

## TAKING YOUR TRIAL RESEARCH ONLINE

Virtual Mock Trials, Focus Groups & Online Dial Testing

Dialsmith's web-based research tools and services are designed to help trial consultants migrate their methodology online – efficiently and effectively.

### A Full Range of Online Qualitative Research Options to Fit Your and Your Clients' Needs

#### FULL SERVICE OPTIONS:

- ✓ Technical set-up and support for virtual mock trials and focus groups
- ✓ Seamless dial testing of any recorded arguments or testimony
- ✓ Survey programming and hosting
- ✓ Technical support for integrating with other qual services
- ✓ Reporting portal gives you real-time access to your survey and dial data
- ✓ Project management- recruiting, sample procurement, invitation emails

#### A' LA CARTE OPTIONS:

- ✓ Integrate dial testing into your survey, focus group platform, online community or other qual tools
- ✓ We program the dial testing exercises and provide you with links to distribute as needed



#### VIRTUAL MOCKS & FOCUS GROUPS

- ✓ We manage all the technical set-up and needs: meeting platform, respondent tech checks, etc.
- ✓ Live tech support during the session
- ✓ Secure and confidential backroom for client observations
- ✓ Each group is recorded as a deliverable

#### FULL-SERVICE ADD-ONS:

- ✓ Recruiting
- ✓ Reporting



#### ONLINE DIAL GROUPS

Dial groups: Same as virtual focus groups with the addition of advance dial testing or real-time dial testing.

#### ADVANCED DIAL TESTING:

- ✓ We send a survey and video to respondents to test in advance
- ✓ Client then reviews the results in advance
- ✓ Moderator executes online focus group with all the respondents or only the ones they choose to invite

#### REAL-TIME DIAL TESTING:

- ✓ All respondents log on and receive a link for rating the video/s
- ✓ Client then reviews the results in real time
- ✓ Moderator continues discussion with all respondents or keeps a breakout of them
- ✓ Multiple breakouts are also possible



#### WEB IDIs

- ✓ We provide the platform
- ✓ Our in-house moderator will perform Webcam IDI's
- ✓ Each IDI is recorded as a deliverable
- ✓ Full-service add-ons: recruiting and reporting

WE'VE GOT YOU COVERED: FROM RECRUITMENT TO PLATFORM TO RESULTS

ASK A QUESTION

REQUEST A QUOTE