

Snapshot of Services

Observational Research

Real Time Observations: researchers “track” shoppers, recording specific behavior and pathways throughout the store/aisle/sections.

Videotaping: As a complement or a stand-alone methodology, video is used to capture behavior in and around the research area.

Attitudinal Research

Shopper Interviews: immediately after shopping, respondents are intercepted.

Videotaped Shop-Along Interviews: researchers accompany shoppers, probe for and record immediate reactions.

Sales Associate Interviews: associates are interviewed (anonymously) and asked to share their insights, frustrations, and wish lists.

Focus Group PDT: within a traditional focus group, shoppers are led through a detailed Purchase Decision Tree to assess the actual thought process and influences of purchase planning.

Web-Based Interviews: key demographics and segmentations participate in online surveys.

Customer Experience Analysis

In-Store Consulting: qualitative assessment in context of EnviroSell’s 25 year knowledge base.

Competitor Store Audits: comparing and contrasting competitors through the EnviroSell lens.

Mystery Shopping: trained researchers experience and measure any customer service process.

Ideation Sessions: using data collected via a client’s study and the collective EnviroSell historical experiences, researchers lead sessions to kick off “next step” ideation and implementation.

Website analysis: in a one-on-one setting, on-line shoppers are “tracked” to capture real time use of sites and attitudes/perceptions throughout the process.