Success During a Pandemic.....it is Possible!

Chelle Precht, researcher

While we’re all coping with the changes that are currently gripping the world, scrambling to hold onto what little business we do have is critical! This is the story of just one of several traditional focus group-based projects I was working on as the drastic impact of the coronavirus crisis started being felt.

There we were, less than four days away from seating of series of in-person focus groups, when governors across the United States began issuing “shelter in place” or similar orders. How do you complete a research project that was supposed to be conducted in-person, if you can’t be there in person?!?

But, as a great researcher always does, you find a way to get it done.

In this instance, we turned to FocusVision and their online focus groups platform, Intervu. Within 24 hours, they provided information, sent an estimate and had set us up on the platform so we could move forward.

Then, we turned to our recruiters. We had them re-call all the respondents, screen for webcam and internet connectivity, and confirm that each respondent was willing and able to participate online from home.

Now look ahead two days: we were able to conduct successful research and the clients could watch from a “virtual back room,” all of us working from the comfort of our own homes. The clients were extremely happy that we were able to not only pull off the research, but to pull it off within the original schedule (which was important as several members of their team, as many clients do, had schedules that were inflexible).

This story is not only about the success of the project, but also an important note about paying attention to the vendors that support QRCA. Because I’d just attended annual QRCA Conference and had a productive and in-depth chat with this particular vendor, I knew exactly whom to call to save the day – and the project – and make me look like a hero to my clients!
Chelle Precht has over 30 years in the marketing research industry, holding various positions at full service and data collection companies throughout her career (Burke/Bases, Parker Marketing Research, Consumer Pulse and AcuPOLL). Currently, Chelle is a Research Consultant who also performs moderating, auditing, field management and recruiting. Chelle has been an entrepreneur since 2003, combining her experience as a researcher “behind the glass” with her unique ability to get consumers to talk and asking them the critical next question.

Chelle is also a member in good standing with the Qualitative Research Consultants Association (QRCA) having earned their “Advance Consultant” status by having an ongoing commitment to qualitative learning through professional development and continuing education. She has been “PRC” Certified (Professional Research Consultant) by the Marketing Research Association (MRA) and Level One QAKE Trained (highest level possible for the Quality Assurance Key Elements program on behalf of P&G). Chelle graduated from Xavier University with a B.S.B.A. in Management. She currently resides in Cincinnati, OH.