

We've Got You Covered...

A Guide to Online Qualitative Solutions from Civicom Marketing Research Services

At Civicom, we pride ourselves on the expertise of our service and our people. We offer a diverse range of technologies that can be tailored to your research objectives and are backed by end-to-end Civicom support.

Kickstart your project success with our “Guide to Online Qualitative Solutions” where you’ll see how our services marry together with the various qualitative methodologies and how, with the support of our exceptional team, can be the perfect solution to successfully execute your qualitative research.





Online IDs and Focus Groups

Online in-depth interviews (IDs) are conducted in a one-on-one web room setting where a participant and a moderator discuss a theme or topic. Online focus group discussions (FGs) are broader versions of IDs that involve more respondents.

CyberFacility®

The Benefits of Taking Your IDs and FGs Online:



Access to a more diverse respondent pool because of fewer restrictions with location and time



Web rooms enable you to hold IDs or FGs that include respondents from separate locations



More cost-effective without the need for travel or in-facility fees

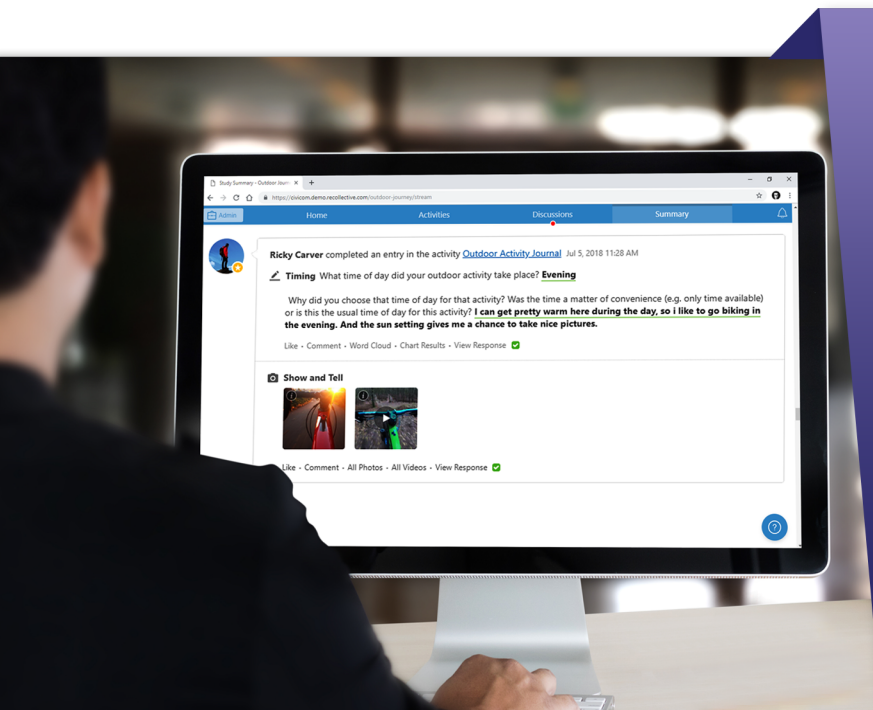


Audio masking and video blurring is available for the safety and security of the participants

THE PERFECT SOLUTION

Civicom CyberFacility® uses our proprietary audio conferencing technology integrated with secure web rooms hosted in our private cloud. Our web-enabled tools include built-in polling, surveys, chat capabilities where interviewers can talk to client observers or respondents privately, dynamic presentation capabilities for showcasing stimuli or message testing, and data anonymization options. Breakout sessions are available for focus groups where the moderator can divide participants into smaller groups to discuss a concept or message.

Your Project Success is Our Number One Priority



Online Communities and Discussion Boards

Online communities and discussion boards take place on an asynchronous virtual platform where respondents complete the self-directed activities designed by the researcher. Researchers have the option to mask posted comments and activities to limit respondent bias as well as open up group chats to enable active community discussion.

