

OBJECTIVE

SIRR™ is the choice industry innovator in delivering detailed, data-driven research to businesses. SIRR™ provides Market Reader Pro™'s clients with superior information in the form of audio, video, and still images. SIRR™ maintains its technological edge by providing results that are sophisticated, yet simple.

CURRENT PROBLEM

In conducting consumer insight research, companies frequently rely on focus groups, mall intercepts, and surveys. These forms of research do not provide the comprehensive data that are gleaned from in-home product tests. However, in-home product testing is often prohibitively expensive and inconvenient, entailing costs of interviewers traveling to consumers' homes and the hassles of scheduling and interrupting consumers' daily routines.

GLOBAL. SIMPLE. SIRR™ — SERVICE DESCRIPTION

SIRR™ is a product testing system designed to acquire real time data directly from the consumer's home or business. As never before, we can perform qualitative interviews directly within the consumer's home without the need to travel to the site.

Once collected, consumer data, including audio and video, are posted on a secure Web portal for the client's use. On these Web portals, Market Reader Pro™ posts highlights and consumer comments. Our team also analyzes the results of interviews and provides clients with comprehensive action reports. Our clients have had much success integrating these clips into their sales and marketing presentations.

A recent SIRR™ study conducted by Market Reader Pro™ for a major appliance manufacturer included the following. The study was completed within two weeks and included recruitment and screening of consumer participants, creation of a discussion guide, shipping of equipment to homes, receiving of the interviews, and posting of the interviews on a secure Web portal.

“The videos could be played, replayed, and studied to better understand customers' routines and habits.”

“I liked hearing the customers' impressions – as well as hearing their beliefs and assumptions.”

“It was nice to hear first hand what the folks thought of the product and how we could improve it.”

“Often times the issues or improvement suggestions cannot be adequately articulated in a survey.”

“We can see what's happening in the homes – I absolutely think this is good.”

“I picked up a lot of 'feelings' from facial expressions. Sometimes the customer was being positive, but you could tell he or she didn't really care for a feature or didn't find value in it. I think the in-home interviews are the only way to pick up on nonverbal cues.”

TECHNOLOGY

We supply the data collecting equipment utilizing standard wireless internet protocols. Data are reported back to clients via a secure Web portal. This allows everyone on your project team to easily see the consumers' responses to your products and ideas, wherever the consumers or your team members may be!

