

GLOBAL QUALITATIVE

Global differences and preferences abound. Schlesinger Global allows you to take the pulse of markets around the world with expertise, confidence and ease.



A Consultative and Customized Approach

to feasibility and considerations specific to each international market. You keep or hand over as much project management control as suits your needs or your time pressures.



An Expansive Network of Strategic Partners

each vetted for quality, with proven results and each reviewed on a project-by-project basis. Our close collaboration keeps us at the frontline of local knowledge for the best results.



Management Support You Can Trust

Whether qualitative or a hybrid methodology, leave the management of your data collection to our experts and liaise with one dedicated point of contact, committed to your success.





Dedicated Support

Your Field Manager guides you through the global markets, designs the project overview for each market and briefs recruiting teams on the screener, full project logistics, and your objective to ensure all stakeholders are aligned and committed to a high quality result.



We Are Logisticians

We have the experience to anticipate your needs and handle the details from technology set-up and management of online bulletin boards to ensuring a local car rental and guide is ready when you or your clients arrive.



Local Language Services

- ✓ **Development and translation** of your study materials, as required
- ✓ **Local-language moderators**, knowledgeable marketing research and in your area of study
- ✓ **Transcripts or notes** in English or your preferred language
- ✓ Expert, **simultaneous interpreters**, familiar with local dialects



Project Excellence

- ✓ **Flexibility:** We can select our partners or work with your preferred partners
- ✓ **Individual briefings** with each market, leaving nothing to chance
- ✓ Accommodating **special requests** to meets your requirements and delight your clients
- ✓ **Daily reports**, including trouble-shooting and recommendations to overcome challenges
- ✓ **Project debriefs** to ensure a strong partnership and continued success

Our Global Qualitative Solutions

We handle the development and translation of your study materials, as required.

Online

- Webcam Focus Groups & IDIs
- Guided Text Chats
- Bulletin/ Discussion Boards
- Online Communities
- Ethnography

In-Person

- Focus Groups & IDIs
- Healthcare Expert Consultations
- Ethnographic Research
- Usability & Eye Tracking Labs
- Central Location Tests

Telephone & At Home

- Tele-Depth Interviews
- CATI
- IHUTS

Strategically Located Qualitative Facilities

Our reputation as one of the world's premier focus group facilities keeps growing, as does our portfolio of facilities. Our expert local teams and contemporary, spacious facilities are located across the key markets in the US and Europe. Worldwide, we always partner with the best.

Let's Work Together

Learn more about how our global qualitative team takes the pain out of international research.

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