

PANEL DISCUSSION



Moderator

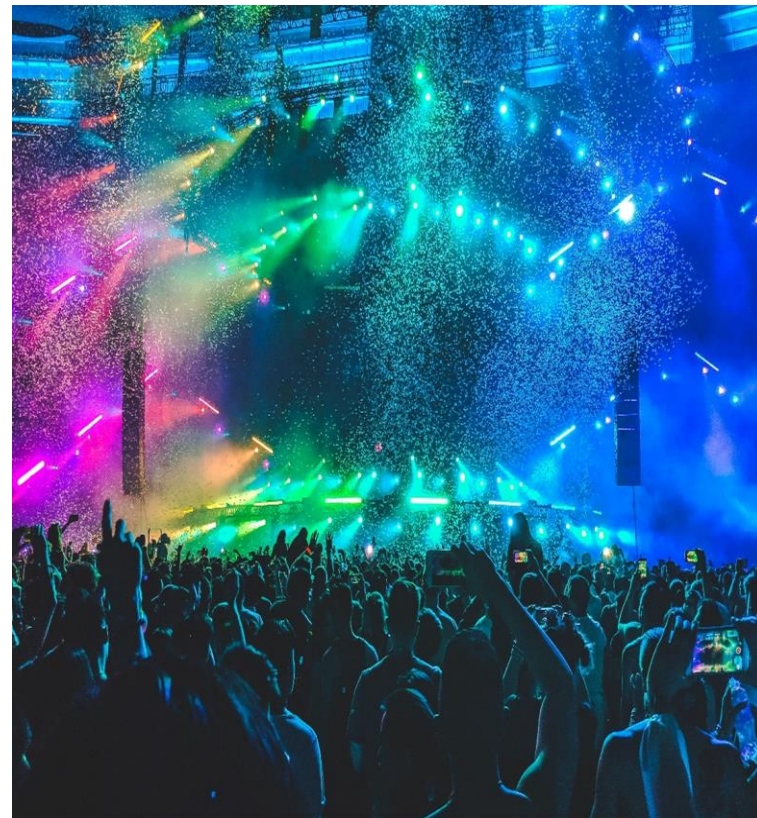
IOAN SIMU

General Manager, Mercury Research

Current technology trends in market research and their potential impact for the future of insights

Panel's Participants:

- ❖ DANIELA HARIUC, Head of Customer Insights – Telekom
- ❖ RODICA POPESCU, Head of Insights – BCR
- ❖ CRISTINA BURLACIOIU, Digital Care and Data Analytics Manager – Orange Romania Communications
- ❖ VICTOR ROTARIU, Head of Strategy and Insights – GroupM



2022

Covid pandemic a catalyst for technology, also in market research

- Forced closure of the “off-line”
- Age of AI
- Need for Inventory and Evaluation
- New, automated Insights Industry

Here to open and encourage discussion

- Review and Questions
- **Share your experience**
- What are the advantages?
- What are the risks?
- What works?



2022



QT

- Q'ire design software
- Templates

Q'ire design software

Dimensions (former SPSS MR)

Nipo

Voxco

Templates

Momentive (Survey Monkey)

Alchemer (Survey Gizmo)

Qualtrics

Forsta (Confirmit, Decipher)

Client Needs, Methodology Design

Questionnaire / Discussion Guide

Sourcing Sample

Data Collection / Moderation

Data Quality Control

Numbers Analysis

Text Analysis

Reporting

Insights Activation

QL

- Online FGs
- Online Communities

Indeemo

Remesh.ai

Qual Board

Incling

Focus Vision

Civicom

Recollective



2022



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- Templates

Q'ire design software
 Dimensions (former SPSS MR)
 Nipo
 Voxco

Easier for end-clients to design with own people and ask their own customers, not use an agency.

Why DIY? Are there any risks?

Client Needs, Methodology Design

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Is Online QL here to stay?



2022



QT

- Panels
- Marketplaces
- Audiences

Independent panels
(Dynata, Toluna)

Marketplaces
(Cint, Purespectrum)

Audiences
(Momentive, Voxco)

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- Panels
- Marketplaces
- Audiences



2022



QT

- Panels
- Marketplaces
- Audiences

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- Panels
- Marketplaces
- Audiences

Is DIY extending to samples outside own customers?

Marketplaces
(Cint, Purespectrum)

Audiences
(Momentive, Voxco)

Text Analysis

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Insights Activation



2022



QT

Eyetracking
TOBI

Social Listening
Brandwatch / Youcan
Netbase Quid / Converseon

- Eyetracking
- Social Listening
- Facial Coding
- Multichannel CX platforms

Facial coding
Nodus / imotions
eyesee / monet

CX multichannel
Qualtrics, Inmoment, Medallia,
Forsta)

Client Needs, Methodology Design

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- Virtual AI Moderator

Conversational chat bots

Cris (Conversational Research
Insight System)

Client Needs, Methodology Design

Will eyetracking increase or decrease?

Discussion Guide

Is there a real chance for a virtual moderator?

TOBI

Sourcing Sample

Is social listening replacing surveys?
Does it cover all relevant data?