ChatterBox™

The Benefits of Online Communities and Discussion Boards:



Easier to reach and recruit diverse respondents from different time zones or locations for short-term or long-term asynchronous studies



Implement extended online communities that last for several months or years



Online community platforms can be accessed anywhere using any computer or mobile device with an internet connection



Intuitive usability as it resembles popular social media platforms

THE PERFECT SOLUTION

Civicom ChatterBox™ offers a wide variety of self-directed activities such as open-ended responses, sort and rank tasks, multiple choice, polls, fill in the blanks, videos, audio files, and more. This solution equips researchers with respondent segmentation features, live chat, gamification elements, and robust analytics and reporting capabilities. The ChatterBox™ team also ensures the discussion guide programming fits your research design.

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Virtual In-Home Ethnography

Virtual in-home ethnography enables a researcher to remotely conduct immersive research, through the use of webcams and mobile devices managed by an interview facilitator, allowing observation of a respondent in their private space in order to understand their product use, consumer trends, and human behavior.

Front Row™



The Benefits of Virtual In-Home Ethnography:



Encourages candid behavior by interviewing respondents in the comfort of their own homes



A study can take place in various locations – hotel, vacation house, or even outside, as long as an ethnographer is present



No cost of transport or set up of bulky professional photography and recording equipment



Provides flexibility as home interviews can be conducted whenever a respondent is at home and willing

THE PERFECT SOLUTION

Civicom Front Row™ lets researchers direct respondents in real-time on what activities to do, ask questions live, or even simply observe as their candidates engage in an activity or walk around and showcase any in-home items, activities, or routines. Expensive videography equipment is not necessary as the solution works with wide-angle webcams, tablets, or mobile devices that can be easily set up at locations when needed. The Civicom team discusses projects in advance and checks technology to ensure successful ethnography IDI sessions.

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Mobile Insights App

Using a mobile insights app maximizes the portability of smartphones and mobile devices to collect consumer insights wherever a respondent is located. It is especially beneficial for researchers looking to capture in-the-moment feedback without the influence of groupthink or bias.



The Benefits of a Mobile Insights App:



Conduct your study in remote locations and complete activities without data connectivity and upload when connected



Design activities that generate audio, video, text, or photo responses as well as polling questions



Use GEO triggering, location, and fencing to start or end activities based on respondent location or limit tasks to a specific area



View responses, generate reports and analyze the results via the web-based researcher portal

THE PERFECT SOLUTION

Civicom ThoughtLight®, our mobile insights app, is perfect for asynchronous research involving audio diaries, patient journeys, and respondent shopper studies. Researchers gain access to advanced respondent management and project analytics while also receiving end-to-end Civicom support on technology troubleshooting, user registration, and activity execution. Our app works with geofencing and geolocation activities and is accessible even with limited to no internet connectivity.

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Mobile Usability

Mobile usability captures user experiences in order to optimize websites and mobile applications for customer satisfaction. It is typically conducted as one-on-one sessions in web rooms with the respondent's mobile screen being viewable to the moderator so that the moderator can see how the respondent navigates.

See Me Navigate™

The Benefits of Remote Mobile Usability Testing:



Gain real-world insights from respondents completing tasks in their natural environment



See a respondent's facial expressions and mobile screen simultaneously as they navigate websites or apps



Probe respondents from different geographical locations in real time right from your computer



Conduct remote one-on-one sessions simultaneously without incorporating facility costs

THE PERFECT SOLUTION

Civicom See Me Navigate™ allows researchers to observe and probe the navigation habits of their participants as they swipe through websites or applications. The setup is completely remote and allows for feedback to be captured in real time. Get a simultaneous view of the respondent on their webcam and their mobile screen as they navigate a website or mobile app. The Civicom team will tech-check respondents for mobile compatibility, set up the interviews, and stay throughout the sessions to ensure everything runs smoothly.

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Multi-Country Research Studies

Multi-Country Research Studies involve interviewing respondents from different countries while catering to their own unique languages and cultures. These often require translators as well as post-study transcription to ensure accuracy and to avoid missing valuable insights.

