



**Minnesota
Upper Midwest**

The Verbatim

Newsletter of the Minnesota/Upper Midwest Chapter of the MRA

Winter 2013

Volume 16 Issue 1

President's Corner

Scott Weinberg, uSamp, 2012 – 2013 Chapter President

Greetings Chapter! It has been a pleasure to have met so many of you and I appreciate your enthusiasm! We have had a great year, with many new members and events. Remember to bookmark www.mnmra.org for the latest chapter information.

The biggest news of the past year involved one of our biggest events ever, our bi-annual fall conference. We had over 75 attendees joining our 8 speakers throughout the day. Gayle Fuguitt and Ed Dobbles gave excellent and entertaining breakfast and lunch keynotes; and with parallel sessions throughout the day there was no shortage of fantastic local and regional speakers to choose from.

In other good news: we have seen a significant increase in active members since last year, and we are in good shape financially. We also co-sponsored the Alphabet Bash, certainly one of the largest annual business networking events in the Twin Cities, where hundreds attend. And we continue to host topical events of interest, every 2-3 months.

Immediate items of interest:

- We are increasing our visibility on various social media channels. Please send a request to join the MN MRA LinkedIn group if you haven't already, and follow us on our new Twitter handle @mn_mra.
- It's time for elections! If you have interest in a Board position, or participating on our membership, publicity, or programming committees, please let us know via info@mnmra.org.
- The Board is always interested in hearing from you and your ideas for speakers and chapter event topics.

Thank you for the privilege in serving as your President and I appreciate your continued support of our chapter.

Scott Weinberg

2013 Upcoming Events

Keep checking the calendar and home page on mnmra.org

Watch for a April 23 event with Jim Tincher from SMS on Patient/ Customer Experience research

May 23 - Biometric Measurements in Market Research

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2013 Upcoming Events

Check the calendar and home page at mnmra.org to view current events.

April 23 2013 Event

Jim Tincher from SMS will be presenting for our Chapter May event. The topic will be Patient/ Customer Experience research and resulting engagement and health care improvement case studies. The presentation will include a co-presenter from the client side. Keep watching www.mnmra.org for details of specifics and location.

May 23 2013 Event

A presentation on Biometric Measurements in Market Research will be held. Keep watching www.mnmra.org for updates and specific details as they become available!

BOARD ELECTIONS for 2013-2014

Yes, it is that time of year again! Please contact anyone on the nominating committee, or send an email to info@mnmra.org if you would like to nominate anyone for a position on the 2013-2014 Board of Directors for our Chapter, or would like to see a position description.

Open positions are: President Elect, Treasurer, Secretary, Director at Large.

Our 2013 Nominating Committee is:

Scott Weinberg
Jean Fasching
Cheryl Powers
Danelle Gorra
Robin McDougal

MN MRA CHAPTER CONFERENCE SUMMARY

September 2012

Event Recap Contributions

By Lori Laffin, Cathy Jensen, Jean Fasching, Darlo Martin-Rogge, Jon Pennington

Big Leadership vs. Big Data...being the indispensable voice of the consumer

Gayle Fuguitt, Former Vice President, Global Consumer Insights, General Mills

Decision makers need:

- Insights vs. dashboards of big data
- Intuitive advisors for "real time" insight
- New Insight/research solutions that translate insight into measurable growth opportunities

Insight leaders are uniquely poised to:

- Translate problems into opportunities, -consumer language into needs, and -Data and trends into quantifiable growth opportunities.

People make decisions, data doesn't...whether you are a "buyer" a "seller" or a "translator", you can have even greater impact by creating your personal portfolio of:

- Skills
- Partners and Collaborators
- Innovative Insight/Research Solutions

to influence growth and decisions

Key Insights from the session:

- Unless you get everything right, you'll get clear direction to the wrong place
- Be very precise about your business problems
- Translate ideas into numbers and then numbers into insights
- Change. It's fine. Let it go. "Rome is always burning."
- Don't think "What do you want to do." Do think, "Who do you want to be."
- "All the data in the world will be useless without a succinct story and intuitive charts." Geoffrey Precourt
- Need to have the voice of the customer at every decision table
- The most power conversation is consumers talking to each other because they trust each other more than they trust manufacturers, channels, media, etc.
- Get all the data, but don't report it until you have a specific question
- Tell a story – take a stand

Speaker Biography

As the former Vice President, Global Consumer Insights, General Mills, Gayle Fuguitt oversaw all global marketing research and analytics to create and translate insights about trends, consumers and shoppers into growth opportunities and business strategy. The organization Fuguitt built included Global Shopper Insights, Global Insights and Analytics, the Center for Learning and Experimentation, as well as teams dedicated to each Operating Unit worldwide.

