

Quality Inspections:

Get in the Car
with Your Customers

An Ipsos RDA **White Paper**

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Why We Do It: Insightful, Adaptable, Scalable

“Do you really know what your customers are saying about your products or those of your competitors?”

This question is at the heart of Quality Inspections. Quality Inspections provide a unique opportunity to encounter customer difficulties firsthand; through direct, candid conversations and product interactions. Again and again, these interactions generate deeply insightful qualitative data revealing valuable insight into customer preferences, perceptions of quality and segmentation. Quality Inspections help client teams break from their specialization silos

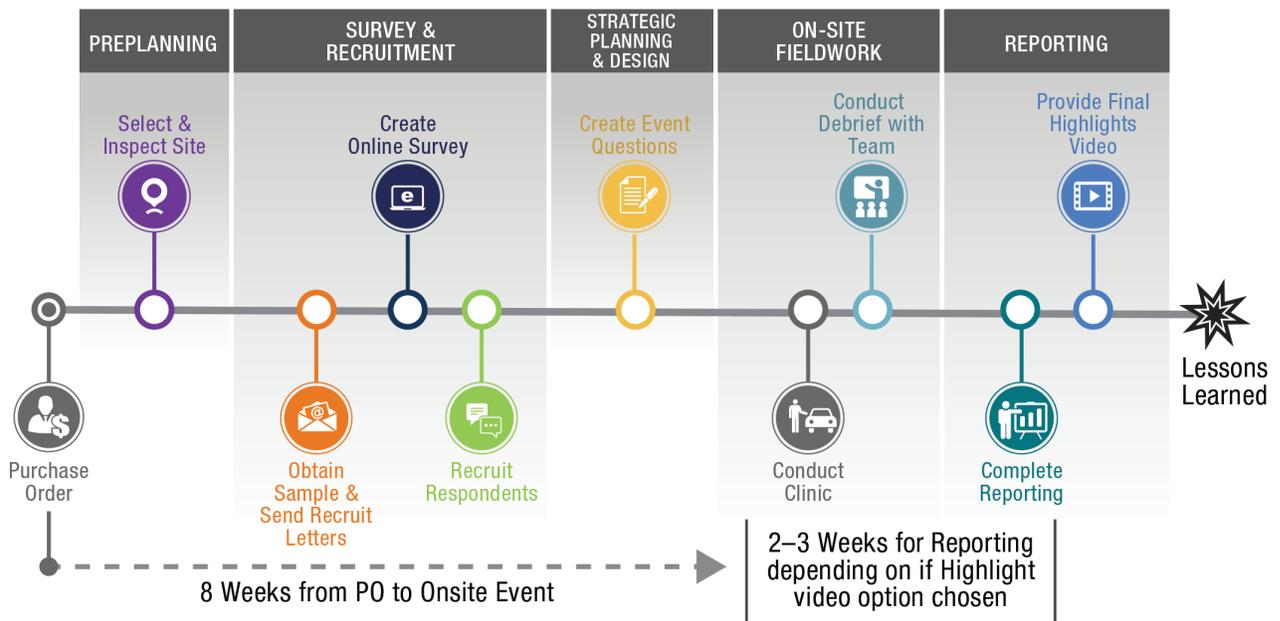
and personally experience customer frustrations, creating empathy and motivation among designers. Stakeholders learn the often-unanticipated ways customers interact with their product. These interactions reveal customer likes, dislikes, unmet needs and generate new design ideas.

While passive collection and big data analysis have become standard in market research, there remains no substitute to the live event which puts clients face-to-face with their customers. Quality Inspections are easily scalable and can be used for quantitative analysis when supported by our experienced statistical team. Ipsos Quality Inspections effectively satisfy a variety of research objectives, including: competitive assessments, concept development & evaluation, styling & design, product packaging, voice of the customer, subsystem evaluation and position, product quality and more.

How We Do It: Five Steps to a Successful Quality Inspection Event

Each Quality Inspection progresses through a similar series of steps which together take approximately 8–12 weeks from project design to final report submission.

Quality Inspection Flow



Step 1: Preplanning

We work with our clients to determine the best location(s) to hold a Quality Inspection event and to define the study's objectives. Location requirements include a significant customer base within a general radius of the event facility.¹ After selecting a location, Ipsos will work to identify and reserve the venue for the event, source all suppliers and provide training for the client teams conducting the interviews. Ipsos takes care of every foreseeable detail to create a seamless professional event.

