

Face to face research *online* with...

# QualMeeting™

QualMeeting™ combines the real-time sights & sounds of in-person meetings with the convenience, cost savings and broad reach of online research. Developed for those who are comfortable with in-person qualitative research, but who also desire the benefits that online studies bring, QualMeeting™ is a web-based platform that takes advantage of webcam technology and streaming video to provide real-time "face-to-face" research.

## Why take projects online with QualMeeting?

### Convenience

Studies take place on your schedule. Just pick the date and time... and you're set. Lack of available facilities are no problem. Plus, **QualMeeting™** eliminates the time lost with planes, hotels and taxis. It also virtually guarantees 100% participation; participants log-in from wherever they like – work, home or the corner coffee shop.

### Flexibility

Nearly any project that can be conducted in-person can be conducted using **QualMeeting™**... focus groups, IDIs, concept testing, product testing and more. Plus, with its enhanced feature set, it is an ideal replacement for telephone interviews.

### Cost Savings

The average in-person project takes place in multiple cities. Moderator and client travel-related expenditures can easily exceed \$15,000. With **QualMeeting™**, 100% of those dollars are saved.

### Inclusiveness

In-person research is geographically constrained, often eliminating key target segments simply because of where they live. With **QualMeeting™**, those barriers to success no longer exist. The projects become more inclusive. Now, the recruiters can focus on finding the right participants, regardless of where they live. And better participants mean better research.



## How it Works

A **QualMeeting™** session is similar in concept to an in-person IDI or focus group... but rather than sitting at a table, participants join the session from their own PC or Mac anywhere in the world using webcams. And just like in-person sessions, **QualMeeting™** participants see and talk with each other, collaboratively provide feedback on stimuli, participate in polls, etc. Nearly anything that can be done in-person can also be done with **QualMeeting™**.

In addition, clients can watch and listen to the participant(s) while communicating with each other and the moderator from the "virtual back room."

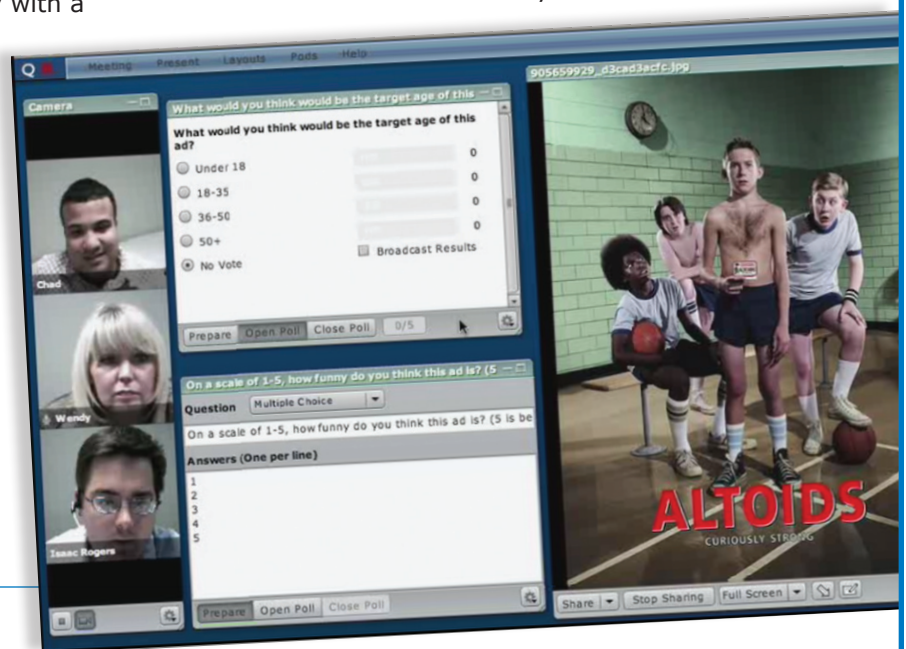
Finally, just like leaving a Focus Group facility with a DVD in hand, with **QualMeeting™**, the entire event – all audio, video and stimuli – is recorded as a "movie" and immediately made available online for re-viewing and analysis.

## See for yourself...

**QualMeeting™** leverages advanced web technologies to deliver an easy-to-use online platform that's convenient, flexible, saves money and improves research results.

**QualMeeting™** is a completely browser-based system. With no third-party downloads or tricky software installations, **QualMeeting™** can guarantee cross-browser and multiple operating system compatibility for all PCs and Macs.

Additionally, **QualMeeting™** comes with tech support before and during the project. Far in advance of the project, each participant "pre-tests" their computer to identify and fix any technical glitches, especially with their webcam. In the rare chance that tech support is needed during the project, we have a **QualMeeting™** support specialist online with us who can jump in at a moment's notice to resolve any issues.



## For additional Product and Pricing information...

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