

Customer Case Study

Confirmit for Conjoint Analysis

Zussi Research Delivers Better Consumer Insight Through Confirmit Conjoint Analysis Offering

Zussi Research is one of the UK's fastest-growing online Market Research companies. With access to over 4.2 million online consumers, and a client list that includes some of the UK's leading consumer brands, Zussi Research prides itself on the positive experience it offers to respondents and the fast, cost-effective service it provides to clients.

Part of Data Media and Research Group, a subsidiary of the Daily Mail and General Trust Group, Zussi Research was established in 2007 with a clear focus on cost-effective consumer research that provides live results for prompt business decisions.

To support this goal, Zussi Research selected Confirmit and its Community Panel solution as the platform on which to conduct all of its online research activities including brand awareness, pre- and post-advertising, customer satisfaction, and employee satisfaction studies.

In addition, Zussi Research has extended its use of Confirmit by integrating the platform with Sawtooth software, provided by reseller SKIM, to become the first research company in the UK to offer conjoint analysis via the Confirmit platform.

A Flexible Solution to Support an Expanding Business

Delivering consumer insight, competitive intelligence, and market analysis is a competitive business. Zussi Research's considerable first-year success has led to a period of rapid growth that requires flexible support from its technology solutions and suppliers to ensure it keeps pace with market changes while continuing to deliver outstanding service to clients.

Before selecting Confirmit, Zussi Research relied on an in-house solution which had limited capabilities and flexibility. Therefore, the company began to research available third-party solution options that could help it achieve its research and commercial objectives, while simultaneously being consumer-friendly. After reviewing a number of solutions, Confirmit was selected based on its fulfillment of all of these criteria.

Richard Noon, Technical Account Manager for Zussi Research, explains Confirmit's supporting role: "Confirmit has proved to be a very flexible solution for creating surveys that meet our clients' needs. It also allows us to explore new technological solutions that can expand Zussi Research's capabilities, and motivate respondents to complete research projects." "The fact that Confirmit is used by the Market Research Society provided a strong extra endorsement for us."

Delivering a Positive Respondent Experience

Zussi Research places a strong emphasis on providing a positive experience for survey respondents. The company employs an experienced team, drawn from a variety of industries, to offer innovative, effective, and versatile online research projects that can be completed in respondents' own time and are enjoyable to complete.

The Confirmit platform supports Zussi Research's respondent objectives in two ways: first, by enabling the creation of user-friendly surveys and second, by taking advantage of the best practices of customer relationship management through its Community Panel solution for the Zussi Zone.

Confirmit Community Panel is a single, integrated platform designed to maximize panelist engagement and response rates, while increasing data quality and reliability. Fundamentally, it allows panelists to be treated as customers, thereby encouraging survey completion.

Using the Community Panel solution, Zussi Research can offer complete flexibility in terms of the look and feel of the surveys it delivers, creating engaging questionnaires that meet both respondent and client needs. In addition, the company is able to reduce the survey 'fatigue' often associated with panels by enabling the recruitment and profile process to take place in multiple iterations.



The world's leading software for
Market Research



Conjoint Analysis via Confirmit and Sawtooth Technologies

The respondent experience remained a core consideration for Zussi Research in conducting a research project for the development of a new consumer/trade loyalty program for a key client. The brief required Zussi Research to undertake extensive trade-off research among a variety of offers and rewards to give the client direction for a trial project.

Noon explains the direction Zussi Research chose to fulfill this brief: "The client had originally considered qualitative research to ascertain the level of offer or reward they should use for their target audience. However, we identified that the nature of the brief was an ideal fit for conjoint analysis, since this would provide the best way of obtaining the depth of information required from a large number of respondents, while maintaining respondents' enthusiasm for completing the survey."

Conjoint analysis has become one of the most widely-used quantitative research methodologies within the Market Research industry. Rather than asking respondents direct, explicit questions, the method employs a more implicit approach by asking a series of questions that aim to understand what key features drive and motivate consumers to become interested in or buy specified products or services.

Since the Confirmit platform did not currently offer conjoint analysis itself, Zussi Research bought Sawtooth software from reseller SKIM, which could integrate with Confirmit, in order to deliver the project using the conjoint analysis methodology.

Zussi Research collaborated with Confirmit and SKIM to ensure a technically and methodologically robust, integrated solution was delivered within just one week. Confirmit's support function was core to the success of this project, assisting Zussi Research throughout the entire integration process.

The resulting integrated solution enabled Zussi Research to provide its client with robust data from 800 online respondents and to test a variety of offers, rewards, and creative samples in a format that was easy for them to follow.

Following the project, 90% of respondents concluded that they found the survey easy to understand, while 80% of respondents found the survey user-friendly. Among a sample of tradesmen, these were exceptional results.

The outcome enabled Zussi Research to provide its client with strong assurance of a fair and accurate account of the propositions put forward in the study. This is due to the fact that when respondents find surveys easy to understand and user-friendly, they are more likely to provide valid and honest responses to the questions posed.

Further assurance of the strength of the results was provided to the client through the fact that this conjoint analysis technique monitors the behavior of respondents in comparison to real world options. Additionally, random sampling of sets of propositions allowed respondents to be shown a wider sample of offer propositions, helping to validate the study.

Delivering Understanding and Insight through Engaged Respondents

The benefits of this integration have been far-reaching for Zussi Research itself. Not only has it provided the necessary technology to meet the demands of one specific client project, but it has also enabled the company to provide all of its clients with a means of understanding and measuring the perceived values of specific products or services by their key consumers.

The conjoint analysis process also provides the positive experience for respondents that Zussi Research prides itself on. They are asked to complete between 12 and 30 conjoint questions, which are designed carefully by Zussi Research's analysts using the principles of balance and independence. This creates a highly focused and informative study that can deliver far greater insight to clients than other research methodologies.

As a result, Zussi Research is now offering the solution to all of its internal and external clients where appropriate for their research objectives. This has become a core offering for the company and has underlined the benefits that can be achieved through integrated solutions and cross-vendor collaboration.

Noon concludes: "The integration project has given our company an excellent additional offering and could not have happened without the support, knowledge, and service that we received from both Confirmit and Sawtooth."

"As well as its robust and feature-rich technology foundations, the development of our conjoint analysis solution has very much relied on the professional staff and extensive service offered by both parties throughout the project. This approach entirely reflects our own approach to the delivery of superior online research and has resulted in a highly successful outcome."

About Confirmit

Confirmit is the world's leading provider of software for Market Research (MR) and Enterprise Feedback Management (EFM). The company has more than 200 employees and offices in Oslo (headquarters), Guildford, London, Moscow, New York, San Francisco, and Yaroslavl. Confirmit's software is also distributed through partner resellers in Amsterdam, Sydney, and Tokyo.

Confirmit targets Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection, panel management, data processing, analysis, and reporting. Customers include British Airways, Countrywide Financial, Dow Chemical, Experian, GlaxoSmithKline, Halifax Bank of Scotland, Hewlett Packard, Intrawest, Ipsos, Nielsen, The NPD Group, Safeco Insurance, StatoilHydro, Symantec, and Virgin Media. For more information, visit www.confirmit.com.