

PRODUCT INFORMATION SHEET

GuestTalk™ Focus Groups

What we do: Our **GuestTalk™** focus groups help our leisure clients better understand the 'whys' that go to explain guest behaviour. Our briefing process includes a detailed discussion guide, plus a full specification for recruitment. Using trained researchers we recruit to the approved specification only those individuals who meet the precise criteria. Recruitment is typically on the basis of a combination of demographics and behaviours, whilst we also use the **Values Modes™** model to understand respondents' motivations. Moderation of the groups is carried out by one of our experienced consultants. All groups are recorded digitally for audio, whilst video recording can also be arranged. We always encourage clients to attend the groups themselves and, if necessary, a purpose-built viewing facility can also be arranged.

 **business blueprints**
RETAIL & LEISURE CONSULTANTS



The result: The strength of qualitative research is that it enables client managers to take each of the aspects of their business and probe for the reasons for particular behaviours. For our leisure clients pricing, promotions, menus, restaurant design and service are core topics.

Our view: "We believe that meeting customer needs profitably is one of the very definitions of marketing. However the prerequisite to this is of course identifying and understanding exactly what your customers or prospective customers actually want. Qualitative research is particularly valuable for more abstract work concerning communications. Given the high level of investment in branding, advertising, PR and promotions, some measure of pre-testing is both prudent and responsible and qualitative research is a particularly powerful tool in this respect. Within consumer goods markets the once standard mega-survey "The Usage and Attitude Study" has been replaced by simple behavioural surveys supported by focus groups which address each element in the mix".

Our expertise: We conduct all our own focus groups, using our own trained facilitators. This means that all the research expertise is kept within the team and learning can be shared throughout the business. We conduct all moderation and analysis of transcripts ourselves to better inform our reporting of findings.