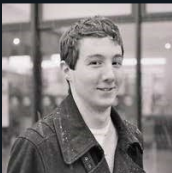


How to...

Collect, Analyse and Use Course Data to Transform Your Training Offering



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flex^{MR}

We are FlexMR

We help research, product and marketing teams stay close to customers by embedding agile insight at the heart of every decision.



#44 – Innovative MR Supplier

Greenbook GRIT Top 50
(2021)

With a truly global presence, FlexMR has been at the forefront of developing practical innovations in online market research for over a decade.

During this time, we have worked with a cross-section of the world's most innovative brands, including; iHeartMedia, Specsavers, William Hill, Isagenix, British Gas and Avery.

Our staff are regularly recognised for their achievements and impact on these brands. Most recently, FlexMR was nominated for Best Newcomer and Best Workshop at the prestigious MRS Annual Awards.

Today, our team is committed to providing the technology, expertise and vision to deliver insight capable of making a real, tangible difference.

Because we know every brand is different, we offer a customised, flexible service that blends relevant qualitative & quantitative tools together and maximises return on investment.

It is our belief that this unique blend of integrated technology and expert service is key to our clients' continued success and vital to surviving in the modern global economy.

The Evolving Insights Landscape

Customers, behaviours and markets are evolving at an unprecedented pace. We help brands understand, anticipate and navigate this change by creating empowered, agile cultures of insight.



30,000+

New UK products & services launched in 2020 alone.

Markets are growing



#1

challenge for leaders is creating business impact.

Competition is increasing



75%

of consumers tried a new shopping habit in 2020.

Behaviours are evolving



44%

of marketing leaders expect budgets to shrink.

Pressures are mounting

A close-up photograph of a large, disorganized pile of yellow LEGO bricks and minifigures. The pile is dense, with many pieces visible, some showing faces with different expressions. The background is a solid yellow color.

**Too much
data**

A photograph of a stack of several sheets of lined paper. The papers are white with light blue horizontal ruling and a red vertical margin line. They are fanned out slightly, showing multiple layers. The stack is resting on a dark wooden surface.

**Too little
action**



Five questions to help you turn data into action

Question #1

What is it most important for my business to know?

Question #2

How can I find out or measure my business against what I need to know?

Question #3

What data do I already have access to that can contribute to the answer?

Question #4

What data do I need to collect to create a complete answer?

Question #5

What actions am I willing to take based on my findings?



Qual



Quant



Exploratory



Explanatory

The background of the slide features a photograph of three individuals in a collaborative setting. On the left, a woman with her hair in a bun is looking down at a device. In the center, a woman with dark hair is smiling and looking towards the right. On the right, a woman with blonde hair and glasses is also smiling and looking towards the center. They appear to be in a meeting or workshop. Overlaid on the top right of the image is a cluster of white, hand-drawn style icons, including various star shapes, circles, a target, and geometric patterns. The overall image has a dark, semi-transparent overlay to make the text stand out.

Example #1

Focus Groups & Interviews

For exploratory stages such as new course, product or service development.

How to run a successful interview or focus group



Controlled Stimuli

Know when to introduce stimuli to the group and how to control conversation while it's live.



Countering Group Think

Understanding the difference between similar views and the effects of group think.



Asking Group Questions

Engaging the whole group in key questions that are collaborative and require discussion.



Asking Individual Questions

Narrowing in on individual responses to probe further into a subject or topic.



Shows of Hands

Adding a quant element and using the results to stimulate further discussion.

The benefits of in-depth interviews

- Group-think and bias have long been issues with all focus groups.
- Interviews remove all of this and put a total focus on understanding one customer in depth
- Possibly, the 'purest' format of research but is associated with high costs and lengthy timelines
- Online interviews are far more efficient, removing travel costs and delays
- Online format also makes it possible for stakeholders to observe with ease





Example #2

Diaries & Ethnographies

For individual and personal qual, such as understanding journey experiences.

What are diaries and ethnographies?