Social Media Operational Excellence

Gina Debogovich, Social Media and Global COE, Best Buy

Attendees of this presentation learned about:

- Social media operations in large-scale environment
- Social media customer experience
- Social insights feedback to business

Key Insights from the session:

- Used to be ‘Tell a friend.’ Now ‘Tell the World.’
- Social media
 - Connect with current & future customers
 - No department owns social media
 - Raise awareness
 - Gain insights
 - Support customers
 - Provide information
- 46% of US Internet users use social media for customer service
 - 70% of companies are ignoring social media as opportunities
- Steps
 - Find the conversation
 - Decide if you can add value
 - Determine if we add value as a brand
 - Write response and resolve
- All BB employees now get social media training
 - Policy: Be smart. Be respectful. Be human.
 - Bestbuysocialmediapolicy.com

Speaker Biography

Gina Debogovich provides strategic direction for Best Buy and its family of brands in the online space. She engages directly with customers on Twitter (@Gina_BestBuy) and writes "Best Living," one of Best Buy's blogs. Gina leads a team of employees who are responsible for the day-to-day operations of customer-facing online communities across a variety of the Best Buy brands.

Balancing Big data with Little insights at H&R Block (and beyond)

Ed Dobbles, VP of Research and Analytics, H&R Block

Over the last 50 years, H&R Block has completed more than 575 million tax returns in the US, with 700 data points per return. This incredibly rich data set is the foundation of its research organization. However, over the last 10 years, H&R Block has faced an exceptionally challenging marketplace resulting in a declining base of customers. That rich data wasn't enough. This presentation showed how Block leveraged its deep analytical data with lots of small client insights that led to its first 2 years of market share growth in over a decade. Key thoughts included:

- The shaky marriage of analytics and primary research: Before accepting his new position at H&R Block, Ed asked to see where all Research and Analytic departments reported. He noticed it was too fragmented for him to reach his goals for the VP of Research and Analytics position.
- Rebuilding a credible research organization: Before accepting his new position at H&R Block, Ed asked to see where all Research and Analytic departments reported. He noticed it was too fragmented for him to reach his goals for the VP of Research and Analytics position.
- The insights that drove success: Ed drove his success through engaging his newly reorganized staff. He asked them to design the new org. structure and to tell him what jobs they wanted within it (a bottom up design). His staff, who he says are the experts, came up with ways to look at big data and find their customers with the most potential. This drove staff and product investments through the organization and led to growth in a very competitive, more online marketplace.

Speaker Biography

Ed Dobbles is the VP of Research and Analytics for H&R Block, where he is responsible for consumer analytics for the company's U.S. Tax and Financial Services businesses and for the marketing, strategy and international teams.

Why Facial Coding Will Give Big Data a Run for Its Money

Dan Hill, President & Owner, Sensory Logic, Inc.

During this presentation one learned about:

- The Big Data dream and critique of its claims
- The science of neurobiology
- The history and potential of facial coding

Dan talked about what he called our ‘ancient brain’ and how attuned it was to facial expressions and nuanced changes in expression. People believe or don’t believe a message based far more on what they read on the face than the actual words spoken.

He has harnessed years of research to read ‘micro expressions’ to understand what customers are actually thinking and may not be saying or what they are feeling. Hill and others believe that careful analysis of facial expressions, including fleeting ‘micro expressions,’ allows marketers see the true emotions experienced by their customers.

Speaker Biography

Dan Hill is a recognized authority on the role of emotions in consumer and employee behavior with over a decade of experience in running his scientific emotional insight consultancy: Sensory Logic, Inc. Its unique research tool, facial coding, is highlighted in Malcolm Gladwell's best-seller, "Blink", used by the CIA and FBI and is now featured on FOX's "Lie to Me". A frequent speaker at business conventions and seminars from coast to coast, as well as in Europe and Asia, Dan's blue-chip clients have included Target, General Motors, American Express, Capital One, Nokia, GlaxoSmithKline, among dozens of major brands.

