

Quickconnect On-site

On-site quant-to-qual

Conduct IDIs or small groups following your central location test with Quickconnect On-site, FPG's quant-to-qual platform, without being there in person!

Quickconnect On-Site allows you and your entire team to probe on specific responses or issues and to obtain additional feedback on product packaging and usage. What's more, through remote moderating, you save time and money.



Here's how it works . . .

- Participant fills out online survey at any Focus Pointe Global facility.
- Responses are monitored remotely in real-time by client and/or moderator.
- Based on survey responses, a participant is selected (by client/moderator) and invited to participate in a webcam IDI or group.
- Participant is led to interviewing room where webcam is set up.
- Moderator/client (remotely) conducts IDI or small group via webcam.
- Session can be viewed in real-time – allowing client and observers to interact with participant – allows for deeper probing and clarification.
- Sessions are recorded for later viewing.
- Multiple locations can be conducted at same time.

To learn more about Focus Pointe Online and all of our service offerings, please visit focuspointeglobal.com or email onecall@focuspointeglobal.com



Enhance your quantitative surveys with in-depth qualitative feedback

Quickconnect allows you and your entire team to gain rich qualitative insights by linking seamlessly from your online survey to a webcam focus group, online community or any other online qual platform.

Here's how it works:



Participant begins online survey



Based on responses, they are selected to participate in follow-up qualitative research



Participant joins qualitative IDI or group session for in-depth discussion

Quickconnect provides immediate insights!

- Links seamlessly from your online survey to in-depth qualitative insight.
- Integrates with all online qualitative methods – i.e., webcam groups, online focus groups, communities, etc.
- Schedule qualitative session immediately following survey or at a later time.
- Provides immediate clarification, deeper understanding of issues, opportunity to gain new insights and speak “live” with your consumers.
- Perfect for IDIs, small groups or large groups.
- Works with all survey platforms – simple programming logic establishes connection.
- Saves time, money and facilitates better decision making.

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