





Avoiding Research Limbo: How to Keep your Research from Sitting on the Shelf



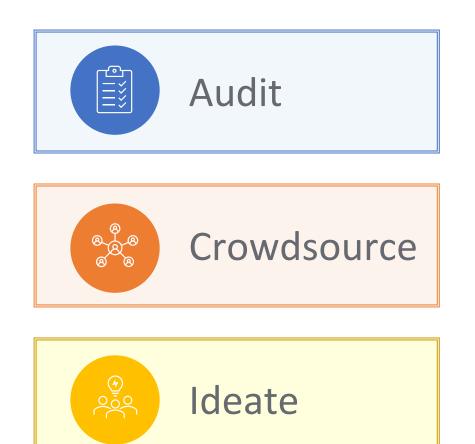
Pouring our blood, sweat, and tears into a research effort that ends up going nowhere.

How do we make our efforts have impact, and how do we make sure research dollars are actually being used to **drive the business forward**?



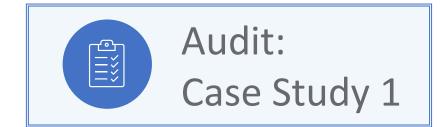


Add a **Phase 0** to your research...



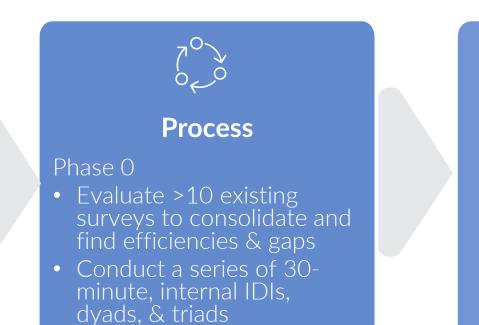
Especially when you've got a lot of cooks in the kitchen!





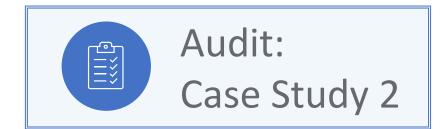


Revamp CX program for group benefits company





- Uncover the core issues/content
- Streamline overlapping surveys
- Cover all gaps in data collection





Conduct a largescale thought leadership study with fresh content



• Create a questionnaire that addresses unique content



Outcome

The lit review:

- Prevented us from retreading old ground
- Ensured fresh content, leading to significant media pickup







Conduct a biannual multisponsor (~10) industry study and give all stakeholders the opportunity to be heard on key needs and priority content

Process • Online bulletin board

edits, deletes



Ensure buy-in from multiple stakeholders/constituencies







Goal

Explore stakeholder hypotheses and assumptions around buyer personas and behaviors



• Used feedback to build guide and set up assumptions to be tested

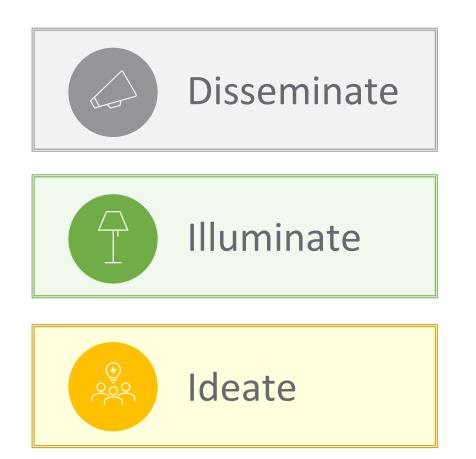


Outcome

 The result was a buyer map that could be leveraged, tested, and validated/adjusted in the research



Do something with the research...



Bring the research to life.



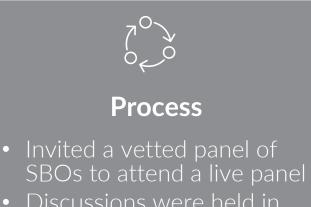


Disseminate: Case Study



Goal

Allow a broader base of stakeholders to hear directly from their audiences



- Discussions were held in front of a wide audience
- Ideation sessions were then held to identify and address key challenges



- makes it memorable and actionable on a wider
- Leading from the live discussion to ideation yielded impactful results







After a segmentation, bring the segments to life for research stakeholders, especially those who have limited experience with research

Process

- Hosted a "segment cocktail hour"
- Recruited consumers who are archetypes of each target segments
- Senior stakeholders were able to mingle, meet, and ask questions



- The experience was highly memorable for leadership
- It continues to be referenced in future concept development year over year







Leverage research findings experiences for the target consumer







Want to discuss further?

Feel free to follow up with me to discuss and/or for some general ideation tools:

- Post research homework/worksheet
- Ideation exercises
- Design thinking framework



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