



Engagement solutions

from Explain Research

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Opportunity in change

During the lockdown period, physical face to face engagement with your target audience(s) isn't currently possible. However, that doesn't mean you need to press pause on your research activity.

The team at Explain continue to deliver valuable insight to support their clients, and there are a whole host of options open to those ambitious to try something which is potentially new for them and which can demonstrate an innovative approach to research and engagement, both qualitative and quantitative in nature.

We have over 25 years' experience of finding solutions to deliver insightful research and engagement. Though our work environments now look different, we continue to work very much as one team and, aligned to our partnership working approach, as an extension of your own research and insight team.

Overview of qualitative solutions

Method	Great for:
Groups	
Online community	<ul style="list-style-type: none"> Long term engagement or short 'sprints' Asynchronous or live discussion groups Private group or individual discussion threads Multimedia functionality, including video and image No maximum sample
Online focus groups or co-creation workshops	<ul style="list-style-type: none"> Engaging groups of your target audience Sharing information with participants visually via screenshare Geographical spread in respondents
Individuals	
One-to-one multimedia diary entries / mobile ethnography	<ul style="list-style-type: none"> Understanding behaviours as they happen Typically, in-depth outputs
Telephone in-depths, with supporting information sharing and/or task	<ul style="list-style-type: none"> In-depth discussions Sensitive or technical topic areas Geographical spread in respondents

Online communities

An online community is a clear example of agile research and is a form of social and digital engagement; Explain communities offer a bespoke members-only digital space in which to directly engage 'in the moment' with a desired audience – for example, customers, stakeholders, or internal staff.

Explain communities are currently being used to monitor perceptions of customer service, develop new products, and engage with customers and stakeholders, including vulnerable and 'hard to reach' consumer groups.

Along with the build of each community which includes your company branding, Explain provides an ongoing management and moderation service which sees users encouraged to actively participate in discussion, providing a qualitative two-way conversation. Views and opinions are gathered through discussion threads, polls and online surveys, with fresh and relevant content uploaded frequently to ensure high levels of engagement, providing a 360-degree view from members.

Online communities can be used for both short and long-term engagement, in a plethora of ways in addition to asynchronous discussion, with examples such as;

- Digital sprints, conducted over several days
- Live discussion sessions with recruited members

Online focus groups / workshops

Digital video conferencing software can be used to great effect to hold online focus groups, allowing for audio and visual engagement with respondents from the comfort of their own homes. Screensharing can be used to share information or materials with respondents, thus enabling presentation of information which may be complex, and providing opportunity to address queries to ensure respondents can give informed answers to our questions.

Interactivity will be important and therefore live polls, Q&A, and group tasks like post-it noting for ideation and co-creation can be utilised to keep respondents engaged and add variety to data collection – as appropriate for the questioning at hand.

As with our physical groups and workshops, Explain's experienced qualitative moderation team will manage the conversations using pre-agreed discussion guides to ensure the insights gathered meet your objectives.

One-to-one multimedia diary entries / mobile ethnography

The functionality of a mobile ethnography platform allows for one-to-one written discussions, photo uploads (including screenshots), video uploads, and mobile screening recording. Tasks can be scheduled consecutively or at set days/times.

Though you may not initially consider an ethnographic approach to be ideal for your needs, it is adaptable and can provide in-depth insight. The platform works effectively for any project where you want respondents to 'show and tell', uploading in the moment videos, photos, notes, screen recording etc. Examples of uses could include UX or website testing, understanding a customer journey as it happens either on or offline, diary studies, in the moment product testing, or testing mock-ups of packaging, concepts or documents. It could also be used in place of a longer customer workshop.

The one-to-one platform would allow for in-depth probing by an experienced qualitative moderator.

One-to-one in-depth interviews

In-depth telephone interviews can still be conducted to great effect. Video conferencing software can be used if screensharing is required or valuable for the project, in order to share information or visuals during the interview. Online surveying can be used to conduct supporting tasks, pre or post interview, to add interesting dimensions to data collection.

Overview of quantitative solutions

Method	Great for:
Online surveys	<ul style="list-style-type: none"> Insight at any budget Robust samples Self-completion exercises
Bespoke digital tools	<ul style="list-style-type: none"> Engaging audiences with a tailored solution Interactive techniques and exercises
CATI research	<ul style="list-style-type: none"> Insightful results with a personal touch Engagement across geographies

Online surveys

Online surveys remain an effective method for engaging with any sample of respondents. This can be achieved for all sizes of budgets through a range of channels – we can share with a database of contact email addresses provided by you if you would like to target specific members of your own customer base, or we can partner with a panel provider to engage those outside of your sphere of communication.

Bespoke digital tools

Digital tools are a method of engaging in the digital space using more innovative but still cognitively valid methods. Explain have experience of working with clients in a range of sectors to develop digital tools bespoke to their specific needs, building in gamification and interactive techniques to bring topics to life and ensure engaged respondents, and – crucially – high quality data.

Computer-assisted telephone interviewing (CATI)

Against technological odds, our in-house CATI research centre has successfully relocated from our office to interviewers' homes. We retain full GDPR compliance and our rigorous quality checking processes are still in place, ensuring high quality data collection which you can rely on.

We'll work with you to turn your objectives into a CATI-ready survey, and our interviewers are experienced in conducting research across sectors so can pick up any project with success.

our innovative solutions

Online communities

A branded members-only digital space in which to directly engage 'in the moment' with a desired audience

- Cost effective engagement with customers, stakeholders and employees
- Used by our clients to monitor perceptions, develop new products and services and engage with hard to reach groups



Online surveys

Quantitative methodology to suit most budgets

- Provides breadth of engagement with an audience
- Great for reaching your audience and is easily scalable

CATI research

Fully operational in-house telephone research centre, finalists in the MRS Operational Awards 2017 & 2019

- GDPR compliant
- Rigorous quality checks in place
- Delivering projects in a range of sectors and varying scales



In-depth tele-interviews

A team of MRS trained interviewers

- Structured and semi-structured interviews – great for B2B and time poor audiences
- Provides you with a detailed understanding of your audience's thoughts and perceptions on a topic

- Online focus groups
- Mobile ethnography (diary entries)
- One to one video interviews
- Bespoke digital tools

Online digital engagement

Utilising a range of methodologies to engage with your audience



An extension of your in-house research team

Supporting or supplementing your in-house research and insight team during this period

- 25+ years' experience of delivering mixed methodology market research programmes
- Multi-disciplinary MRS trained research team



Why Explain?

- We are experts in digital solutions, including online communities using our platform as well as bespoke digital research tools.
- We have an experienced team of in-house qualitative interviewers, and this aspect of our projects is never outsourced.
- Our team of CATI interviewers are fully operational from home, with quality checks and GDPR-compliance in place as always.
- We are committed to quality, regardless of the engagement channel, with ISO 9001 and Cyber Essentials accreditations as well as Market Research Society (MRS) Company Partner status.

For more information on how research and engagement can support your business during this time contact the team directly at holly.shiel-redfern@explainresearch.co.uk or 0191 2615261.