

PANEL DISCUSSION



Moderator

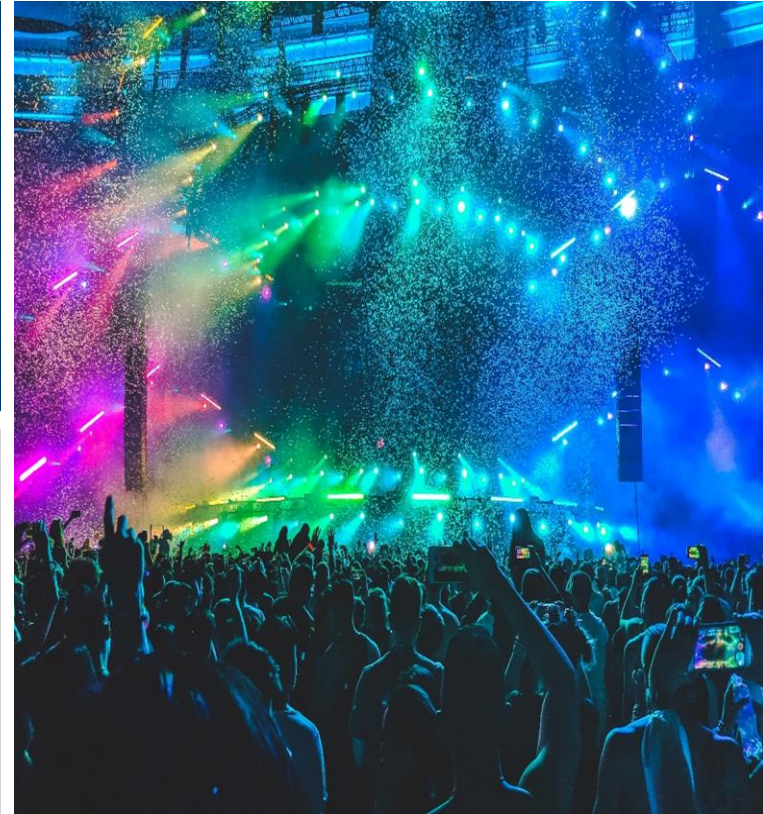
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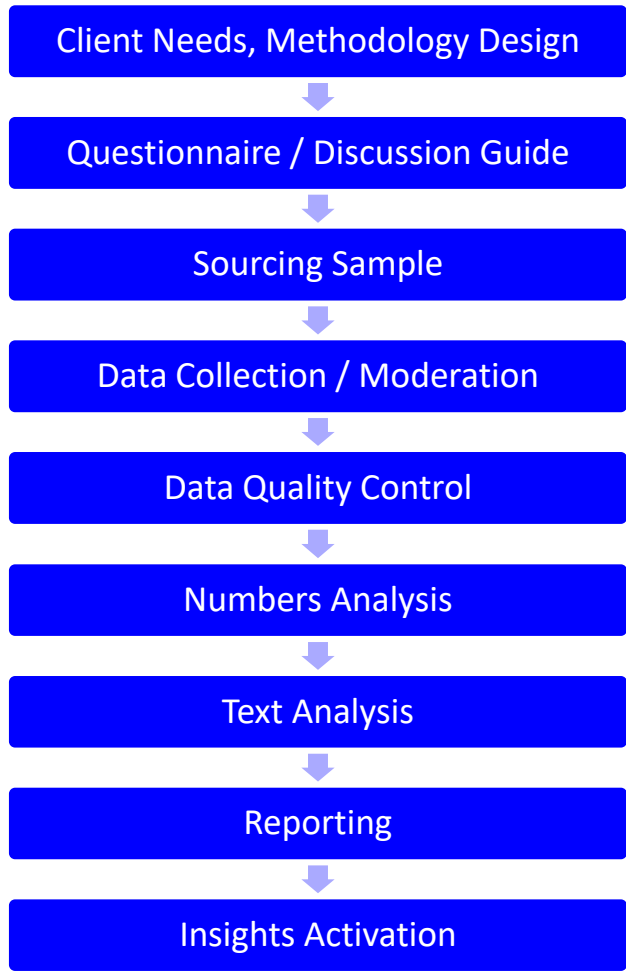
General Manager, Mercury Research

