SKIM's Smart Qual Solution

Reduce your qualitative timelines without compromising insights!

✓ Fast
✓ Cheap
✓ Rigorous

? *With the increased need for speed, should you add AI and automated research solutions to your research mix this year?*

What is our Smart Qual solution?

By combining consumer video feedback (providing fast, in-context, qualitative insights), with automated tools (enabling high-speed analysis), SKIM's Smart Qual solution can conduct qualitative research and publish insights in just 2 weeks.

Why should you consider automation?

This solution is ideal for brands requiring qualitative consumer insights but whose budgets and timelines cannot accommodate traditional methods.

When can you use it?

Smart Qual can serve as a standalone methodology, pre/post task, or can be integrated into surveys to replace traditional open-ends for:

> Category exploration
> Customer experience
> Concept testing/NPD
> Communication development

Why brands should take advantage

> A fast & low cost way to capture qualitative insights
> Gain in-context, in-the-moment consumer feedback, meaning more accurate and less rationalised responses
> Greater robustness due to larger samples sizes and less moderator influence
> A full, insightful report created in half the time (compared to human only analysis)
> Shareable video output to engage stakeholders (optional)

How it works

1. CAPTURE
Set (up to 5) 'TELL ME' and/or 'SHOW ME' video tasks to explore consumer attitudes and (product/service) perceptions in-the-moment. Consumers record their answer on their mobiles. Videos are automatically uploaded to an online platform.

2. ANALYSE
Automated tools enable our qual team to analyse large quantities of video data and create a full report at speed without compromising the quality of our insights.

3. SHARE
Automated editing tools make it easy to create video clips/reels of consumers giving feedback in their own words to engage stakeholders and gain buy-in

Award-Wining Case Study*:
(Wo)man vs Machine; competition to collaboration

In partnership with Danone, SKIM conducted an experiment that validates the benefits of implementing Smart Qual

Business question
How to communicate a new category of yoghurt to consumers?

Research Question
What are the drivers & barriers of consumption in the UK & DE?

Results
Danone's preferred report was created using a combination of machine and human analysis. This was selected as the winning output even before knowing it took half the time to create versus the human analysis one. This selection proves that by using automated tools it is possible to SAVE time and SAVE money whilst still achieving the SAME insights

Methodology
In each market 48 consumers were set 3 videos tasks. Videos were analysed using 3 different methods; human analysis, machine analysis and a mix of the two. This results in 3 outputs, each one being evaluated by Danone in relation to their business needs.
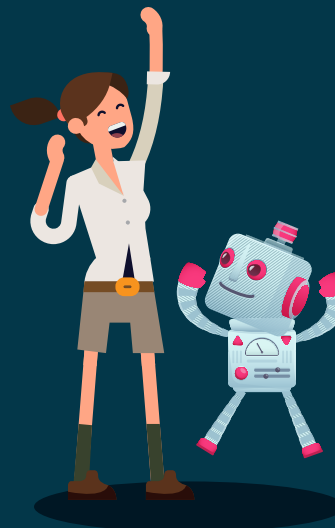
5 Top Tips

1. Initial skepticism will be inevitable; push past it to reap the rewards of automation
2. Do not expect machines to provide the answers
3. Use automated outputs as the starting point for human analysis
4. Expect high speed analysis to produce high level findings
5. Being strategic takes time; this is a corner that cannot be cut
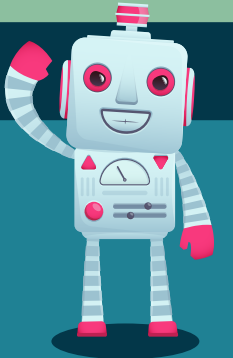
*Winner of ESOMAR's Best Paper Award 2017/2018 and Peter Cooper Award 2017 for qualitative excellence

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