Diaries

- Simple, repeating tasks that are completed at regular intervals
- Diaries might be completed at the end of each module, on a weekly basis etc.
- Questions include both numerical metrics and descriptions of experience that highlight reasoning behind feedback

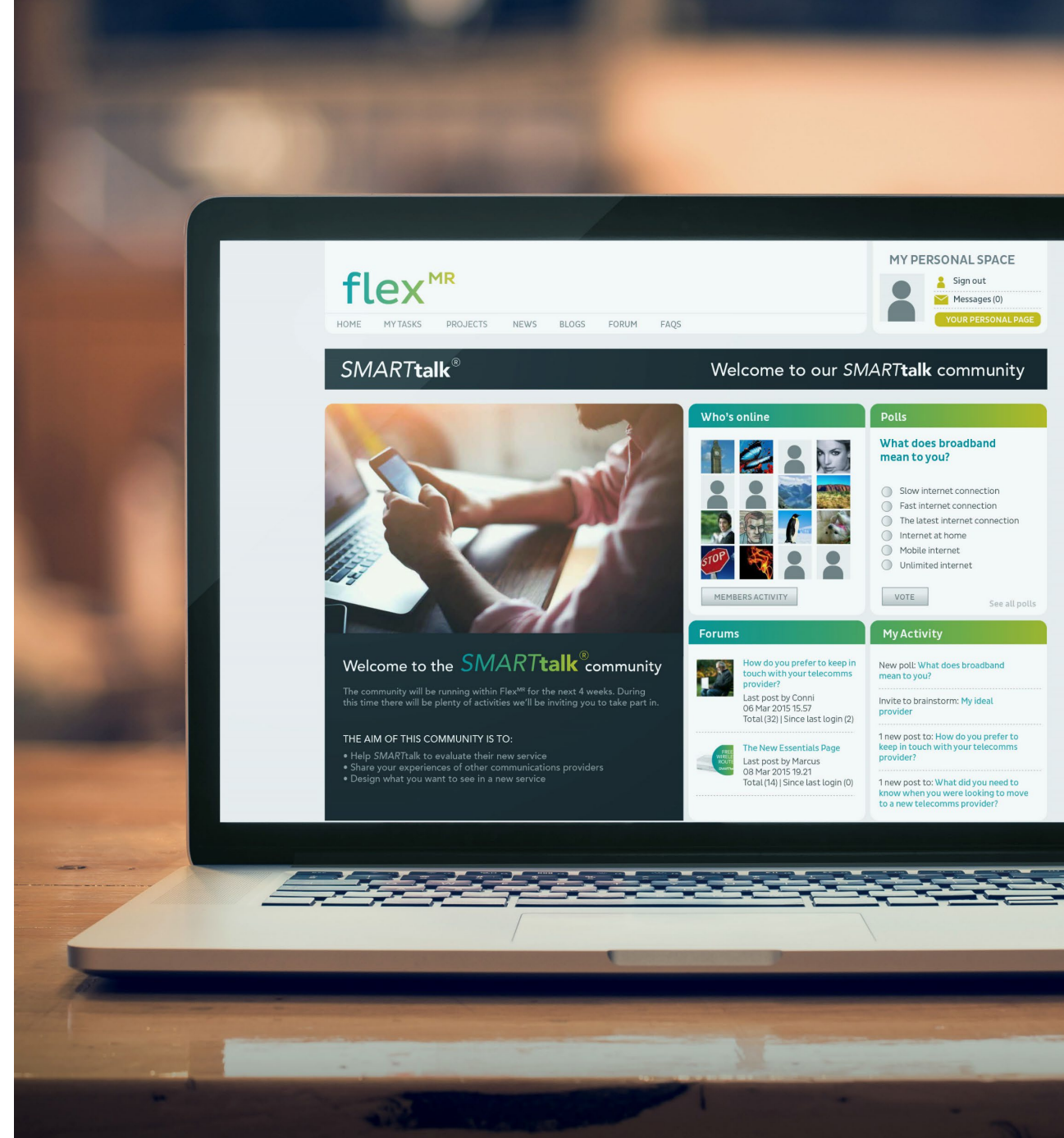


Ethnographies

- Observing how people interact with a course, product or service as they use it
- Can be conducted in-person or online – but the presence of the observer should be easy to ignore
- Self-ethnography involves testing a course, product or service yourself from the perspective of a typical customer and recording observations

Best practices for diary studies

- Consider where, when and why participants will be making diary entries
- Ask both quantitative and qualitative questions to understand what and why
- Include space for directed and free-form feedback
- Emphasise aspects of anonymity and privacy to ensure participants are comfortable in sharing comments
- Look for themes that emerge over time within individuals' entries and across groups





