Turnstone - XSight Case Study

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QSR International Case Study - Turnstone Turns to XSight, By QSR

Staff at Independent London market research agency Turnstone Research took a bold step and trialed technology so new that most of their industry hadnâ€™t heard of it. Seeing the potential to gain a strong competitive advantage, Turnstone Research turned to XSight, a qualitative data analysis software program for commercial research.

The Challenge

Turnstone Research, founded by leading researcher Dr. Philly Desai, was looking for efficiencies within the research process that would allow more time to be dedicated to data analysis and strategic thinking.

The QSR Solution

A solution presented itself in mid-2004 when Turnstone became one of the first agencies to purchase XSight, a data analysis program designed for qualitative market researchers. â€œWe trialed the software on two projects, both involving depth interviews with business owners looking at their information needs from various government bodies. The larger project involved interviewing ethnic minority business owners for the Advisory, Conciliation and Arbitration Service (http://www.acas.org.uk/) and COI Communications (http://www.coi.gov.uk/), the UK governmentâ€™s communications agency,â€• said Dr. Desai.

The Benefits

Time Savings and Consistency of Analysis

â€œXSight saved us around three or four days at the content analysis stage, giving us more time to dedicate to interpreting the data for our clients. â€œThe project involved 28 depth interviews with small business owners to explore their information needs on employment relations issues like training, holidays and discipline. Using XSight, the researchers on the project were able to keep the analysis consistent. â€œThe research team worked from the same framework and if one researcher decided to add a category, it was there for the others to use too.â€•

Fast Access to Data

Dr. Desai said one of the main advantages of using XSight for the ACAS projects was that it offered fast and simple access to data at each stage. â€œXSight allows you to return to the data and test ideas much more easily, check things and pull out illustrative quotations. It helped us to be more accurate and confident in what we were saying. Clearly, you can do this manually, but XSight simplifies and shortens the process considerably. â€œWe also found that importing all the project documents and storing them in one place saved time looking for transcripts, proposals and other information.â€• Easy to Learn

â€œXSight was easy to learn and Iâ€™ve experimented using it for groups too. It saves a lot of time at the data entry stage â€“ estimate it cuts down this phase of the project by around one third. So that leaves more time to focus on interpretation and strategic thinking, which is of more value to our clients.â€•

About QSR International

QSR International is the largest privately owned qualitative research software developer in the world, with more than 300,000 software users in over 90 countries. QSRâ€™s flagship products â€“ XSight and NVivo â€“ are both designed to help researchers and other people working with textual data to compile, compare and make sense of their information quickly and easily. As well as market research agencies, government bodies and universities, QSRâ€™s research software is used by a broad range of industries, from tourism and urban affairs to human resources and law. With customers like the Childrenâ€™s Hospital Boston, Turnstone Research and the University of Oxford â€“ QSR software is playing a key role in some of the worldâ€™s most prominent research projects. From their head office in Australia, sales offices in the UK and the US and through a global network of partnerships, QSR delivers the highest quality software, training, consulting services and customer support.

About Turnstone Research

Turnstone Research works mainly in the public sector on communications research issues. The company is regularly invited to present papers at national and international conferences, and is noted for its use of innovative research

methods such as ethnography, cultural analysis and brainstorming workshops. Dr Desai, Turnstoneâ€™s founder, has a PhD in sociology from the University of London and is a past Chair of the Association for Qualitative Research (AQR) Education Committee. Turnstone Research gained permission from clients, the Advisory, Conciliation and Arbitration Service and COI Communications for use in this case study.

For more information

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