

ATCS

CASE STUDY

FocusGroups and IDIs



Here's how ATCS gained consumer and product insight with VisionsLive FocusGroups and IDIs in their latest research project for GSK.

ATCS is a Technology consulting firm providing services in Enterprise IT, Digital Transformation, Data Analytics and Marketing Insights. The marketing tech and insights team deliver cutting edge Digital marketing and insights to global marketing and communications teams.

The VisionsLive platform was used to complete the GSK Wellness US/Hispanic and African American consumer/product experience journeys project using the Focus Groups & IDI platform to research into the communities.

ATCS conducted research for GSK Wellness US/Hispanic and African American consumer/product experience journeys project with 10 In-depth Interview sessions.

Making the most out of your online qualitative research is key to meeting your research project objectives, the observer back-room feature on VisionsLive allows the observer to communicate with the interviewer to ensure any additional questions are asked and therefore gaining greater insight from the IDI.

This feature has made a notable difference to ATCS for this project, as it has meant that respondents' answers have been discussed by the ATCS team live and where required further questions have been asked enabling greater insights into the consumer/products experience journey from the IDI. Previously there may have been gaps in the research or alternatively additional IDIs to the same respondent may have been required to gain the same insights, making a cost and time saving for ATCS.

Additionally, all of the IDIs are recorded, and transcriptions created by the platform with the project keeping everything all together should any of the project need to be reviewed for further insights or analysis.

Got an online qualitative research project that needs support to gain greater insights into your customer experience? Request a demo of our platform today!

visionslive.com | info@visionslive.com

ATCS Research Project in numbers

10 respondents – 10 IDIs
450 mins of online qual research
10 English to English transcriptions
10 sessions recorded on the platform for future review

Conclusion

The VisionsLive Focus Group and IDI platform gives you the ability to gain detailed insight from your respondents and utilising additional features from the platform like the observer back-room, ensures that observers can support interviewers in gaining all insights required to complete the research project at once, creating time efficiencies within projects.

This is what Cesar Castillo from ATCS had to say about their use of our platform:

"We use several partners to complete our projects at ATCS. The VisionsLive platform was used to complete the GSK Wellness US/Hispanic and African American consumer/product experience journeys project using the Focus Groups & IDI platform to research into the communities. The platform allows us to interview the respondent and with the client observer back room feature we have an area to discuss the respondents' answers and delve further where required, this feature enables us to change questions and communicate with colleagues to gain greater insight into the consumer and product experiences. Once the IDIs are complete, not only are the recordings saved within the project to revisit if required but we have humanistic reports generated for reference and to complete the research project."