Step 2: Survey & Recruitment

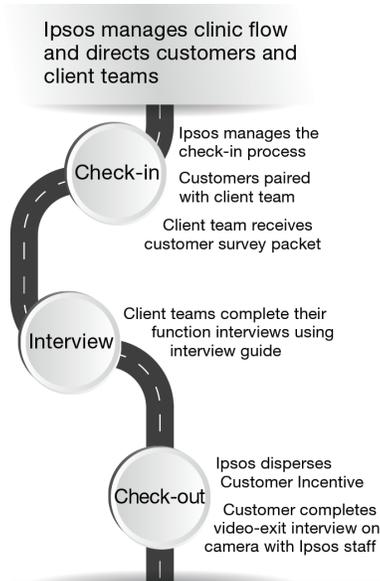
Prior to attending the event, customers complete a web-based survey to identify any key problems or dissatisfiers experienced with their product. We collaborate with our client to determine what products customers must have purchased (model, version, brand, etc.) to be recruited, and then send personalized recruitment invitations containing an event overview and a link to the qualification survey. Based on the product and the intensity of the interview survey, we recommend an incentive that maximizes customer show rate and cost savings to the client. Execution, programming and management of the online survey and telephone scheduling are all handled by Ipsos staff.

Step 3: Strategic Planning & Design

We recommend that clients appoint a designated liaison to organize client personnel participating in the Quality Inspection and coordinate with Ipsos. This liaison also works with us to ensure all internal interests are met. As soon as customers begin completing the qualification survey, clients gain access to a specialized data cube in Ipsos's proprietary online reporting system with full access to all online survey responses, including valuable demographic information on customers attending the event as well as reported troubles, dissatisfiers and verbatims. This resource allows client teams to shape their questions to customer feedback, ensuring deeply focused questions for the on-site interview. These initial insights are crafted into a series of supplemental questions that are concise, targeted and carefully worded to generate understanding of how customers currently use features, gauge opinion on product options and inspire future design ideas. These questions are in addition to any specific troubles or dissatisfiers flagged in the customer's online survey and are asked of every participant.² Questions are designed to seek out the root of problems; addressing motivations and perceptions as well as direct experiences. We also work with our client to identify potential customer-client interactions for live video footage and develop a short, strategic exit survey to ensure complete capture of the most critical high-level customer feedback.

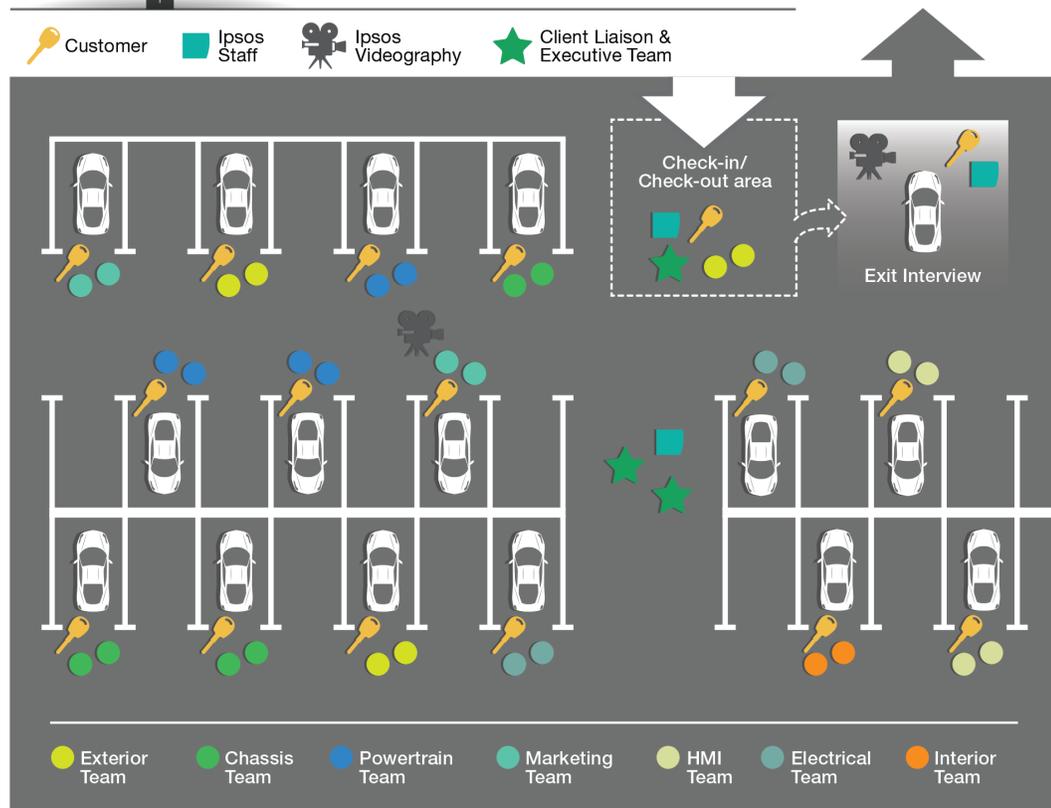
¹ Typically, Ipsos assumes an 8–10% qualification rate for non-branded Quality Inspection event invitation and higher for branded event. For example, an event requiring 100 confirmed participants would typically require approximately 1,000 initial sample within the given location radius.

