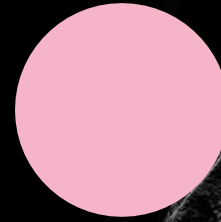


# Savanta: Making Progress

*Savanta Live:  
A suite of online and  
mobile research tools*

18.03.20



# Progress is made by those who commit to a course of action

Our approach as Savanta is designed for clients who are seeking:

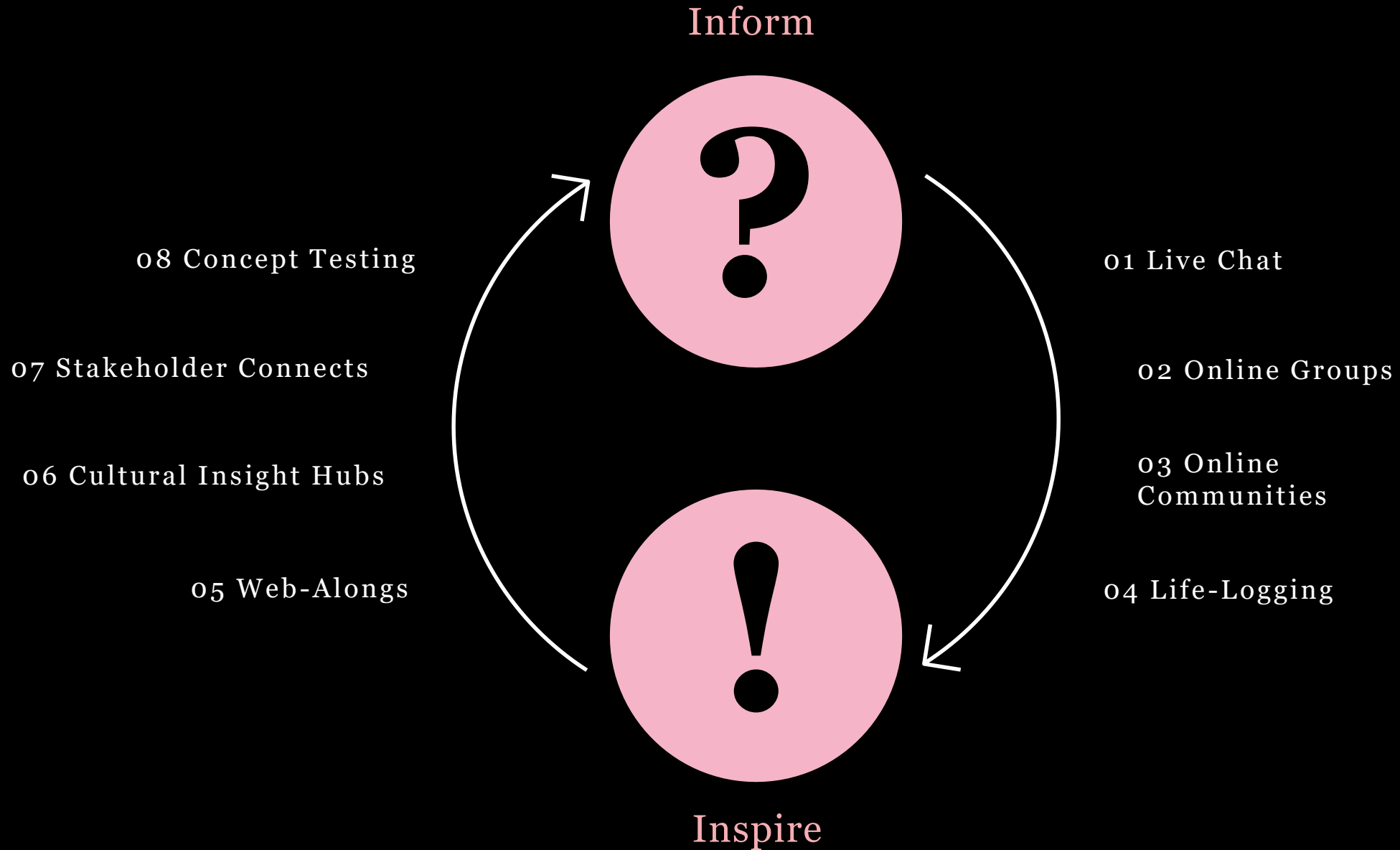
1. The knowledge to inform decision making
2. The inspiration to act on that knowledge, with progress in mind

At the heart of this approach lies proprietary tech systems and our online and mobile research platform.

