

Case Study: DIALOGUE RESOURCE, INC. HELPING A COLLEGE REPOSITION ITS ROLE IN THE MARKET PLACE



DIALOGUE RESOURCE, Inc.

The Company

Dialogue Resource, Inc. is a market research and consulting firm that specializes in qualitative research - both in-person and online. The firm began offering online research in 1999 and it offers a variety of customized online applications and techniques. DRI approaches the online venue using the same listening skill and interpretive acumen that have been central to its traditional qualitative practice.

The Need

A leading liberal arts college in the New England area was looking at repositioning itself within the academic community. Known primarily for its entrepreneurial focus, they wanted to expand beyond a single field of study, without losing its current reputation. They hired Dialogue Resource, Inc. to test five possible positionings.

The Solution

As a smaller educational institution, the college needed a cost-effective way to measure the positionings' effectiveness. By choosing an online qualitative methodology Dialogue Resource, Inc. provided the opportunity to reach a relatively large audience at relatively low cost.

The respondent population was divided into 16 sample 'cells' defined in terms of their individual relationships to the college (e.g., alumni, students, faculty, etc). Emails were tagged with an "audience code" so they could easily be identified as a cell (e.g., CGF - Current Full-Time Graduate Students). The initial email blitz was sent to approximately 2000 potential respondents. Two days before the survey, reminder emails were sent out including the username and passwords for the respondents.

The Outcome

- Over 300 individuals (15% of sample) replied expressing interest in survey. 237 logged on, 197 participated (at least one question) and 142 completed (over 7%, which is higher than for mail response).
- 300 pages in transcripts were developed.
- Results indicated a strong preference for one positioning statement, as well as the underlying motivations for its appeal; and,
- The college has decided to use that winning candidate as the platform for its repositioning.

"This technique was chosen since the client was testing positioning statements only, there wasn't the need for an exploratory discussion, and they desired qualitative data in conjunction with the ratings/rankings."

Samantha Kennedy

Vice President

Dialogue Resource, Inc.

DIALOGUE
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About Dialogue Resource, Inc.

Dialogue Resource, Inc. is a "high touch" strategic research and consulting firm with a practice rooted in a philosophy of applied listening. The firm offers a range of market-based services to help business organizations plan and access their development and growth activities. Since its founding in 1986, DRI has conducted assignments for more than 50 corporations, over half of them in the Fortune 500.

About Itracks

Since 1996, Itracks' award-winning professional team has helped market researchers gather their qualitative and quantitative data over the Internet. Itracks' suite of online data collection solutions empowers market researchers to gather rich and reliable data quickly. From our custom-programmed online surveys to our dynamic and intuitive online bulletin board focus groups and online focus groups, Itracks' sophisticated suite of tools and services make online data collection simple and affordable.