

brandDelphi™

Do you know what your customers really think about your business?

Real World Experience

Assessing organizational problems and identifying solutions is an issue nearly every organization faces. With brandDelphi™ the start point is the business situation - not just a pre-selected set of ideas. The ideas generated reflect reality as the customers see it.

- The consumer is asked for their expert ideas in an open-end chat-room environment; no leading the witness.
- Although most of the ideas may be “expected”, the technique uncovers new unexpected ideas.
- The output of the brandDelphi™ iterative technique allows the “cream to rise to the top”.
- brandDelphi™ is backed by experts and experience with decisions made in the “real world” based on the research results.

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Overview

brandDelphi™ is designed to generate quick, valid insights and viable new ideas to help grow businesses. It is a proprietary tool that is both qualitative and quantitative. It focuses on obtaining input from respondents **in their own words**. brandDelphi™ provides insights that are the equivalent of multiple focus groups, but eliminates the bias which naturally occurs in groups.

brandDelphi™ addresses these types of questions:

- **What do customers, former customers and prospects think about my products or services?**
- **In what areas does the product/service need improvement?**
- **What are some ideas for improvement?**
- **How can I best position my product/service?**
- **What motivates someone to purchase my product/service?**

Methodology

Step 1 - Define the business problem and identify the “vivid scenario” questions that might generate the greatest insights.

Step 2 – Recruit participants from lists provided by the client or sourced based on defined criteria from general lists (e.g. prospects). Typically there are 700+ participants – there is no upper limit.

Step 3 – Conduct the study. Ideas are selected and rated by respondents based on relevance and importance (from their own real time contributions and from those of other respondents). There are usually twice as many ideas generated as there are participants.

Step 4 – Analyze the results. Text mining is used to discover common themes. Ideas rated strongly for relevance and importance (Star Ideas) are considered to be of importance to the broad base. Ideas which were relevant to a smaller group of respondents but rated strongly in importance (Niche Ideas) can be indicators of opportunities or issues.

Timing – brandDelphi™ typically takes 3-5 weeks to complete.

Results

Findings and business implications of the analysis are reviewed in detail, usually with several audiences within the organization.

- Deliverables include: a catalog of actual verbatim ideas, presentation highlighting the results of text mining, idea frequency and quadrant analyses
- Every analysis has “Ah ha” moments, where unexpected results are discovered and examined for implications.