

# RESEARCH METHODS: how to capture customer insights

Type of research	Research method	Extra information	Cost	Average fieldwork time
<b>Qualitative</b>  <i>Observe &amp; Interpret</i>  <i>Gain insights in underlying reasons and motivations via exploratory research.</i>	One-on-one interview <i>Live, call</i>	Understand emotions and needs that drive specific perceptions and behavior. Allows to deep dive into a specific topic	Medium to high: depending on the number of interviews, participant incentives and incidence rate*	4 days **
	Focus groups	Adjust and improve concepts and ideas	Medium to high: depending on sample size, participant incentives and incidence rate*	1 day
	Ethnographic research	Gain insights in unmet needs, behavior and usage patterns via mystery shopping, diary analysis, online bulletin board, in-store or in-home observations or customer safaris	High	4 weeks
	Social media	Gather feedback on social trends or a specific offering via social listening, mining reviews and communities	Medium	7 days
	Secondary research	Learn from previous research, cases studies and best practices	Low	5 days
	Participatory design	Co-design with customers via test user panels, online co-creation platforms ...	High	3 days
	Advisory councils	Gather expert feedback on industry trends or a specific offering	High	1 day
<b>Quantitative</b>  <i>Measure &amp; test</i>  <i>Gather feedback (attitude, opinion, behavior ...) on a specific topic from a representative data sample in order to extrapolate to generalizable results</i>	Surveys	Measure usage and attitudes (U&A), brand values, segmentation, competitive performance on different touchpoints, satisfaction and loyalty ...	Low to medium: depending on the data-collection method (online, F2F, telephone) and incidence rate*	2 weeks
	Data analysis	Improve customer understanding via data mining and/or (web) tracking of omnichannel interactions	Low	3 weeks

\* Research cost is dependent on the incidence rate of the target sample. A lower incidence rate makes it more difficult to find respondents, hence a higher research cost

\*\* Excluding the time needed to recruit respondents.