

5 KEYS To Qualitative Research Success

Qualitative Research has never been more challenging to accomplish. Criteria to reach the desired respondents is increasingly nuanced, timelines are always aggressive, and the results that stem from the research must be immediately actionable.

Olson Research Qualitative Project Managers have an average of 10 years of qualitative research expertise, and they bring this experience to each project engagement. Here are five ways we have found to exceed expectations in qualitative research for our clients.

Start With the End in Mind



- ✓ Begin with clear, concise objectives
- ✓ Understand how the research results will be used and by whom
- ✓ Spend time ensuring that any screener criteria created is designed to engage with the right respondents with the right knowledge and expertise

Leverage Partner Expertise

Qualitative research is most successful when your fieldwork partner is experienced and able to provide sound recommendations, both before and during the process.

- ✓ Strong therapeutic experience in your area can help break through barriers of recruiting
- ✓ Be sure to share openly with the moderator so any guide that is created focuses on the established objectives - "Need to know" vs. "Nice to know"
- ✓ An organization with best practices and experienced qualitative researchers can become a seamless extension of your internal research capabilities



Stay Nimble



- ✓ You and your fielding partner should work together to quickly react to challenges as they arise
- ✓ Be prepared to tweak your direction or course as the market or project specifics dictate
- ✓ One effective best practice is to conduct a briefing call with the client and project team after the first few interviews are completed to ensure the guide is accomplishing objectives

Encourage An Open Dialogue

Your fielding partner is your primary set of "ears" with your target market

- ✓ As such, encourage them to share with you any proactive solutions to overcome any fielding stumbling blocks
- ✓ Your fielding partner has most likely learned a lot from prior engagements; let them offer creative ways to fulfill recruitment needs



Use Qual to Close the Loop



- ✓ When the subsequent quantitative phase uncovers areas that require additional clarity, a small follow-up qualitative effort can resolve any lingering questions
- ✓ An agile fielding partner can quickly pick up from the quant team, deploy additional research, and integrate these new findings into the overall project learning