The Benefits of Multi-Country Research Studies:



Conduct research projects quickly before committing to entering new global markets



Involve multiple countries to uncover patterns, attitudes, similarities, differences, and new opportunities



Bring respondents from different cultures and countries together in one study

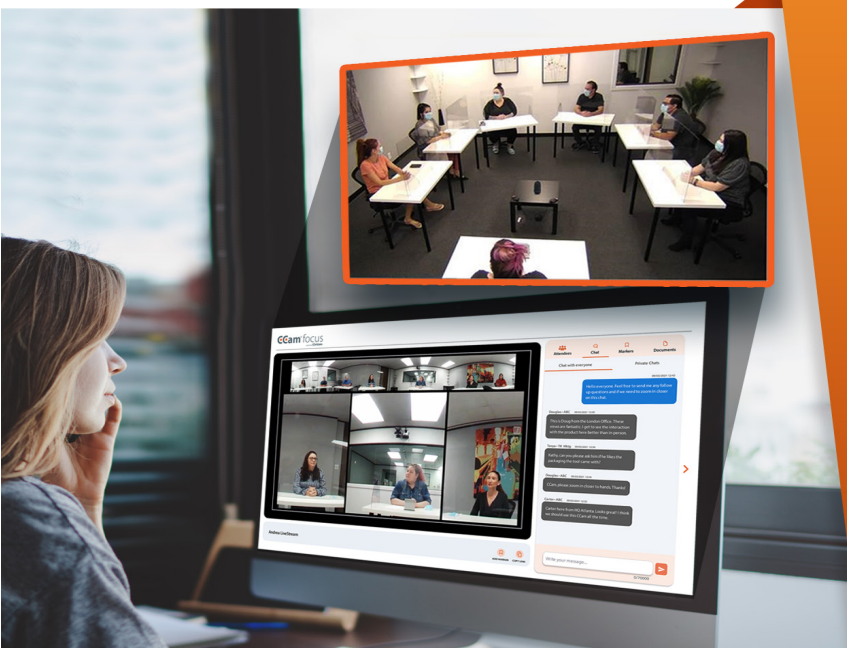


Makes it possible to coordinate multi-language translations and transcriptions for faster reporting

THE PERFECT SOLUTION

Civicom® Marketing Research Services is powered by a combination of proprietary global audio technology, web technology tools, and superior recording capabilities. We can facilitate your IDIs and focus groups in close to 96 countries, in English or the local language. Our online bulletin board is available in over 40 languages. Our global expertise enables market researchers to gather respondents, clients, moderators, and other significant parties to participate in research from wherever they are in the world. We offer extensive translation and transcription services in multiple languages through TranscriptionWing™. We are HIPAA, GDPR, CCPA, and PIPEDA compliant.

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In-Person Research from Anywhere

CCam® is a state of the art streaming and recording service that incorporates single or multiple cameras to deliver the important views necessary to give you the insights you need.

CCam® focus
powered by **Civicom**

The Benefits of Using CCam® focus to Stream and Record your in-Person Research:



HD video quality using the cameras you need (360°, PTZ, Mobile, etc.)



Live, remote camera control to capture the important action



Crystal clear audio



Stakeholders can watch from anywhere

THE PERFECT SOLUTION

Civicom believes that researchers depend on streaming technology and associated back-end services to enhance their research experience and speed-up analysis. While others only offer a single camera view, CCam® provides “optimized” technology designed exclusively for qualitative market research to deliver the essential views that your project and team need. Our technical facilitators have the experience to ensure the technology works seamlessly during the live event and make sure your recordings are available within minutes.

Your Project Success is Our Number One Priority



Over 20 Years of Support for Market Researchers Worldwide

Combined with our dedication to service quality and a client-focused approach, we provide innovative solutions to enhance your research and help you optimize business impact for your clients.

Here's What Our Clients Have to Say About Us

"You guys always figure out the best way to get the learning we need and leverage stim in the digital format. In addition, I really appreciate the behind-the-scenes support your techs provide and the ability to help maneuver stim so we moderators can focus on the conversation."

- Researcher/Project Manager in a Research Firm

"We love the Civicom platform! This project was quite a stressful one with high-pressure clients and quick turnaround. Your team never hesitated even for a second and we were able to satisfy the overwhelming expectations our clients had for us."

- Corporate Pharma/Healthcare Research Professional

"Support on calls is excellent - takes the stress out of conducting webcam/remote interviews to know someone is one hand to deal with tech issues."

- Researcher/Project Manager in a Research Firm

"We always have an excellent experience with the Civicom team, they are business partners in every sense of the word. Thank you Civicom."

- Independent Qualitative Researcher

Your Project Success is Our Number One Priority

Contact Us to Request A Demo or Quote Today:

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