

ONLINE QUALITATIVE

We take a consultative approach to supporting your online qualitative or hybrid studies, combining our unique suite of in-house platforms with our high-quality project management and intelligent recruitment services.



Recruiting Capabilities

We combine core strengths in panel, recruiting and project management to deliver engaged participants who are confident online. We support you each step of the way to create outstanding results globally.



High-Performing Toolkit

Our suite of in-house platforms supporting a broad range of online qualitative approaches sets us apart. We make it smarter, faster and easier to gain impactful insights.



Expertise

Our online qualitative experts help you choose the right method and platform for your research objectives. We support moderators' platform success and ensure participants are confident.

20|20

Research, Uncomplicated.

20|20 Research Joins Schlesinger Group

20|20 Research adds high-quality proprietary online qualitative tools to Schlesinger Group's portfolio of capabilities. When it comes to online qualitative, the depth of your insights and the stories they reveal should have no limits. Our **QualBoard®**, **QualMeeting®**, **iModerate® Chats**, and **Over The Shoulder™** solutions set the standard for rich capabilities and ease of use.



Webcam-Enabled Focus Groups and IDIs

Expand your international reach and increase your speed to market. An ideal solution for hard to reach targets, sensitive topics, and when travel is not an option. Combine all the convenience of an online method with the reassurance of visual and audio signals as participants interact.

This method is powered by **QualMeeting®** or **QualBoard®**.

Online Ethnography

Mobile Ethnography solutions give you an authentic look directly into the home and experiences of the consumer without interrupting their natural environment. It's a flexible and convenient way to interview participants and collect detailed responses, media and in-the-moment insights. Combine with other methods or use for longitudinal studies.

This method can be powered by **Over The Shoulder™**, **QualBoard®** & **QualMeeting®**.



Lean Communities

Half the cost, twice the agility. Lean Communities leverage the latest tools, including AI and predictive analytics, to deliver flexible communities with less effort. Communities are a build-once, use-many-times way to gather critical consumer stories. Ideal for long-term engagements or a handful of smaller studies, you'll have a right-sized, pre-recruited group to tap into over the course of several months or more.

Discussion/Bulletin Board Focus Groups

Advanced, asynchronous online discussions allow you to overcome time zone limitations and gain greater geographic reach to larger respondent groups. Highly involved discussions unfold over extended time frames. Participants share their thoughts with clarity and depth resulting in rich insights that go deeper than the average focus group.

This method is powered by **QualBoard®**.

Guided Text Chats

Discovering critical insights requires an approach that enables individuals to share what they otherwise wouldn't. Moderators conduct guided text-based chats one-on-one in real time. Use as a stand-alone qual solution or part of a hybrid design providing depth to a quant survey. This tool is an ideal approach for moving further, faster and for empowering brand exploration, customer studies, stimuli tests and more.

This method is powered by **iModerate® Chats**.

Mobile Qualitative Research

Mobile qualitative research allows moderators, observers and participants to engage in research from tablets or smartphones. Mobile applications fully integrate into the online platform to maintain the same tracking, reporting and analysis tools available for bulletin board research and online communities. Take research into the field to gain immediate responses.

WE RECRUIT SPECIFICALLY FOR ONLINE QUALITATIVE SUCCESS

For our panel, we use both web-to-web and phone-to-web solutions to achieve a diverse and highly engaged pool of participants.

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.



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.
- ✓ The team is handpicked from our research staff for their technical and interpersonal skills and trained by 20|20's technical team.
- ✓ They often already know our clients.
- ✓ They understand the research process, and are 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 online qualitative solutions can accelerate and deepen your insights as a single method or hybrid solution.

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USA | EUROPE | WORLDWIDE

QUALITATIVE | QUANTITATIVE | ONLINE | IN PERSON

SchlesingerGroup.com