



Veridata Insights

Case Study

Delivering Exceptional
Qualitative Research Service



Client:

Well-Known Sporting Goods Retailer



Objectives:

Recruiting lapsed customers to take part in a three-day qualitative board



Veridata Insights

Details:

With less than four hours' notice, Veridata Insights' Qualitative Division were tasked with recruiting lapsed customers for a well-known sporting goods retailer. To make matters even trickier, the timing of this was right after Christmas Day and only a few days before New Years Eve.

Furthermore, the request of the client was for the recruited participants to take part in a three-day qualitative board.



Service:

The Veridata Qual Team immediately rolled up their sleeves and got to work.

- Firstly, we managed to successfully recruit the required number of participants from this target audience. We use multi-source recruitment methodologies. And we thoroughly screen and verify each individual, employing a vast range of quality measures to ensure thoughtful participation with genuine and accurate responses.
- The team then utilized proactive interaction including emailing and text messaging the participants to ensure the participants completed all activities required of the qualitative board over the three days.



Results:

The project was a great success. Despite the challenging circumstances, the Veridata Qualitative Team successfully completed the project, and the client was absolutely delighted.

Veridata Insights delivered to the sporting goods retailer the actionable insights they needed regarding their lapsed customers.

The sporting goods retailer was enabled to:

- Understand their customers' purchase decision-making process;
- Identify their customers' pain points and challenges;
- Identify their customers' traits and behaviors;
- Effectively create a strategy based on these insights so to better serve their customers.

Veridata Insights' Qualitative Research Services

For the Veridata Qualitative Division, 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 deliver extraordinary recruits, excellent show rates, and exceptional client service.

