



Veridata Insights

Case Study

Qualitative Research For a
Sports Equipment Store



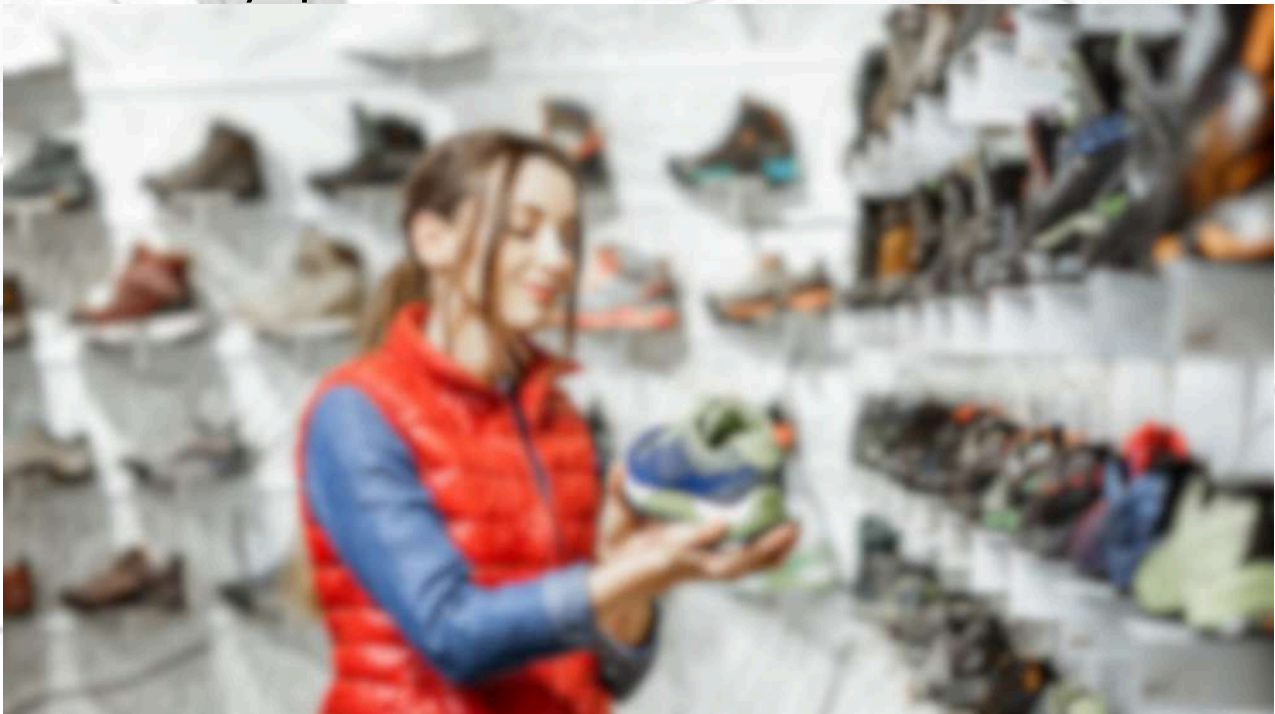
Client:

A Sports Equipment Retailer



Objectives:

To obtain qualitative insights on lapsed customers via a three-day qualitative board



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Details:

A sports equipment retailer came to Veridata Insights in need of urgent help. The timing was challenging, just after Christmas Day and a few days before New Years Eve. And the client needed to recruit lapsed customers to take part in a three-day qualitative board.



Service:

The Veridata Insights Qualitative Research Division utilized a multi-faceted approach to recruit for this target audience. This included calling on our network of pre-approved and verified recruitment sources that follow an extensive vetting process, ensuring top-quality, insightful, intelligent participants for our clients' research needs.

Each individual was thoroughly screened and verified, utilizing a comprehensive range of quality measures to ensure thoughtful participation with genuine and accurate responses.

Veridata proceeded to employ proactive interaction that included emailing and text messaging the participants throughout, so to ensure all qualitative board activities were completed over the three days.



Results:

Although the circumstances were challenging, the Veridata Team successfully completed the project and delivered to the client the insights they needed.

The sports equipment store 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.

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