

groundwork
A SATOV COMPANY

Groundwork launched as a SATOV department in 2020. We provide a range of **primary research services** that enable businesses to make strategic customer-facing decisions.

To get advice on your research program
please reach out to
david.saffer@satovconsultants.com

We put your customers first



Who are your customers?

Why do they choose you? Why don't they?

Who is your competition? Why do customers choose them?

Do you meet your customers' expectations?

What, if any, products, services, or features do customers think are missing?

What do customers enjoy most about your shopping experience? What can we change that increases profit and customer delight?

We deliver a wide range of primary research



Consumer surveys

Multi-language survey writing and programming

Statistical analyses and experimental design

Custom recruiting and panel development for recurring research



Qualitative research

Multi-source recruiting with multi-level screening

Focus group and ethnography design and execution

In-depth one-on-one interviews

Advanced qualitative data analysis



Site audits

End-to-end physical experience evaluation

Customer and sales associate intercepts

Shelf space analysis

Merchandising assessment (e.g., product packaging, displays)








Digital analytics

Digital presence analysis (SEO/SEM)

End-to-end online experience evaluation, including website effectiveness assessment

We believe truly actionable insight comes from a combination of qualitative and quantitative methods

We have a flexible engagement model

	Groundwork foundational program			Project-based	
Term	1-year, 2-year, or 3-year			Up to six weeks	
Projects	Includes all of:			Includes one of:	
Types	 Brand health tracker Positioning study among consumers	 Customer experience Recurring net promoter score surveys	 Innovation / ad hoc Mix of survey or focus group research	 Knowledge audit How your business collects and uses consumer data	 Custom study Positioning studies to market sizing and innovation projects
No. studies	2	Multiple	6	1	
Frequency	Bi-annual	Time-based or event-triggered	Scheduled or ad hoc	On request	
Sample size	1,200	Unlimited	Surveys: 250-400 FGs: 18-24 IDIs: Up to 18	Variable	
Reporting	Dashboard and reports			Report	
Fees	Contact for pricing <i>Email: David.Saffer@SatovConsultants.com</i>			Starting at \$40K	

Why should Groundwork conduct your research?



Deep experience and expertise

- ✓ Extensive experience conducting primary research in a **wide range of sectors**
- ✓ **In-depth literature search** conducted to begin each engagement to maximize industry learnings, through reading peer-review journals, third-party data, past work



Top-tier quantitative capabilities

- ✓ Proven **survey writing** process, state of the art **programming** and **modelling**
- ✓ Ability to sample **niche populations** via panel partners, social media, cold outreach
- ✓ **Rapid survey deployment, reporting, or dashboarding**



Best-in-industry participant recruiting

- ✓ **Multi-source recruiting**, leveraging social media, snowball outreach, panel partners
- ✓ **Multi-level screening** process to recruit high-quality participants
- ✓ **90% first-time participants** guaranteed



Collaborative, efficient approach

- ✓ Collaborative and experience-driven approach that **provides outcome certainty**
- ✓ Opportunities provided for **client to give feedback on research activities**
- ✓ **Efficient client access** to project materials: **real-time reporting link** to view survey progress; **online portal** for qualitative discussion guides, grids, recordings, transcripts

Research leadership

Groundwork is led by David Saffer, who channels his depth of experience into all our projects. The team is made up of dedicated consumer insight researchers who focus on qualitative and quantitative studies from focus groups to surveys.



David Saffer, Partner

David brings three decades of experience advising chain healthcare, retailers, and consumer goods companies. He leads our consumer insight practice and supports our clients in a range of areas from brand positioning to hands-on marketing planning and execution. David is a consumer and B2B research expert and sought-after strategy facilitator.

David was a founding partner of Groupe SECOR's Toronto office (now KPMG Strategy) and later co-founded Jackman Reinvents, where he built the management consulting and research practices.



Sophie Lewick, Senior Research Analyst

Sophie's project focus is consumer research. Before joining SATOV she worked in marketing research and strategy, and in water conservation prior to that. She has a B.A. in Psychology from McGill University. While at SATOV | Groundwork, Sophie has managed qualitative and quantitative research programs for clients in healthcare, consumer goods, and for PE firms during pre-and-post exclusivity diligence assignments.



Hayley Hummel, Senior Research Analyst

Hayley joined Groundwork from Ipsos, where she managed consumer tracking projects for large financial services companies and others. She has a B.A. in Political Science from Wilfred Laurier University. While at SATOV | Groundwork, Hayley has managed qualitative and quantitative research programs for clients in education, healthcare, consumer goods, and for PE firms during pre-and-post exclusivity diligence assignments.

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