This enables us to address key research and planning challenges conveniently and at speed, without losing the benefits of f2f approaches. In many cases additional benefits can be found.



# Savanta Live:



# 01 Live Chat

## *Enriched interview experiences*

### Details

45-60 minute 121 depth interviews with individuals or pairs of consumers, customers or project stakeholders, run by expert researchers.

Interviews are conducted online using a secure live chat platform, either Microsoft Teams, Google Hangouts, Zoom, and can also be recorded.

Ability to see the interviewee, focus conversation and get personal creates an intimate experience, and enables you to dig deeper into sensitive issues such as finance, health, family, charity giving.

Convenient times found, with day and evening options offered, meaning we can work around the needs of the interviewee(s).

### Benefits

- More convenient than f2f interviews
- Interview programs are quicker to complete
- Ability for geographical representation – local and global – without the travel
- Greater opportunity for consumers etc. to open up

**Ideal for: stakeholder and consumer insight; business immersion; hypotheses testing; idea testing**

# 02 Online Groups

## *Virtual discussions with added benefits*

### Details

90 minute discussion groups of 4-6 people run by expert researchers. Following the same design and structure of traditional groups, but in a virtual forum.

Interactive groups are conducted online using a secure live chat and video platform, either Microsoft Teams, Google Hangouts. Importantly clients and other stakeholders can join the sessions.

Visual nature of the sessions mean benefits of f2f such as analysing facial expression, non-verbal cues, and body language can still be maintained.

Full group moderation is provided via our experienced facilitators and allows topic drill-down, hypotheses testing, usage and attitudes, brand perceptions etc.

### Benefits

- Easy to set up, manage and facilitate
- No requirement to travel
- Include geographical spread in individual sessions
- Easy for clients to view and interact
- Run at times convenient for your audience

**Ideal for: consumer insight; U&A studies; brand audit; category deep dive; hypotheses development**

# 03 Online Communities

*Flexible, interactive, longitudinal insight forums*

## Details

Integrated desk-top and mobile forum that brings to life consumer attitudes, behaviours, lifestyles, and brand relationships over time, and in real-time.

Fully customizable, gathers pre-recruited respondents to complete both private and public tasks on any given topic(s)

Tasks include direct question and answer, blogging, photo and video uploads, polls, drag and drop options, and also interactive chat, to provide rich insight and multiple data streams.

Fully adjustable in terms of duration and no. of consumers: from 5 consumers to 100, from 3 days to 3 months. Driven by the challenge in hand.

## Benefits

- Large, creatively enriched, information streams
- Private response data and group chat
- Ability to size insights over time
- Interactive, dynamic, and quicker than multiple stages of face to face research
- Available in 24 languages
- Accessed from anywhere and at anytime
- Real-time dashboard enables full client immersion

**Ideal for: audience understanding; brand audits; trends; positioning & strategy; campaign evaluation; innovation and NPD**



# 04 Life-Logging

## *Capturing behaviours & decision making in real-time*

### Details

1 to 2 week digital diary exercises, consisting of pre-recruited segments of friendship groups.

Content generated in real-time using pre-designed and structured WhatsApp or Instagram study.

Designed to record and script moments in real-time, detailing environments, experiences through images, audio and video.

Ideal way to get closer to consumer's lives, adding physical, social, emotional context to behaviours and decision making, in a way that removes the research effect – enhancing the validity of insight.

WhatsApp and Instagram are second nature to most consumers meaning using them for research purposes is a very natural process.

### Benefits

- Less cumbersome than specialist research apps
- Agile and flexible approach that can be adapted in real-time
- Groups easy to set up and manage
- Platforms lend themselves to high energy, creative social interaction
- Simple to use multi-media functions

**Ideal for: path to purchase; U&A; drivers analysis; user experience; customer satisfaction**

# 05 Web-Alongs

## *Understanding online behaviours and UX*

### Details

45 minute online accompanied shops conducted remotely using a participant's own computer and specialist software.

They let us see real customers on real missions and get in-the-moment feedback on user experience.

Helps build up a picture of online purchasing and associated features: touch points, pain points, navigation barriers, comms and design, etc.

Deep dive into user experience provides feedback to inform both detailed fine-tuning and more macro-level changes.

Also sites are also visited and explored to give us a sense of the market and how your site compares.

