of a trained moderator can yield a gold mine of insights that can help you make intelligent changes to your product, your packaging and your marketing strategies. Now, imagine being able to have those individual conversations with little more than a day's notice and at a fraction of the cost of traditional ethnographic studies.

Today's mobile technology exponentially increases flexibility for researchers and study participants alike. BETA'S WEB ETHNOGRAPHY LEVERAGING COMPREHENSIVE ONLINE MOBILE EXPLORATION TOOL (**WELCOMESM**), powered by 20|20 Research, leverages it to the fullest by utilizing study participants' smart phones as powerful communication channels.

- » **Panels are drawn from a qualified pool** of over 85,000 consumers across the U.S.
- » **Superior video cameras built into smart phones** enable participants to invite you into their homes, offices and anywhere they shop or play.
- » **Automated hardware and signal pre-testing** eliminates frustrating technology glitches and minimizes no-shows.
- » **Costs are significantly lower** than for traditional ethnographic research.

GO WHERE THE ACTION IS.

Because participants are using their mobile smart phones, you can go with them virtually anywhere.

Talk to them as they use your product in their bathroom or kitchen. See how a workgroup responds to a new feature or protocol in real time. Experience interactions with your point of sale firsthand and up close.

USING WELCOMESM, INNOVATIVE COMPANIES CAN:

- » **Follow customers' actual usage patterns**, step-by-step.
- » **Discover unmet needs** and unexpressed wishes.
- » **Reveal potential issues** and concerns.
- » **Understand what customers truly value** about particular products.

DO IT ALL IN A SINGLE AFTERNOON.

Classic ethnographic studies are notoriously time-intensive. Recruiting, scheduling, traveling, analyzing and reporting can take weeks. The insights are indispensable, but they may not come in time to keep you ahead of the curve. **WELCOMESM** virtually eliminates the lag.

It allows you to conduct all of your interviews and review a complete transcript **the very same day**. Our technology even enables virtually instant analysis using keyword searches and skimming to pull the most critical information to the surface.

BETA RESEARCH is a family-owned, full service provider of custom research that helps organizations make smarter strategic choices. Beta was founded in 1970, and has offices in New York, Boston and the Washington DC area. Our experienced employees use a range of methodologies — quantitative and qualitative, traditional and cutting-edge — to obtain information our clients need when making key decisions. Beta Research is a certified woman-owned business with a demonstrated commitment to sustainability and social responsibility.

CONTACT
Gail Disimile
Executive Vice President
516.935.3800 ext 222
gdisimile@betaresearch.com