

To make key business decisions that land with maximum impact based on affordable bespoke qualitative consumer group discussions, exploring challenges and opportunities topical to you and your business.

Designed & facilitated by experienced research specialists Compass Research Ltd. Compass Pulse is syndicated to enable 5 clients access to their own research vehicle.

## WHAT IS COMPASS PULSE ?

An on going qualitative research tool, providing in-depth insight, via deep dive qualitative face-to-face groups.

Members benefit from bespoke, timely, cost effective insight. Delivered by experts in consumer research and solution identification



### METHODOLOGY:

- 4 x full groups per quarter
- 2 .15 hours each
- 8 respondents per group
- Representative of 25 – 75yr olds
- BC1C2 consumers, GB spread

### MEMBER COMMITMENT : October

### FIELDWORK :

November, February, May, August

### RESULTS :

December, March, June, September



### MEMBER BENEFITS :

- Members get to confidentially explore, understand, test whatever is of value to them.
- Share set up costs to access affordable fieldwork.
- Members gain insight into a topical subject of relevance to FS providers in a timely manner each quarter
- Opportunity to bolt on additional qual or quant fieldwork to increase brand personalisation



### SUBSCRIPTION COSTS :

- **£11,800 + VAT**, per member for 1 year subscription including:
- 4 quarterly Pulses
- Detailed PowerPoint reports
- Face to face presentations available additional **£1,500 + VAT**,

Ongoing dialogue with Compass Research to ensure your ready to maximize this tool for your benefit each quarter

## HOW IT WORKS:

Each member owns 25 mins of confidential time per group discussion. Members choose what they want to put into their section of the discussion.

Add your own stimuli e.g. proposition descriptions, creative, communications, technical documents e.g. Fair Treatment of Customers (FTC) or GDPR etc.

We guarantee that your topics remain confidential and will not be shared with any other members. However, if multiple members choose to explore the same subject you can choose to share air time.

### IN ADDITION:

Each quarter, a generic, topical to FS, issue is explored - identified by syndicate members, available to all e.g. Open Banking, channel usage, GDPR etc.

## EXAMPLES OF COMPASS PULSE APPLICATION:

**MARKET COMMS:** Want to ensure a specific piece of marketing comms is cutting through to the right market, highlighting the most effective product features.

**PRODUCT DEVELOPMENT:** Need to understand how a product could extend to fully meet their customer needs and offer a USP.

**CHANNEL:** Understand how effectively its AGM communications were landing (postal & email) and how to maximise digital voting.

**PROPOSITION DEVELOPMENT:** Before investing in quantitative validation, test the essence of a new proposition and identify necessary refinement.