

"It's great we can go virtual and real life with one supplier."
- Major Global Media Firm

The Kuriosity Shop

by Skopos

Learn, uncover, explore, discover... Modern Online and traditional In-person groups, depths, and chats.
All in one place...

Kuriosity

Ku.ri.os.i.ty

/ˌkjʊə.riˈɒs.ə.ti/

noun

1. A strong desire to know or learn something.
"filled with curiosity. She peered through the window"

synonyms: interest, spirit of inquiry, inquisitiveness

"his evasiveness roused my curiosity"

Qualitative in Quantity



Online/ Virtual



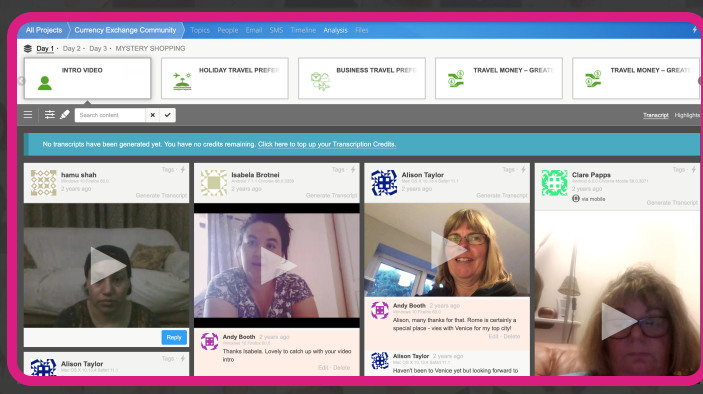
Face to Face

Online & Virtual

Community & pop-up panels

Webcam interviews

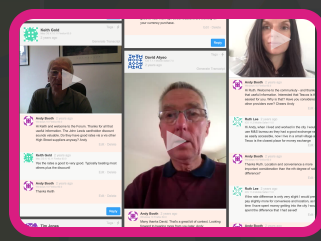
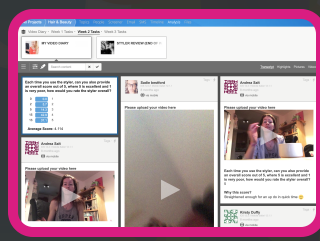
Social listening



Community Panels

Community Panel Expertise

We are at the forefront in the development & management of community panels.

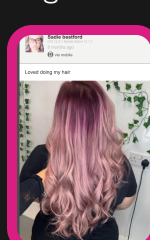


Panel Component

- ✓ Recruitment & maintenance
- ✓ Study scripting, visualisation & broadcasting
- ✓ End-to-end project set-up, analysis & reporting
- ✓ Data dashboard construction
- ✓ Full optimisation for mobile & tablet

Community Component Additions

- ✓ Design, construction & hosting
- ✓ Full management, moderation & analysis
- ✓ 24/7 community portal access

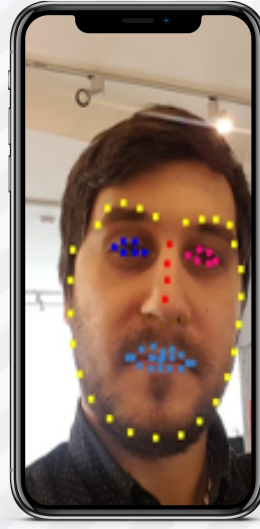
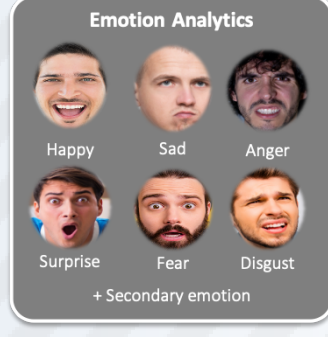


Perceptions & Physiology

Our Somatys™ tool uses an online & video qualitative method that captures physical movement to analyse in our emotional tracking tool. Through somatic analysis, we can discover when stimuli triggers an unconscious response and whether those responses are positive or negative.

Key Features:

- ✓ 100+ emotional metrics.
- ✓ Secondary emotions (delight, admiration) bolster primary emotions (happiness, surprise)
- ✓ Sentiment by age, ethnicity, segment, region and many more.
- ✓ Eye tracking, heatmaps, user experience, etc.



Face to Face



In-depth interviews

Group discussions

In-lab interviews

Observations

Success Stories



Logistics

Why



The Royal Mail business is currently going through a huge transformation – whilst facing major challenges the heads of the marketing services team wanted to more fully understand the areas that could be improved.

How



Skopos conducted a number of 'digital consultations' (micro-community panel discussions), as well as f2f focus groups and depth interviews with both Royal Mail team members and partner agencies.

What Now



The action workshops have provided Royal Mail with a clear framework and direction for future activity – enabling scarce resources to be targeted more effectively at the key areas of prioritisation. Royal Mail now have a clear fix on the organisational culture, how processes function in practice, leadership and change management.



Charity

British Heart Foundation needed to establish how successful the 'hard' and 'soft' support provided by the British Heart Foundation (BHF) was perceived to be – amongst those suffering from heart and circulatory diseases (along with their friends/family), as well as BHF nurses.

A series of in-depth interviews (face-to-face and telephone based) were conducted.

This was subsequently followed up with a quantitative survey phase, to support the qualitative observations with the 'hard numbers'.

The BHF were able to optimise their support services (across channels – digital and non-digital), refining the mechanisms employed to deliver the 'softer' emotional support.

This also acted as a catalyst to embracing the use of social media, as part of a holistic support programme.



Finance

JLF wanted to direct as much traffic as possible towards the in-store bureaux where the average transaction value is highest.

JLF had a goal of optimising CX with the Foreign Exchange offering and increasing awareness.

Skopos conducted a micro community over 3 days to glean user activity levels and overall awareness of service.

In addition, vox pops and multi media stimulus were provided by respondents to help visually represent their journey from need to usage of FX.

The JLF team have used the outputs to enhance awareness of the service in-store and online, and have optimised the services' core offering in terms of value and customer service perceptions.

FX has been put at the top of the new services list for JLF and our research plays a fundamental part in understanding customers.

Portfolio of Professionalism



Award winning insight consultancy

Approved, Accredited, Assured

Evidence Partners, ISO 26362, QUIRK'S, MSPA, ESOMAR member

Pioneers in digital MR innovation

International Influence:

- The Skopos Group has operations and offices around the world
- Allied to long, established, relationships in all major global markets
- Our international reach ensures we can draw upon local market knowledge, understanding and relevance for all of the international research programmes we conduct

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