



Harnessing the power of Qual... ...because sometimes it just has to be face-to-face

SME customers are at the heart of your business, but how do you know what makes them tick?

Few would doubt that talking face to face with SMEs is the gold standard of B2B qualitative research. But engaging with busy decision makers can be tricky: getting several together in the same place at the same time is both challenging and expensive.

And when you have a single burning issue or short series of topics to explore, how can you achieve a focus group dynamic without incurring disproportionate expense?

Qualibus provides a flexible and affordable focus group solution to these challenges.



How does it work?

Buy respondent time in 20 / 40 / 60 minute slots

Topics are ring-fenced with confidentiality assured

We ensure that within any session, there is no replication or conflicts of subject areas

Group composition will typically comprise a general cross section of six business decision-owners by size (micro; small; medium) and location

Number of groups is your choice

More targeted audiences can be convened subject to viability

Led by experienced B2B moderators

A new B2B qualitative research capability which every decision-maker should have in their toolkit.

The 'go to' place for understanding SMEs

Call 0203 397 2550 or email info@decision-architects.com



Key Benefits

Cost Effective	Extremely cost effective: saves you the cost of recruiting a full length, full group (c. £6,000)
Deep Dive	Face to face, qualitative insight, experienced moderation
Targeted & Tactical	Addressing specific, short burst, tactical issues with the people you want to hear from
Touch & Feel	Its qual: show visuals, explore concepts, brainstorm...
Flexible	Buy respondent time in 20/40/60 minute 'slots'

Deliverables

Standard		Optional	
A verbatim-based management report specific to you		Video-footage of the discussion is offered as an optional incremental charge	

Indicative Time Scales

2 Weeks	1 Week	Next Day
Fieldwork completed within 2 weeks of confirmed request	Standard report available one week after final focus group session	Premium service available for next day + 1 feedback

Indicative Tariff (UK)

A standard group of 6 decision makers in:	20 minutes	40 minutes	60 minutes
– micro businesses (1-9 employees)	£2,500	£4,000	£5,000
– small businesses (10 – 49 employees)	£2,500	£4,000	£5,000
Specifically targeted audiences (including Medium enterprises)	Priced individually on request		
Premium reporting (next day + 1)	+£750 per group session		



Qualibus sits alongside our bespoke (UK and multi-national) SME qualitative and quantitative research capabilities

Examples Case Illustrations

1 A creative agency wishing to do a health check on reactions to a campaign aimed at small business decision makers as a follow up to more detailed creative development research. They expect this amounts to only 20 minutes but ideally want a group dynamic.

2 As part of an ongoing thought leadership initiative, a client wishing to identify cutting edge issues/ topics of concern among SMEs, split by size. They don't need to engage in a long debate but do want frequent quarterly dipsticks to stay current. The cost of full recruitment, standard SME focus groups would be disproportionate and over-budget

3 An advertising agency wanting to include original insight into a competitive pitch; to explore attitudes toward a particular product or brand. They want depth and colour but of course budget is at a premium

About Decision Architects

Decision Architects operates in the space between market research and management consultancy – working with clients to tackle their most pressing commercial questions and issues. *Qualibus* is just one service within a range of research support tools we offer to clients.

Talk to us about how we can help support your SME business objectives with the clearly signposted actionable output you need to drive effective business.

Contact Us

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