



FlyResearch
quick - clever - helpful



Customer in the Room

Delivering valuable customer feedback in *real time* for less

Introducing something new and need answers fast?

Developing and launching new products, brands or services is the lifeblood of your business. But in today's fiercely competitive marketplace where the speed of change is constant, your organisation may be finding it tough to bring new products and services to market.

It's also expensive and time consuming to launch, extend, or fine-tune your brand - and there are no guarantees your new offering will even find a market.

So why not ask your customers what they want now in *real time*?

Wouldn't it be great if you could ask your customers directly and in *real time*, about your idea, concept or strategy? With FlyResearch's *Customer in the Room*, you can.

You'll no longer have to spend weeks waiting for reliable feedback from your target market via traditional market research. Nor will you need to base important strategic decisions on 'gut feel' because you do not have the time to ask existing or prospective customers.

Get customer insight faster and for less

FlyResearch's *Customer in the Room* service harnesses the speed, flexibility and interactive nature of online research to get you real time feedback from your existing and potential customers, by inviting them 'virtually' to join your next strategy meeting or brainstorming session.

Customer in the Room gives you access to the views of consumers at the touch of a button,

delivering answers to your questions in less than half an hour while everyone is still in your meeting. This means your business can move faster, streamline ideas processing and get immediate validation of your propositions.

A *Customer in the Room* session takes advantage of technology, saving your business time, money and resources, to give you a strategic advantage over your competitors.

How *Customer in the Room* works

1. About 3-4 days before your event, we invite the panellists 'virtually' to join your forthcoming meeting. For a truly robust and meaningful study, we usually recommend a sample of at least 250 customers and 250 non customers.
2. Typically, members of our team run or shadow your meeting, following a pre-defined, approved meeting structure. If concept testing is involved, inviting your designer is useful to re-illustrate and re-present any suggested concept changes to the panel.
3. FlyResearch can also be available for all or part of your session. Naturally, we can handle any follow on after your event that is required.
4. Offering advice where needed on formulating your questions, we ask the pre-recruited panellists in real time, the questions you want answered, so you can review and discuss their reactions to better inform your thinking going forward.

5. We rate the feedback (e.g. how well the last 10 ideas or concepts performed with the panellists) on a pre-agreed criteria. Verbatim responses are also analysed and fleshed out there and then for deeper insights.

6. Meeting attendees can then use this feedback to fine-tune ideas or concepts, so your future plans are based on actual responses, rather than internal 'gut feelings', ensuring greater customer acceptance and potential take up.

7. All meeting outputs are captured and written up by our team to help with any follow up work. If necessary, we can re-visit the panel later to test any last minute or additional ideas further.

Who needs *Customer in the Room*?

Board members; strategic planners; research, insight and marketing directors; brand, product and customer service managers; advertising and PR planners and account directors; or anyone needing feedback on strategic ideas, new product concepts or range extension plans.

Benefits of *Customer in the Room*

1. A more cost-effective way to get the right insights, right away

- Effective replacement for larger, slower, more expensive research projects, saving you time and money
- 40 or more ideas, concepts or strategies can be tested at one time giving you the chance to explore a large number of issues

2. You generate better ideas that meet your customers' true needs

- Avoids blind alleys, allowing fine-tuning of those ideas most likely to succeed
- Saves wasted time on weak, or 'pet ideas' that do not meet customer needs and are more likely to fail
- Allows good ideas that were initially poorly presented, a second chance
- Concept approval scores improve before your eyes, so your 'idea generators'

become more in tune with customers' needs and desires, creating concepts that are more likely to be adopted than those generated at the start of the session

3. Quicker decisions, so your business can evolve faster and stay competitive

- Ideas are researched immediately whilst all decision makers are in the room
- Honing of your ideas/concepts based on real customer feedback for better take up and faster time to market

FlyResearch deliver big agency skills, with small agency speed, efficiency and flexibility

Innovative and well respected, FlyResearch are experts at creating, developing, managing and incentivising panels using the latest mobile and online technologies.

In addition, our experienced team of clientside marketers and senior research agency professionals offer deep and insightful consultancy as well as fast turnaround - same day if necessary.

Each year, FlyResearch interview over 300,000 individuals. We have worked for more than 100 clients and enjoy a loyal client base with over 90% repeat business.

Some of our clients include:

BBC, esure, General Mills, Guardian Media Group, Mars, Sainsbury's, Tesco, Unilever, Vodafone, The Times, Dreams, Whitworths, Häagen-Dazs, Costa and Yahoo.

Contact us:

So, if you need research that's quick, clever and helpful....give us a call at +44 (0)8700 427 427.

**FlyResearch, St Stephen's Church
Westbourne Park Road, London W2 5QT
www.flyresearch.com**

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