

Hansa QUALITATIVE RESEARCH

From Traditional to Industry-leading New Methods to Gain Customer Insight

When exploring the thoughts and feelings that underlie customer actions, qualitative research is the most accurate and meaningful way to learn what matters and why. Qualitative research focuses on subconscious needs and emotional behaviors, reaching the mind and heart of the customer.

Hansa's qualitative researchers and moderators are skilled in a range of methodologies—focus groups, in-depth interviews, and site visits/ethnography, along with subcategories such as dyads, triads and non-traditional methods like storytelling and collaging techniques. We work with you to determine the nature of your need and how best to explore it. Then, we go to work on deciding how to find the insights you need to answer your business questions.

Often, we combine qualitative research with quantitative methodologies to:

- Validate quantitative insights
- Identify issues for drilldown in quantitative phase

Using a network of international partners skilled at recruiting, conducting qualitative research and providing simultaneous interpretation, we manage and conduct qualitative research around the world.

Hansa's qualitative research experience spans both business and consumer audiences and encompasses the following:

Business audiences:

- Brand image and market positioning
- Brand perception
- Brand health
- Customer loyalty
- Product configuration
- Simulated shopping experience

- Voice of the customer
- Roadmap of decision influences

Consumer audiences:

- Cultural sensitivity to a new product
- Product naming
- Barriers and benefits to product adoption
- Emotional and cognitive reactions to advertising

Hansa qualitative methods include:

HANSA QUALITATIVE METHODS	
ISSUES	TECHNIQUES
<ul style="list-style-type: none">• Fundamental & unmet needs• Customer expectations & preferences• Purchase process dynamics• Customer experience mapping• Emotional experience & motivations• Pain points, delighters• Customer personas	<ul style="list-style-type: none">• One-on-one in-depth interviews• Focus groups, dyads• Ethnography• Online bulletin boards and moderated discussions• Qualitative adaptive conjoint• Pictographs• Emotive maps

Hansa provides a full range of qualitative and quantitative research services. Our experienced research and consulting team, including PhD-level statisticians, uses innovative, data-driven methodologies tailored to our clients' research needs.

We pride ourselves on our ability to truly understand the voice of the customer and translate that voice into winning strategies for brand development, marketing communications, customer relationship enhancement, and product/service innovation.



Hansa GCR is a full-service market research and consulting firm. Looking through the lens of the customer experience and applying psychological principles of human motivation, it offers best-in-class research in areas relating to Customer Relationship Equity, Brand Solutions, Market Assessment, Green and Sustainability, and Product/Service Innovation. Hansa GCR is part of R K SWAMY HANSA, an emerging global group with 1,100+ professionals offering Creative Communication, Market Research, Data Analytics, Brand Consulting, Interactive and Healthcare Communication Services.

For further information about Hansa GCR, please visit us on the Web at www.hansagcr.com, contact us via email at customresearch@hansagcr.com, or call us at +1 503.241.8036.