Example #3

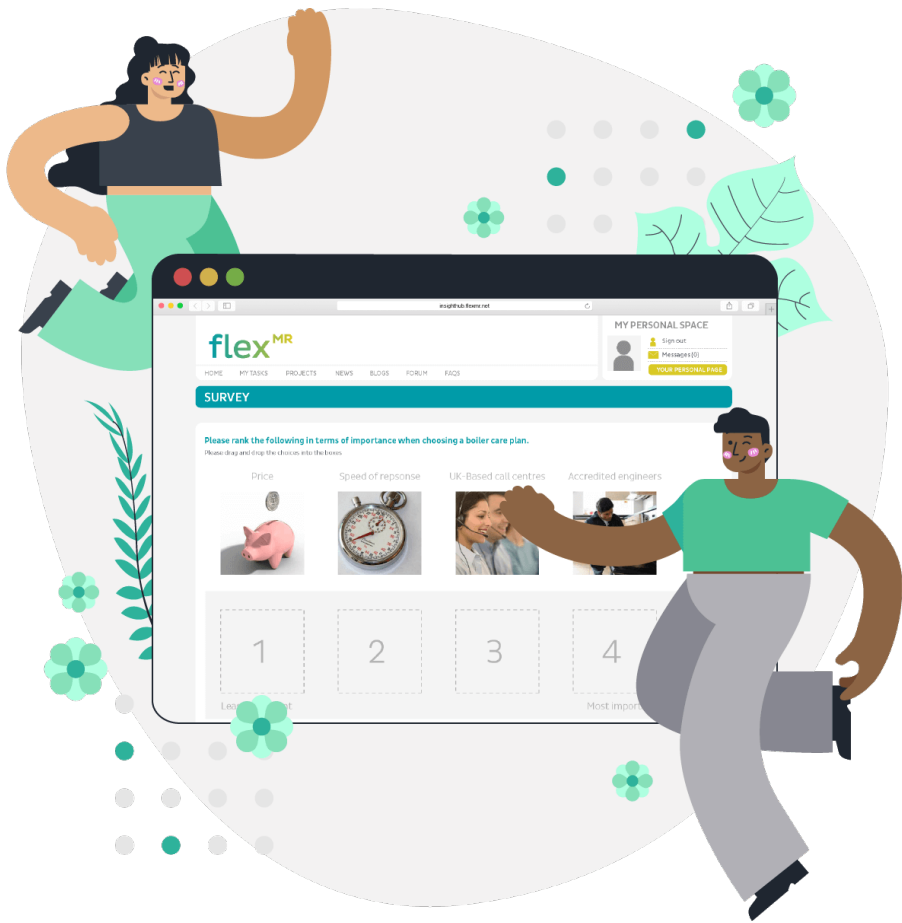
Surveys

For quantitative, measurable data such as post-course Net Promoter Scores.

Understanding the different types of survey

There's no standard agreement among survey types, which has led variety to balloon:

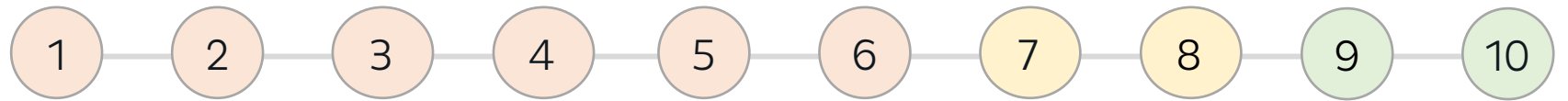
- Market description survey
- Demographic profiling
- Purchase trackers
- Customer intention
- Attitudes and expectations
- Sales lead journey
- Loyalty and retention
- Sales force effectiveness
- Customer service
- New product analysis
- Product attribute fulfilment
- Product positioning
- Pricing surveys
- and many more...



The Net Promoter Score (NPS)

A simple but powerful two question survey

On a scale of 1 – 10, how likely are you to recommend [X] to a friend?



Please explain what has influenced your score?

Making the Most of NPS

- Choose carefully when to ask the question, about what subject to ask about
- Think about what other data the scores can be sliced with (demographics, product etc.)
- Be consistent in delivery and do not lead survey takers – the data is more valuable than the score



Bringing It Together

Turning Data Into Action

Strategies for using your research, data and insight to make real and tangible change happen.

