

Digital Qualitative

Drive understanding and bolder decisions with industry-leading research platforms, recruitment expertise and world-class project management.



Leading-Edge Tools

Our suite of intuitive, in-house technologies makes it easy to deliver the results your clients need, no matter the objective.



Recruiting Capabilities

Get the right insights from the right targets with access to both nationally representative communities and niche audiences.



Expertise

Tap into decades of online qualitative experience and the specialized knowledge of our digital team for unparalleled project support.

We Recruit Specifically for Digital Qualitative Success

- We use both web-to-web and phone-to-web solutions, as well as behavioral social media recruitment, to achieve a diverse and highly engaged pool of participants who demonstrate confidence taking part online.
- We draw from an unparalleled blend of industry understanding, data collection knowledge, recruitment techniques and partner relationships to maximize results.
- As we refine our search, we adapt our techniques for requirements particular to the success of your online method.

Global Solutions

The answers to your questions may not always be close to home.

At Schlesinger Global, we provide global reach and diversity for your digital qualitative recruitment and project management through our teams in Europe and through our trusted network of strategic partners to allow for better insights worldwide.



Our Approaches



Online Discussions

Deliver rich insights with a flexible, iterative approach. QualBoard® combines advanced online discussion technology and other methodologies into one easy solution. Participants take part on their schedule, engaging in a variety of activities so you can deliver clarity and depth.



Web-Enabled Focus Groups and IDIs

Expand your reach and increase your speed to market. QualMeeting®, our real-time interview solution for virtual focus groups and IDIs, combines the visual and audio signals we expect from in-person interactions with the convenience and reach of online.



Mobile Ethnographies

Gain an unprecedented look into the homes and experiences of the consumer. Powered by our Over The Shoulder® app, mobile ethnographies offer a dynamic way to collect detailed in-the-moment and in-the-emotion insights.



Communities

Build your online community once and use it many times to gather critical insights. We provide a right-sized, pre-recruited group of your target audience to tap into over the course of several months or more. If you want to start small, we grow your community as your needs grow.



Local Language Platform Support Sets Us Apart

Ease of platform access, platform confidence, and a positive session experience are all critical to research success. We are the only leading platforms for online qualitative studies that come with local European language technical support for moderator training and set-up, respondent tech checks, and troubleshooting

Our Local Language Support Service is Unique

Bilingual support staff are native local language speakers. They often already know our clients and have deep understanding of the research process, as well as being versed in local and international marketing research codes of conduct and privacy.

Languages Supported

- Languages supported across the USA and globally



English | Spanish
24 hours, 7 days

- Languages supported locally in Europe



English | German | French | Spanish
8am - midnight, local time, 7 days

Let's Work Together

Learn more about how our Digital Qualitative Solutions make it easy to conduct research and collect deeper insights worldwide.

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