

# ENTREVISTAS Y FOCUS ONLINE



A new online qualitative research service  
that connects rapidly and affordably with  
target consumers to gain fresh  
understanding and insight

# ENTREVISTAS Y FOCUS ONLINE

## Benefits versus Traditional Qual

### Traditional Face to Face Qualitative

- Takes 2-3 weeks lead time, a week to execute and more time for a report
- Usually done in only 2 or 3 major urban centers, at best
- Respondents in a unnatural situation with strangers at their side, often at a board room table with microphones and mirrors
- Group bias and group think need to be controlled
- Body language and facial cues also subject to interpretation and bias
- Viewing clients can occasionally send a note to moderator to raise a topic of interest



### On-line Chat-Based Qualitative

- Takes 2-3 DAYS lead time, 1-2 days to execute and output is ready next day
- National samples, with respondents in all parts of the country
- Respondents are in the comfort of their own home, communicating in a safe, anonymous manner
- Respondents can respond privately or publicly
- Respondents do not bias or inhibit each other with body language or facial expressions
- Moderator and clients can chat with each other to share thoughts



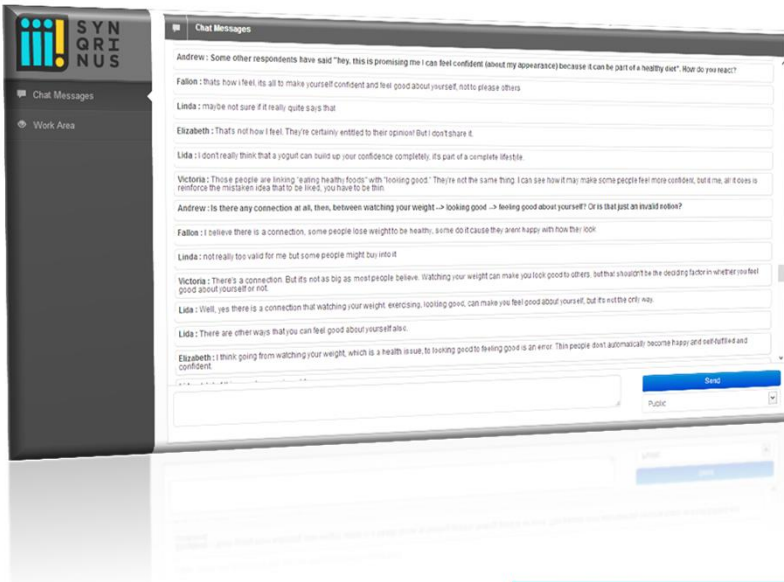
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# ENTREVISTAS Y FOCUS ONLINE - features

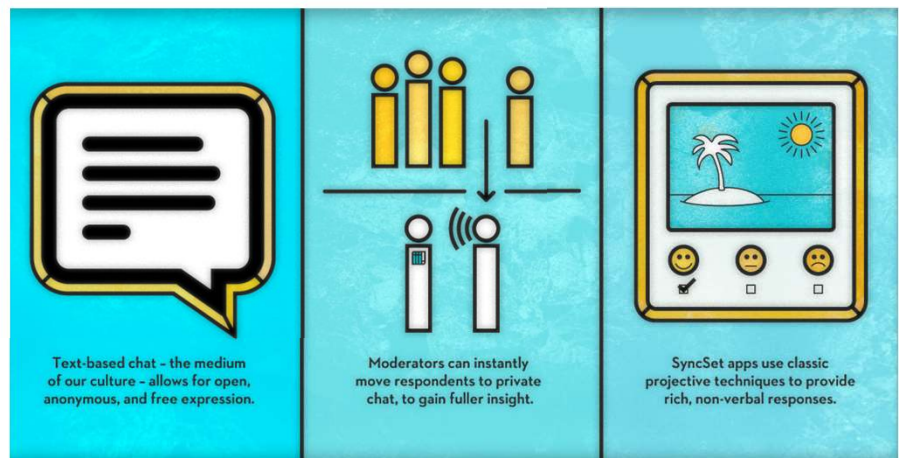


**We connect with panel-recruited participants in an online environment**



**Text-Based Chat**

**Our online environment combines text-based chat and our suite of interactive apps**



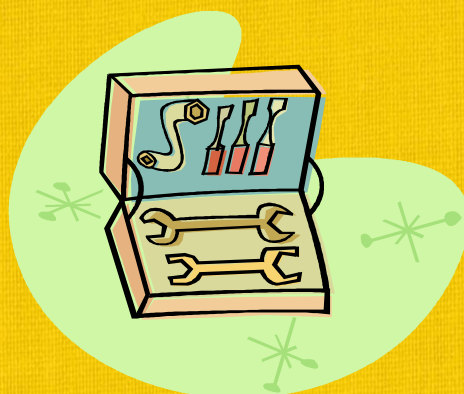
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# Synqrinus is perfect for....

- Early Stage Ad idea Testing
- Innovation concept building and iterative refinement
- Quick hits to understand a variety of brand/product issues or supplement social media monitoring
- Generating hypotheses for further quantitative follow up
- Developing brand strategies
- Understanding how consumers connect to your brand





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