

SATOV

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[www.satovconsultants.com](http://www.satovconsultants.com)

# SATOV

An introduction to our primary research,  
consumer insights practice

September 2024

SATOV offers **primary research services** that help businesses make strategic customer-facing decisions

To get advice on your research program  
please reach out to:

[david.saffer@satovconsultants.com](mailto:david.saffer@satovconsultants.com)

417-777-9000 x 99

# We put your customers first



Who are your customers?

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

Who is your competition? Who chooses them and why? Where, for what occasions do your customers share their wallet with your competitors?

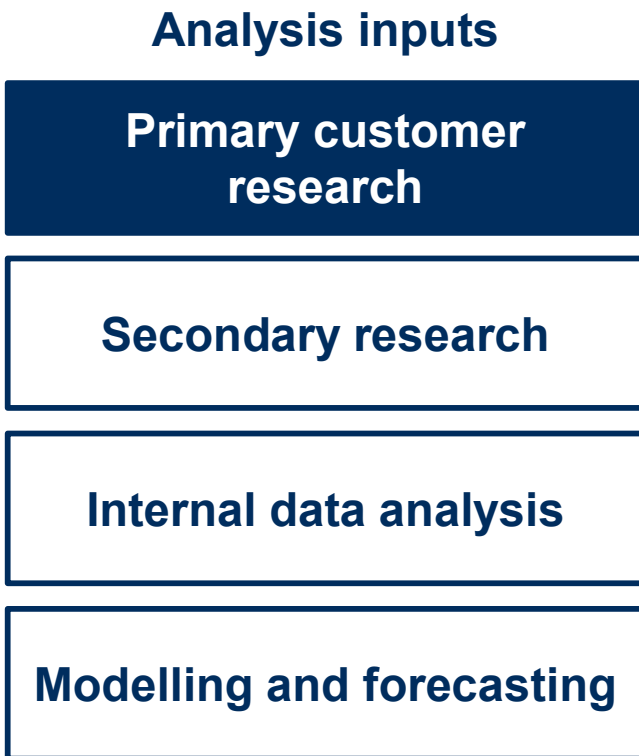
Do you meet your customers' expectations?

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?

# Customer insights are central to tactical and strategic decision making

## Tactical decisions and success tracking



## Strategy design



# 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 ensure successful project outcomes



## Top-tier quality

**Experienced team** with top-tier research credentials and industry partners  
Rigorous analytical process leveraging **in-house research and modelling capabilities and tools**

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## Tailored and collaborative approach

Engaged approach that leverages our analytical perspectives in **collaboration with the experience and judgment of management**  
**Proven methodologies** customized for each situation

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## Market-proven results

Our research outcomes and recommendations have led directly to **successful in-market results** from service improvements and product introductions to PE firm diligence decisions

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## Rapid deployment

**Fast ramp-up and execution** without compromising on quality  
Engagement structures that enable **organization-wide adoption with no admin burden**

**We quickly and thoroughly provide the key foundational insights so that you can make the best decisions**

# We have a flexible engagement model

	Our “Groundwork” foundational program			Project-based	
Term	1-year, 2-year, or 3-year			Up to six weeks	
Projects	Includes <b>all</b> of:			Includes <b>one</b> of:	
Types	 <b>Brand health tracker</b> Positioning study among consumers	 <b>Customer experience</b> Recurring net promoter score surveys	 <b>Innovation / ad hoc</b> Mix of survey or focus group research	 <b>Knowledge audit</b> How your business collects and uses consumer data	 <b>Custom study</b> 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: <a href="mailto:David.Saffer@SatovConsultants.com">David.Saffer@SatovConsultants.com</a></i>			Typically starting at \$25K	



# 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



## Implementation-ready insights

- ✓ Strategies and tactics built on a **strong statistical foundation of consumer insight**
- ✓ Clear, practical recommendations **linked to realistic implementation plans**
- ✓ Findings, recommendations, next steps shared with client team in **debrief workshop**

# Research leadership

**Our consumer research practice is led by David Saffer**, who channels his depth of experience into all our projects. The team is made up of dedicated team of researchers, marketers and analysts.



**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 SATOV 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, 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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