

GQG has demonstrated expertise with designing
and executing successful studies.

The following are some keys, especially for successful qualitative research studies,
domestically and internationally. Similar keys are critical for quantitative studies, too.

1. Project management
2. Methodology
3. Recruiting screener
4. Sample
5. Scheduling
6. Focus group facilities
7. Recruitment
8. Discussion guide
9. Length of sessions
10. Moderator briefing and monitoring
11. Interpreters
12. Communication
13. Analysis of findings and development of deliverables

1. Project management:

GQG assigns an account manager to serve as the project manager and single point of contact to coordinate all details of a domestic and/or an international project, so that no details 'slip through the cracks' in any country. A multi-country study involves many more factors and considerations, including normally more planning and execution time, so it is important that one person have the primary responsibility to oversee everything.

2. Methodology:

Depending upon a study's objectives, the selected countries, and the target audiences, the methodology chosen for it may vary according to many factors. Most notably, cultural differences in some countries limit business people from participating in 'public' research sessions because they are unwilling to share confidential or privileged information around potential competitors. Consequently, GQG recommends replacing the traditional focus groups in those countries with executive, one-on-one interviews at the participants' offices.

3. Recruiting screener:

Whether one or multiple countries, ensuring the correct translation of the recruiting screener from English to the appropriate native language in the respective countries is an extremely important step to produce the right participants for an international study. GQG collaborates with native language individuals to translate the screener and then forwards it to the client for country representatives to confirm the correct words, grammar, and any other unique aspects for that country. This two-step process ensures the recruiting questionnaire uses the proper words and gains the client's approval.

4. Sample:

Using lists of names or 'sample' from reliable local sources in each country are critical to the successful recruitment for a study. GQG works with local and regional firms throughout the world to obtain accurate lists of consumers and businesses.

5.Scheduling:

Being aware of potential scheduling conflicts, such as different holidays in each country, is critical to scheduling research sessions as well as ensuring successful show rates in each session. GQG communicates carefully with research facilities, native language moderators, client representatives, and other people in each country to make certain the dates do not conflict with any major events or holidays.

6.Focus group facilities:

Normally, qualitative research facilities in other countries are not as professional or sophisticated as most US facilities. Consequently, it helps that GQG has a working knowledge and relationship with them in each country, so they know GQG's standards and expectations in meeting a client's requirements and needs.

7.Recruitment:

Using local or regional research firms to recruit participants for a study helps lower costs, but more importantly it increases the probability for a successful recruit because they know the countries and cities. These firms and their personnel also know the languages, cultures, and other conditions. GQG communicates frequently with them to monitor recruiting and address any challenges that might occur.

8.Discussion guide:

As with the screening questionnaire, correctly translating the discussion guide into the appropriate languages is important to maintain consistency of discussion between the groups in each country. In a multi-language study, the native language moderator in each country will translate the English version. Each discussion guide in the different languages is presented to client representatives for review and approval.

9.Length of sessions:

Typically, research sessions in foreign countries are more relaxed and casual than US sessions. Because it normally takes a little longer to warm up the participants in international focus groups, it is common practice to allow smoking and drinking of beverages, including alcohol. It usually, though, still takes longer to elicit the same information from non-Americans. Thus, in designing the sessions, the scope of work needs to be modified accordingly, so GQG recommends either adding time and/or decreasing the scope to allow for cultural differences.

10.Moderator briefing and monitoring:

For an international study, a GQG account manager briefs the native language moderators in each country. GQG has established working relationships with moderators in many countries. The account manager briefs them on the project's objectives and methodology as well as carefully reviews the discussion guide and stimulus. The account manager secures appropriate translations of materials from them, meet with them prior to groups in their country, monitors the groups by sitting in the backroom with client representatives, debriefs the sessions at the conclusion of each day, and obtains their input into unique findings for their country.

11.Interpreters:

Assuming that clients will have one or more English-speaking only representatives attend the focus groups in other countries, it is very important that native language individuals interpret the discussion to English in each country. Typically, these individuals listen to the conversation with headphones by sitting in a separate room or the back room with client and GQG representatives. They conduct a simultaneous translation into English, which is captured on audio and videotape. In addition, GQG has these tapes transcribed to help with faster and more comprehensive analysis as well provide clients with a verbatim transcript of each session.

12.Communication:

Regular communication between the GQG account manager and client representatives is vital at all stages of a study. Whether in the initial planning stage, recruitment phase, information gathering, or analysis and reporting, it is extremely important for the study team to communicate as often as necessary. From being awarded a study through the completion of it, GQG is committed to communicating via telephone, e-mail, fax, and/or in-person to make certain client representatives have up-to-date,

comprehensive, and accurate information.

1.3. Analysis of findings and development of deliverables:

Depending upon the agreed-upon deliverables for a study, the GQG account manager analyzes, compares, contrasts, and synthesizes the findings for the presentation and/or final report. In an international study, it is extremely important to have one researcher attend all of the sessions in each country, whenever feasible, so they can understand and report the similarities and differences by segment for each country as well as the other continents.