SIZZLING RESEARCH

A New Way of Doing Things

GAME CHANGERS
The space and the role of market research has changed tremendously over the last several years:
- Reduced scope and accelerated speed
- Increased access to data

Change in a researcher's mandate from Researcher to trusted advisor:
- 360 degree of research mandate function from research to advisory

The need for a deeper connection with the consumer:
- Their motivations, their triggers, their fears, determinants of choice, the irrationality of their decision-making processes.
- The constant need for agility, deeper insights at low cost

Ever changing consumer:
- They are more capricious and less loyal
- They have less time but are more conscientious
- More idealistic, more socially-conscious, and more experience-oriented than any of their preceding generations
WHAT HAS BEEN THE IMPACT?

Faster methods of data collection
Flexible and open thinking
Finesse in delivery of insights

01
- Heavy on Mode of data collection- Mainly PAPI, traditional FGD
- Fewer global clients, cascading their global experience to the local markets
- Data and Charts
- All rounder , No specializations
- Less crowded

02
- Adoption of early automation – New CAPI software’s, Onset of Online data collection
- Moderate budgets, increase in local clients
- Data Insight and Clients KPIs
- Onset of specialization , Split into Qualitative & quantitative researchers
- Emergence of small players within the research sphere

03
- Demand for new qual, Predictive analytics, App based data collection
- More local clients – Growth in the appetite for research for local players
- Demand for faster outputs , cheaper costs and new to real insights
- More specializations, Innovation researchers , Ethnographers,
- Very crowded – Demand for differentiation

04
- Integration of different data collection approaches
- Demand is on holistic insights about consumer
- Fast Outputs , Simpler and real insights
- Demand for new skills
- New skills required - Data integration & story telling, consultancy/advisory
- Innovation rush by global MR players – into AI, Digital etc

Source: Enock Wandera

Phase 1: Era of Traditional Research
Period: Up to 2010

Phase 2: Era of Early Tech
Period: From 2010 to 2016

Phase 3: Mid Tech
Period: 2010-2016

Phase 4: Fast Tech
Period: Up to 2017 to Date

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• Netflix had disrupted the video rental industry as it realized the insight that people were willing to pay to access movies when they wanted them. It wasn’t about delivering the DVD in a different way, it was about streaming the content itself.
• From Blockbuster we can learn that this passive management response to something that seems like a little trend poking away at our business, can very quickly (within a decade in this case) put us out of business!
I want to propose a new way of thinking on how we can respond to this change

...Through EMPATHY
WHAT IS EMPATHY?
“EMPATHY” IS IN!

Intelligence Quotient or IQ – more purposeful and rational

Emotional Quotient or EQ – deep human understanding which comes from human insight into culture

Love Quotient or LQ – the power of empathy, human connections and bonding

Jack Ma from Alibaba talks about:

“Empathy is, among other things, a key source of business innovation. Although many regard it as a “soft skill,” not especially relevant to the “hard work of business,” it is a wellspring for innovation, since innovation comes from one’s ability to grasp customers’ unmet, unarticulated needs.”

Microsoft CEO Satya Nadella

+10%

Improvement in Customer Experience

+$1Billion

Growth in Revenue
Any question about sample size must not be answered right away until you understand the context of the question. Otherwise, you will fall into the trap of justifying qualitative research by using the criteria for quantitative research. It’s a set up for failure. Avoid.

Kakali Bhattacharya @drkakali

“Literally every time I read a strategy deck from a creative agency these days it’s like the author has never lived in the real world.”

Tom Goodwin @tomgoodwin

Clients don’t think agencies are very insightful @MirrenBizDev #WPILondon18

Source: Corporate Constraints, the Dehumanisation Of Research & Insight and Some Thoughts on Recovery; Emmet O’Brian
EMPATHY CRISIS – HAVE WE LOST TOUCH?

51% of people think empathy has declined

12% of people think it has increased

51% of people think empathy has declined

12% of people think it has increased

38% of consumers say the employees they interact with understand their needs

86% of customers said they were willing to pay more for a better experience

1% felt that vendors consistently met their expectations

14% of marketers say that customer centricity is a hallmark of their companies

11% believe customers would agree
A STORY...

What do you see?
NOW...

What do you see?
1. Are we ready for the empathetic switch?
@Safaricom_Care kindly reverse this transaction MDO11H3POL. I bought airtime via ipay, today is the third day and have not received the airtime. They are not responding to my complaints too.

It's funny how all my friends from the diaspora complain about the same thing when it comes to data usage on Safaricom. Our complaints are falling on deaf ears @SafaricomPLC @Safaricom_Care

I'm very disgruntled

Example of a Companies Well on their way on this journey

‘EMPATHETIC SWITCH’
How can we embrace the empathetic switch in helping the client to understand their consumer better?
IMMERSING OURSELVES IN PEOPLE’S LIVES

Listen Deeply to Real People in Real Life

See What They’re Not Aware Of

Hear What They Won’t Tell You

Feel the Insight

Understand Life Context
HOW DO WE DO SO?

Some of the ethnographic tools that can help to understand the consumer deeply are as follows:

In the moment mobile
Respondent self-reports experiences immediately as they occur, in response to triggers or prompts.

Life house
A house filled with consumers brings simulated real life experiences. Uses disruptive techniques like gamification, confessionals and conflict. Intense yet accessible research.

Consumer DIP
The research organization designs experiences and curates knowledge; client team leads the connections.

Destination insight
Through in-context experiences, brings clients closer to a topic, category, trend or target.

Non-verbal observation
Observe natural behavior via suite of tools incl. passive observation/video, eye tracking, biometrics, facial coding.

Immersion
A glimpse of the real life context in which people live, work, play, and shop. Walk a moment in their shoes.

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Ideally, we would ‘be there’ with people when they make the decision but this is practically not always possible. So we gamify the experience so people don’t feel like they are in research. This makes them more open, more spontaneous and more likely to share the great stories that form the foundation of insight. At the simplest of levels, this can mean switching a venue from the static viewing facility to a more dynamic space where people like to spend their time in real life.

In Nigeria, recently, we held our conversation with people in a Hot House – a place where they felt ‘at home’ and truly able to be themselves.
PARTICULARLY, FOUR THINGS STOOD OUT:

.. In our research design people did not need to be in a ‘response led’ discussion. They behaved normally when put in a situation of use.

The fact that the **client got real time connection with consumers**, they also got both depth and agility as consumers interacted naturally.

The client was able to call adjustments along the way which allowed them to confirm facts in the act.

The activities generated A LOT of constant information. The client was amazed when they saw consumers in their natural state; saying one thing and living another.

It helped client keep the reality of their consumers’ lives front and center in their minds as they are innovating new products & communications.

*This added rich insights into the topic at hand and showed in depth, nuanced local market context & understanding...*
BUT WHAT STOPS US AND WHAT DO WE NEED TO DO?

But what is hindering us?

COMMERCIALIZATION

• Pursuit of Business – bottom line vs. top line
• Quick returns
• Immediate results

LOW LEVELS OF EMPATHETIC SKILLS

• Empathy does not come naturally,
• Have to work towards it

AREA OF BUSINESS

• We need to be more empathetic and less transactional

CLIENT SIDE

• How to make them understand the role of empathy in making sound decisions

What do we need to do?
…to what end?

Value Creation

Creating value for the people you serve:

• Better products
• New ideas
• Give them voice / feel heard
• Connect with them
• Connect them to each other
• Providing the correct identity
BE SURE.
ACT SMARTER.

GAME CHANGERS