² Note: This applies only to Quality Inspections based on an Ipsos tracking study. A broad range of ad hoc surveys have been developed independent of any existing study or from other data already possessed by the client.



Step 4: On-site Fieldwork

Ipsos manages the on-site event, including coordination of all vendors, catering, client training and post-event debriefs. We generally schedule to complete interviews over one day, with the option to add additional days for a competitive study or a higher volume of client customer interviews. Ipsos schedules customers into sessions during which they meet with various client function teams one-on-one, bringing the client into direct conversation with their customer. For an automotive inspection event, customers with a trouble identifiable only while driving may be asked to take engineers on a pre-approved drive route to further explore the issue. At the end of their interview, each customer receives their incentive on-site and completes the exit interview on camera. The event concludes with a detailed client team debrief where each function team produces and presents brief notes on key findings from the Quality Inspection Event.



Step 5: Reporting

Immediately following the event, we compile a debrief summary that consolidates the overall findings based on the recorded observations of each client function team. Within one week, we provide an Excel data file of all transcribed interview responses to the on-site event survey alongside the already existing verbatims and customer demographics from the original qualification survey. Ipsos formats this file to be immediately filterable to answer many high-level questions. Within another week, we provide an executive report, which identifies key findings and insights from the on-site event. Our recommendations aim to guide the most effective actionable investments and product changes for the greatest impact, tailored to client business objectives and designed to promote research findings internally.

The highlight video offers professional quality production that mirrors written report feedback through footage captured at the event, and allows others who did not participate to experience first-hand feedback straight from the customer. For example, one engineer attending a past Automotive Quality Inspection Event indicated:

*"In the plants we hear from engineers, we hear from operators, we hear from managers. At the [event] we actually hear from the voice of the customer and we can hear in their voices the passion they have for their product. That definitely is value added."*³

The highlight video is delivered in conjunction with the executive report and tells a compelling story and functions as a powerful method to disseminate findings.

Where We Do It: Anywhere

Our team has successfully conducted Quality Inspections across the globe and we are able to adapt an event specific to any market.

Global Quality Inspection Experience



³ Ipsos Automotive Quality Inspection Event, Canada, 2014.

Looking Down a Wider Road: The Future of the Quality Inspections

Ipsos Quality Inspections break through to the customer by putting our client into direct conversation with them. This provides a unique and exclusive opportunity to learn how customers experience their product and often reveals unexpected perceptions of quality. What's more, participating in Ipsos Quality Inspections generates a positive perception among customers about your brand; that you are really listening to their needs.

As one customer explained:

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*"Often, you call customer service or you are on an online forum... All the time people are asking: Are they reading this? Are they getting these messages? Do they hear us? So this kind of thing is fantastic. To have all these engineers that want to hear from us and want to hear all kind of little specifics. I think it's great that they really want that kind of feedback. Now I feel like I've really been listened to by the people that are going to make changes for future products."*⁴
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With more than 30 years of Automotive Quality Inspection experience, at Ipsos Events, clients gain the unique opportunity to meet one-on-one with customers. Quality Inspections cater to the needs of diverse commodities by bringing product marketers, designers and engineers into direct conversation with customers. The team at Ipsos has successfully employed the Quality Inspection model to perform numerous ad hoc studies, including: ethnographic research of digital assistant users and electric vehicle owners; hosting follow-up calls between customers and client, focus groups for client application development and organized specialized groups to understand how customers use their in-vehicle infotainment systems. We have further successfully adapted the Quality Inspections to consumer research studies for Tier 1 OEM suppliers, creating programs that provide vital insight for future design and investigate current customer complaints.

Quality Inspections provide a useful tool for engaging various client business needs. Looking forward, we are excited to serve a broader range of needs in even more diverse industries. Let us help you discover what your customers really think about your products.

⁴ Ipsos Automotive Quality Inspection Event, Los Angeles, CA 2015.

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About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry.

At Ipsos we are passionately curious about people, markets, brands and society. We make our changing world easier and faster to navigate and inspire clients to make smarter decisions. We deliver with security, speed, simplicity and substance. We are Game Changers.

With offices in 88 countries, Ipsos delivers insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.

Ipsos researchers assess market potential and interpret market trends. We develop and build brands. We help clients build long-term relationships with their customers. We test advertising and study audience responses to various media and they measure public opinion around the globe.

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