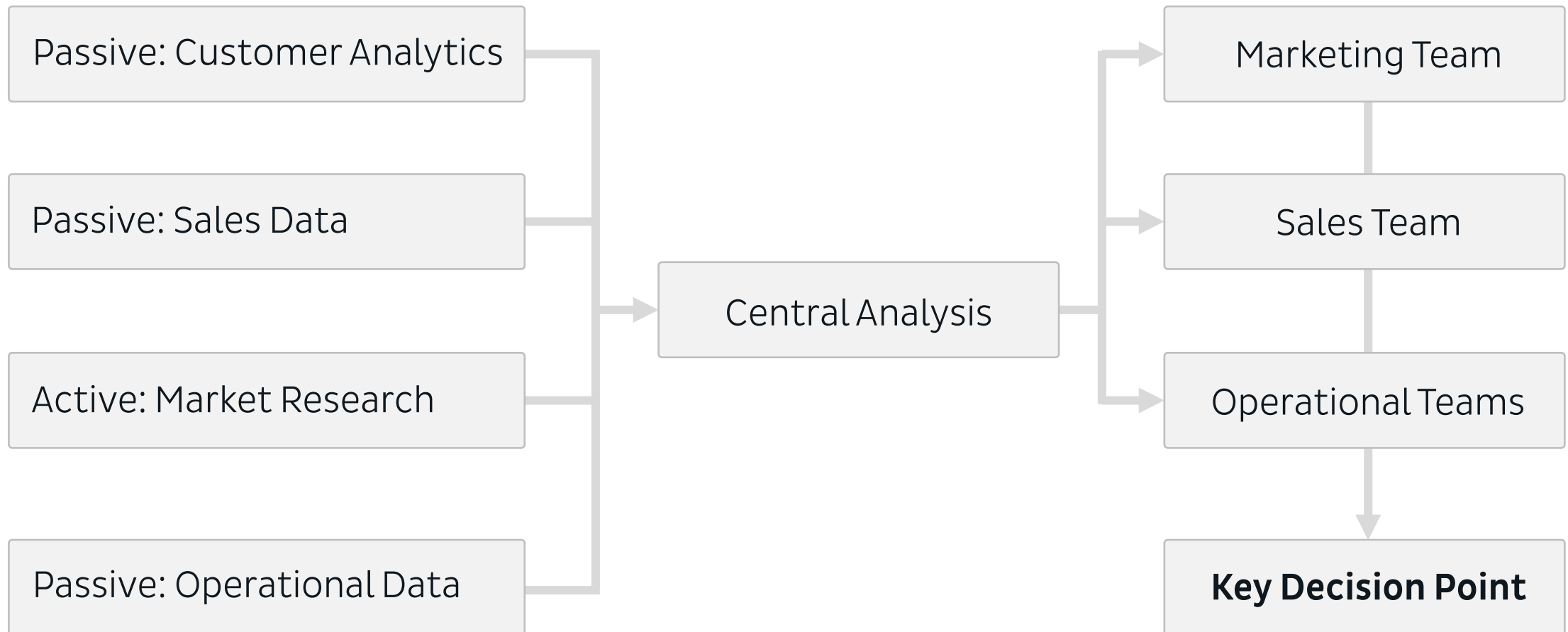
The *full* research process

Research doesn't end at the point of analysis or reporting. To turn it into action, it's important that it reaches the right people at the right time.



Structuring data flows

Too often, data sits in silos or with various different teams. Encourage teams to share information and build a central repository to take full advantage of what your business knows.



Consider the most appropriate reporting method

Experimental reporting formats stick with stakeholders for longer.

Art & installation

Communication of emotional, attitudinal & behavioural insight.

Out of the box reporting to interrupt daily lives.

Video, advertising campaigns

Insight that conveys emotional & rational information.

Interactivity and shock create emotional impact.

Storytelling techniques, immersion sessions, workshops, collaborative exercises

These techniques use visual interest to bolster engagement.

Infographics, dashboards, explainer videos, interactive data

Methods for engaging stakeholders with quantitative data.

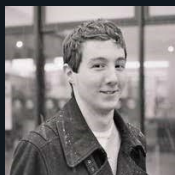
Where to find more information

- Make use of guides available via: Qualtrics, SurveyMonkey, Smart Insights, FlexMR
- Trial, experiment and make use of the data you already have
- Our research playbook includes examples of 40+ projects, organised by business challenge

Visit flx.mr/3D73dpg to download or scan the QR code to download the FlexMR market research playbook



Thank You for Listening
We've Got 15 Minutes for Q&A



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