



Qualitative Research (VOC Feedback)

Gain powerful insights through facilitated conversations and turn feedback into clarity, that sparks action and positions your brand for growth.

ThinkLab

WHAT YOU GET

- **Curated audience** based on vertical market, geography, firm size, role or years of experience
- **Vetted focus group participants** (5–6/session) thoughtfully chosen to align with your topic
- Full **session management** including scheduling, hosting and incentive fulfillment
- **Comprehensive deliverables** featuring live session recordings, and a concise recap

HOW IT WORKS

- A custom **discussion guide** is developed, tailored to your goals and objectives
- **Virtual sessions** are facilitated and recorded
- Ability to conduct as **1:1 interviews** (1 focus group = 5-6 insight interviews)
- 1 set of 2 focus groups is suggested per target audience (10-12 total per unique audience)
- **Unpack the insights** with summary findings provided in advance of a live Q&A

Investment: 1 - 3 groups = \$11k ea
4+ groups = \$10k ea