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







1994

sormo

QT

SPSS
SAS

Client Needs, Methodology Design

Questionnaire / Discussion Guide

Sourcing Sample

Data Collection / Moderation

Data Quality Control

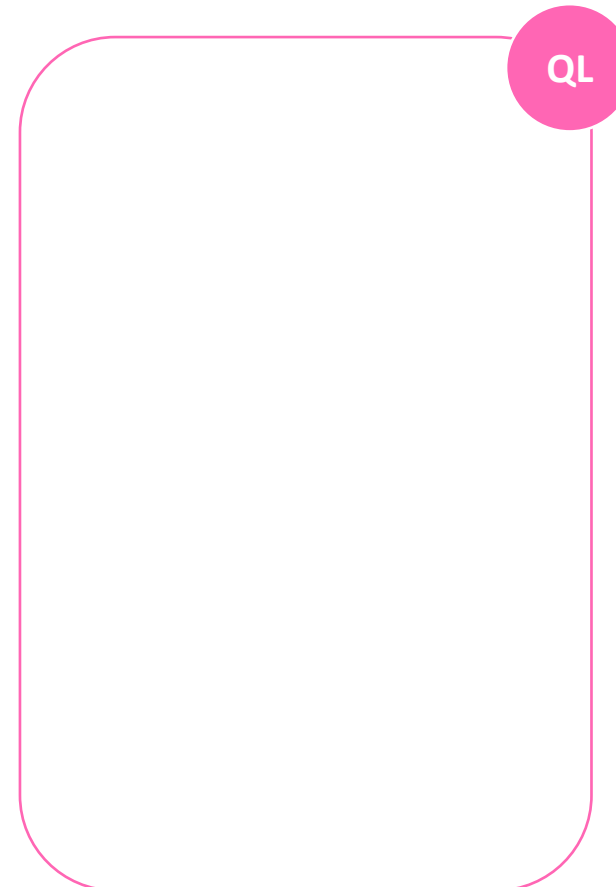
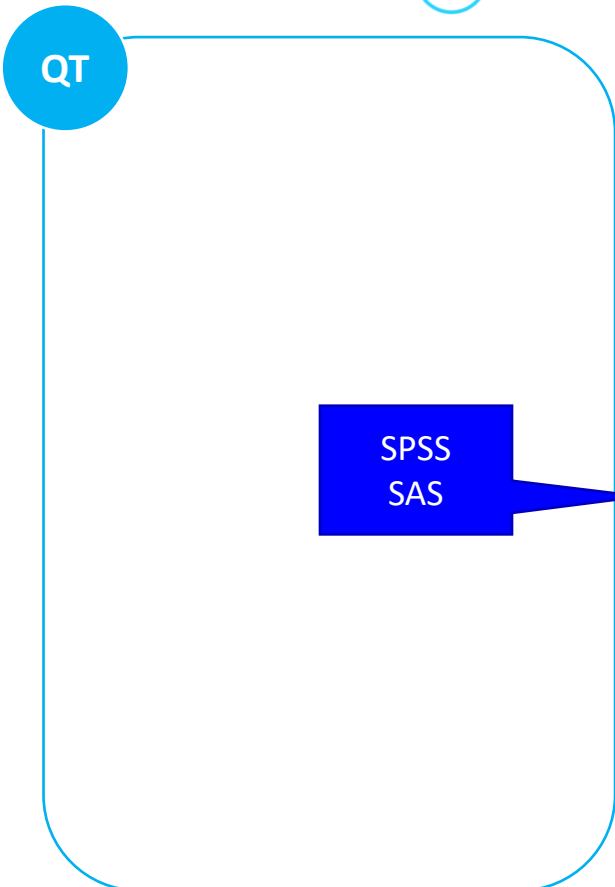
Numbers Analysis

Text Analysis

Reporting

Insights Activation

QL



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

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- **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

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

Questionnaire / Discussion Guide

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Data Quality Control

Data Analysis

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Insights Activation

QL

- Online FGs
- Online Communities

Indeemo
 Remesh.ai
 Qual Board
 Incling
 Focus Vision
 Civicom

Is Online QL here to stay?

QT

- Panels
- Marketplaces
- Audiences

Client Needs, Methodology Design

Questionnaire / Discussion Guide

Sourcing Sample

Data Collection / Moderation

Data Quality Control

QL

- Panels
- Marketplaces
- Audiences

Is DIY extending to samples outside own customers?

Marketplaces
(Cint, Purespectrum)

Audiences
(Momentive, Voxco)

Text Analysis

Reporting

Insights Activation

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

QL

Does Quality matter anymore?

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

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

Client Needs, Methodology Design

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

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Insights Activation

Python
Crunch.io
Infotools

- Tabulation
- Analysis and Models

nvivo
atlas.ti

- Text counting

QT

Is AI text analysis doing the job?

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

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nvivo (transcripts, analysis, verbatims referencing)

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

- Text Analysis
- Transcripts
- Verbatim referencing

QL

QT

QL

Client Needs, Methodology Design

Questionnaire / Discussion Guide

Sourcing Sample

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

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

Data Quality Control

Numbers Analysis

Text Analysis

Reporting

Insights Activation

- PPT
- Prezi
- (Multisource) Dashboards

- PPT
- Prezi

QT

QL

Are there significant improvements in interpreting and using information?

Client Needs, Methodology Design

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Insights Activation

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

When is full stack DIY useful?

Sentient
C+R U&A

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