



# Lite Data collection and New Paradigms

**The environment that the market researchers find themselves in has changed dramatically over the past 5 years. Digitally based data collection methods have fundamentally changed the way in which survey data is collected. We have also seen the rise of behavioural economics which has shown that some of the foundations upon which the classical economic model of consumer behaviour is based are wrong.**

This evolution in technology meant that organisations struggling through the recession were able to insource a large portion of their MR activity so as to reduce costs. The downside of this strategy is that:

- Independence is lost
- Exposure to new ideas is limited
- Research rigour is compromised as quick and dirty methods are used inappropriately.

Ask Afrika's digital capability allows us to transcend these limitations with our Lite product offering. We can collect data across any platform on any device and believe that the benefit of collecting data in this way is not only a reduction in research costs or faster turnaround times, but in that it provides us with a better, more accurate way of measuring consumer behaviour. The advantage, for clients, of this combination of what we call "lite" methodologies and "new paradigms" is:

- The ability to use powerful experimental designs to test products and concepts
- The ability to measure what Daniel Kahneman calls "System 1" thinking which often allows for more accurate description and prediction of consumer behaviour
- It allows us to measure and report on operational (daily), tactical (Monthly/Quarterly) and strategic objectives (Annual) in a cost effective and timely manner

Digital data collection methods employed include: TAPI, PC online, Mobile Online, SMS, USSD, real time IVR and email surveys through a variety of customer care or sales channels.

## Benefits

- The only method available for in context measurement
- Richer data in the form of audio, photos and video
- Minimises respondents reliance on memory and reduces social desirability responses
- Improves engagement with your customers and allows you to reach more of them

## This product will appeal to:

- Organisations that have contact centres or retail outlets that need real time or fast, regular operational feedback on their customer services levels
- Organisations with affluent consumers who typically refuse to participate in surveys
- Organisations that want to understand the "System 1" dimensions of customer behaviour and experience

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