



Veridata Insights

Case Study

“No” Isn’t An Answer, It’s An
Excuse



Client:

A consulting firm



Objectives:

Recruiting and hosting focus groups of opinion leaders and financial elites



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Details:

A client came to us with what they described as a “crisis” project that they needed completing urgently. It was a Friday night before a holiday weekend. Time was of the essence.

The client needed to recruit for four focus groups, each consisting of needle in a haystack audiences, including Opinion Leaders and Financial Elites.

Each focus group needed six people, so the client was after 24 very niche recruits in total. And we only had the weekend and Monday to get them.



Service:

With not a moment to lose, the Veridata Team sprang into action. Though experienced, agile, and nimble, our team knew that with this drop of a hat project we had our work cut out for us. Thinking fast and making decisions on the fly, the team was determined to succeed.

We implemented a multi-faceted recruitment approach, including our vetted partner network and specialized communities. And we got to work, making the arrangements for the four focus groups.



Results:

The hard work paid off. On Saturday morning we got the approval from the client. By Sunday we had filled half the required recruits. By Monday we had the remaining 12 recruits, and our work was done.

Our client was both delighted and shocked that we had managed to achieve what seemed impossible.

Veridata Insights enabled the client to receive the actionable insights they needed.



Extraordinary Recruits, Excellent Show Rates, Exceptional Client Service

The majority of our projects utilize custom recruits which require a deep understanding of the target profile and actively researching locations where these participants organically engage. Through providing smooth execution, quick and accurate placement, and proactive interaction, we had 97% show rates in 2023. And our white-glove research consultation is one of the most popular of our qualitative service offerings.

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