Moderation

- Virtual AI Moderator

Netbase Quid / Conversation

- Eyetracking
- Social Listening
- Facial Coding
- Multichannel CX

Data Quality Control

Numbers Analysis

Is Facial Coding useful?

Conversational chat bots

Nodus / imotions

Text Analysis

Cris (Conversational Research Insight System)

Is multichannel CX fulfilling its promise?

Rating

Qualtrics, inmoment, medallia, Forsta)

Insights Activation

QT

Vision Quality - InnovateMR
Quality Score - Imperium
Dynata
PureScore - Purespectrum

- Quality Scores to protect identity fraud, robots
- GPS
- A/V Recordings

2022

Client Needs, Methodology Design



Questionnaire / Discussion Guide



Sourcing Sample



Data Collection / Moderation



Data Quality Control



Numbers Analysis



Text Analysis



Reporting



Insights Activation

QL

QT

QL

Does Quality matter anymore?

Vision Quality - Innovatum
Quality Score - Imperium
Dynata
PureScore - Purespectrum

- Quality Scores to protect identity fraud, robots
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QT

SPSS
SAS
R
Python
Crunch.io
Infotools

- Tabulation
- Analysis and Models

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QL

nvivo
atlas.ti

- Text counting

QT

QL

Are these making us better at analyzing data or did we plateau at SPSS?

Python
Crunch.io
Infotools

- Tabulation
- Analysis and Models

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nvivo
atlas.ti

- Text counting

QT

Caplena (quantitative open ended responses analysis)
Canvs.ai (categorize, classify and analyse the sentiment of verbatim texts)
Zurvey.io (from Neticle - categorization and sentiment analysis)

- AI Categorization
- Sentiment Analysis

Client Needs, Methodology Design

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Reporting

Insights Activation

QL

nvivo (transcripts, analysis, verbatims referencing)

atlas.ti (qualitative data coding, emotion behind text recognition, referencing)

- Text Analysis
- Transcripts
- Verbatim referencing

QT

Is AI text analysis doing the job?

Caplena (quantitative open ended responses analysis)
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- AI Categorization
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QT

Crunch.io
Infotools
Forsta (Dapresy)
Voxco (Marketsight)
Tableau
Power BI
QlikView/Sense

- PPT
- Prezi
- (Multisource)
Dashboards

Client Needs, Methodology Design

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QL

- PPT
- Prezi

QT

QL

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Sourcing Sample

Interactive, multisource dashboards have been here for some time. Are they going to take off? Will they replace powerpoint?

Data Quality Control

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Infotools
Forsta (Dapresy)
Voxco (Marketsight)
Tableau
Power BI
QlikView/Sense

- PPT
- Prezi
- (Multisource) Dashboards

- PPT
- Prezi



2022



QT

Stravito
MarketLogic

- Dissemination

Client Needs, Methodology Design

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Stravito
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Are there significant improvements in interpreting and using information?

Client Needs, Methodology Design

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Stravito
MarketLogic

Stravito
MarketLogic

• Dissemination

• Dissemination



2022



QT

Product DIY

- Assume client needs and appropriate methodology
- Templated q'ires
- Linked to marketplaces
- Data collection tool
- Analysis
- Tabular reports
- Charts
- Dashboards publishing

SightX
Toluna Start
Poolfish
Conjont.ly
Zappi
Sentient
C+R U&A

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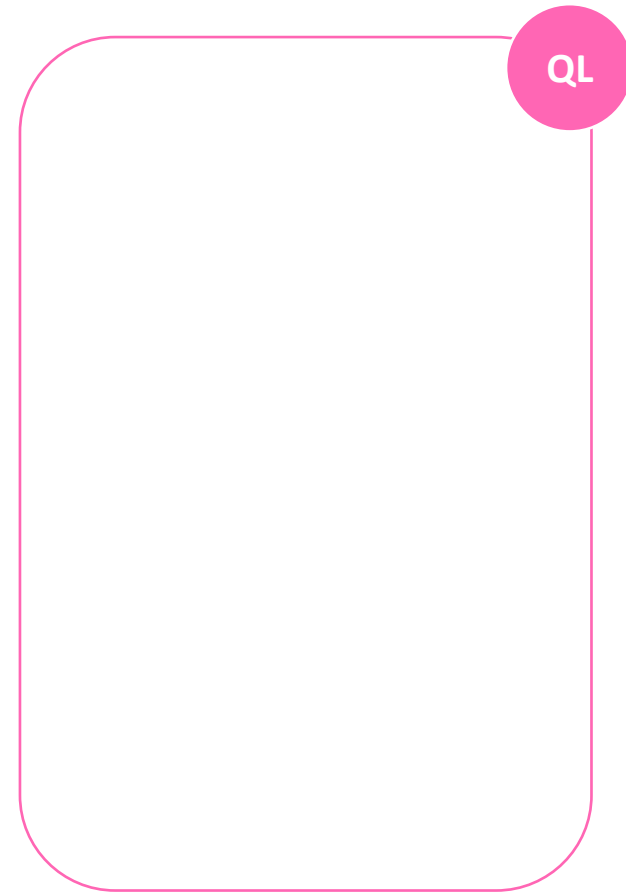
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2022

sormo

QT

Product DIY

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When is full stack DIY useful?

