

Schlesinger Associates Launches Dials Research Service For Qualitative

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Schlesinger Associates has announced the launch of "Dials by Schlesinger", a hand-held dial, data collection tool, capturing quantitative responses to any form of test material. Researchers are able to collect and understand respondents' opinions and changing perceptions moment-to-moment and reduce the effects of group dynamics. Results can be viewed in real-time, enabling deeper qualitative discussions.

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Dials by Schlesinger, powered by Perception Analyzer®, a gold-standard tested and trusted response technique, provides a one-stop in-house data collection solution, including acquisition of the latest dial models, diligent dial maintenance and support by trained, moderator-friendly Technical Facilitators to guide researchers through their study. As a mobile solution, Dials by Schlesinger is available across Schlesinger's network of focus group facilities and also in other central locations and environments upon request.

Commenting on the news, Scott Baker, Vice President, Schlesinger Qualitative, said, "Dials by Schlesinger combines the qualitative insights of a focus group with the precision of a quantitative study, and has the added benefit of immediate and flexible data. The addition of this popular solution to our portfolio of research methods underscores our on-going objective of supporting our clients with the right range of tools and knowledgeable support to meet their research needs and enhance the quality of their data."