Skopos Trials Video Interviewers

Contributed by Skopos
Monday, 27 July 2009
Last Updated Thursday, 30 July 2009

As a move towards its new V-Suiteâ„¢ and the potential use of Artificial Intelligence (AI) in research.

For the last few months, SKOPOS has been trialling video interviewers, as an optional augmentation to its existing high quality online survey and online qualitative research facilities.

By pre-filming survey introductions, thank-youâ€™s and questions, the hope is that online research will benefit from increased respondent engagement and completions, as well as benefit from some of the advantages of traditional face to face methods.

And maybe in time we will make more use of live video streaming. We like to think of this as research fusion

These video interviewer trials are being evaluated now, but top-line findings suggest:

- Respondents like video interviewers, although they can slow down survey completion
- Clients like video interviewers as an option for increasing online survey and panel engagement through more personal interaction, but currently more as an optional extra.

Full results from this research and trial will be collated and analysed soon and a forum found for official publication and discussion.

Darren-Mark Noyce, Founder of SKOPOS Ltd., says
â€œWe are very excited by this trial. Technically it presents no problem, and as there is only one professional interviewer used, the economies are good and also interviewer-error minimised. Clients also suggest that this is a more personal way to contact their customersâ€•.

About SKOPOS market insight
SKOPOS market insight & consultancy Ltd. is part of The SKOPOS Group headquartered in Cologne, with offices around the world.

SKOPOS delivers actionable customer insight generated from precision market research (using traditional methods as well as more modern online/mobile surveys and qualitative techniques).

Applications in the Digital arena include website and SEO evaluation, customer satisfaction, market sizing/profiling; e-mail marketing campaign evaluation, etc... all from a customer/user perspective with the strongest analysis, interpretation and holistic market knowledge.

Contact:
Darren.Noyce@SKOPOS.info

www.SKOPOS.info

Â Â 7 July 2009