### Benefits

- Easy and quick to set-up, plan and run
- Multi-market projects, run simultaneously
- Capture real and natural experiences
- Remove post-rationalisation from the process
- Identify pain points and optimise UX
- Benchmark website performance against key competitors

**Ideal for: digital strategy; UX design; website development; purchase journey mapping**



# 06 Cultural Insight Hubs

## *Identifying category and consumer trends*

### Details

Using the mobile app to stream live semiotics and insights from a range of leading-edge consumers and cultural commentators.

Commentators come from different backgrounds – academia, design, media, tech – and possess a finger on the pulse when it comes to trends and the cultural factors driving change.

Enables us to close-in on real-time access to consumers' lifestyles, attitudes, and behaviours.

Ability to drive meaningful, lasting emotional connections with brands and understand extent to which creative ideas and other brand assets fit different cultural contexts.

### Benefits

- Immerse in the world of your brand – locally and globally
- Understand the changing meaning of your brand
- Identify key drivers and barriers across markets
- Future proof brand purpose and strategy
- Insights analysed by trained semioticians and behavioural experts

**Ideal for: future trends; semiotics; consumer understanding; brand positioning; campaign development; NPD; design**

# 07 Stakeholder Connects

## *Inspiring clients through expert engagement*

### Details

Long term connect programs that enable direct access between experts (influencers, opinion leaders, cultural analysts) and clients.

Relationships arranged and managed by us, but nurtured over time by you on our online platform.

Connects utilise the same platform functionality as Online Communities, enabling you and our expert to interact in real-time, and share content, ideas, trends, category insights etc.

Programs are typically 1:1 but can last for any period of time; for the duration of a project, or as an on-going process for insight and inspiration.

### Benefits

- Directly engage with experts globally
- Do it how you want, in your own time, in real-time
- Immersive, creative, engaging experiences
- Customisable design, live chat, mobile capture, and client dashboards with data visualisations
- Minimal fuss: all set-up and PM done in-house

**Ideal for: consumer insight; audience profiling; trends; influencer programs; brand, comms and innovation planning**

# o8 Concept Testing

## *Fast and effective idea optimisation*

### Details

Enables brands to test and refine concepts in multiple markets simultaneously, either brand and creative ideas, or physical prototypes.

Consumers recruited against a specific brief log in to the online platform where they privately evaluate ideas and then collaborate to evolve and optimise performance against a set of pre-defined KPIs.

Mix of tech functionality enhances engagement and test accuracy, e.g. concept mark-up, eye-tracking.

Up to 10 markets, up to 8 concepts, 2 weeks from brief to report. Insight is streamlined and consistent, based on consumer response that is measured, direct, more honest, and more accurate.

### Benefits

- Stronger ideas, faster
- In-depth physical product testing
- Consistent and quicker to deliver
- Private response means feedback can be measured and considered
- Multi-market studies run simultaneously
- Interactive tools enhance effectiveness of feedback and creative development

**Ideal for: concept refinement; NPD and innovation; creative development; campaign evaluation; messaging**

# Six reasons to go live

## 01 Real-time

We know people mostly behave irrationally, so removing post-rationalisation when exploring journeys, pain points and user experiences is crucial if we are to get a genuine read on what drives behavior in store, online etc.

## 02 Flexible

The beauty of online and mobile is its ability to mould around the needs of clients and other participants. It's quick, agile, adaptable, and content and events can happen or be accessed anywhere, at any time.

## 03 Extensive reach

Due to time and budget restrictions research programs can be ponderous and narrow in terms of scope. Shifting to online allows you to add scale through the inclusion of more people, in more places, more quickly.

## 04 Amazing content

Online is interactive and involves multiple audio-visual techniques, bringing insight to life and enabling rich story telling. These stories can evolve over time and allow you to build brand worlds, creative ideas etc.

## 05 Heightened involvement

F2F approaches can be highly engaging, but they don't always democratise the process. Online facilitates measured responses over longer periods of time, meaning participants can generate content freely and uninhibited.

## 06 Fun and entertaining

Online platforms and mobile design enable a fully immersive and enriched user experience. Task plans typically include creative tasks and elements of gamification to maintain user interest and quality control.



# Many thanks.

Contact us for more information:

[better.decisions@savanta.com](mailto:better.decisions@savanta.com)

Savanta  
54 Bermondsey Street  
Bermondsey  
London  
SE1 3UD