Turning Research Outside In: How 3M Intrapreneurs innovated to design a cost-saving internal research company

Deb Hartman, Ph.D., Market Research Manager, 3M

- Discussed how an innovative idea grew into a service which saves 3M more than \$2 MM market research dollars per year and enables 3M to do a much higher volume of research while addressing business-critical issues.
- Learned the steps to implementing and running self-funding market research services without adding resources (headcount or money).

Speaker Biography

Deb has a Ph.D. in Experimental Social Psychology, and has worked in marketing research for 11 years; she's been with 3M for 7 years. Deb has worked on many types of research throughout her career, including B2B and B2C research on new products, brand, positioning, pricing, customer satisfaction/loyalty, and segmentation research. She currently manages the 3M internal survey research team.

Now What? Turn Your Customer Feedback Program into a Profit Center

Joe Stanton, Vice President of Product Innovations, Questar

Measuring customer satisfaction shouldn't be made a casual effort. A poor job leads to stores misplacing their focus, energy and dollars on issues that don't directly tie to sales growth. A sophisticated effort ensures that the program is monitoring and incenting the behaviors that lead to financial success. This session focused on how organizations can ensure that their customer feedback program won't just be another line item, but a profit center.

Determining which customer satisfaction metrics will have the most effect on return on investment or incremental revenue growth sometimes requires a lot of brute force calculations. Stanton's work discovered that the customer satisfaction metric that had the strongest correlation with desired outcomes--improved ROI, incremental revenue growth--varied from client to client, even with all his clients being in the quick service restaurant category.

Speaker Biography

Joe Stanton directs consulting services, marketing and product strategy for Questar. Previously, he oversaw business development and program design for the Customer Experience Measurement division.

How far can we go with Max-Diff?

Kevin Micklitz, Director of Business Development, Chamberlain Research Consultants

Maximum Difference Scaling (MaxDiff) has become a widely accepted and utilized technique in market research. This session began by providing a description of how traditional MaxDiff works. Then it explored some of the more advanced uses of the technique such as adaptive design, anchoring, evaluating large sets, and stacking. The session ended with a discussion on how MaxDiff is being used and explored how to apply the technique in new areas.

Key Insights from the session:

- Choices come very naturally to us
- When we're in survey-taking mode, function trumps emotion
- Discussed:
 - Sparse max diff
 - Max diff for one part of segmentation with hierarchical Bayesian to disaggregate
 - Stacked max diff
 - Adaptive max diff
 - Q-sort
 - Small sample sizes
- Asking questions with choice gets you more accurate information than ranking/rating

Speaker Biography

As Director of Business Development for Chamberlain Research Consultants, Kevin works with companies and organizations throughout the world, helping them to assess their strategic needs and to design research that will give them information needed to make profitable decisions. He serves as account executive for 8 of the top 10 accounts Chamberlain services.

Emerging Research Methods

Lisa Marie Fortier, Vice President, Ipsos –MediaCT

This presentation highlighted examples of how Ipsos integrates emerging and traditional research methodologies on behalf of global technology clients. A variety of methodologies were discussed including biometrics, social listening, mobile interviewing, and behavioral data collection, with focus on 'how-to' and examples of challenges/successes in integrating methods to drive customer understanding and storytelling. Following are some of the key factors to consider when using multiple methodologies:

Social listening:

- Consider Social Listening as a component of research, but don't depend on it as a single source.
- Carefully consider the purpose of your social listening programs.
- Many tools exist and there is temptation for this to be a DIY project, there is great value in working with experts to frame and analyze the results.
- Make sure the brand engages and takes part in the conversation. Listening alone is not enough.
- Realize that Social Listening is a *SECONDARY RESEARCH* tool, it is neither typical qualitative nor quantitative.

Passive measurement:

- Passive Measurement can be used to get at real-time behavior across multiple devices and applications and help calibrate reported data.
- Understand that skews in the sample groups exist and this does not broaden enough acceptability for representative groups among all segments.
- While Passive Measurement is a strong tool it does not tell us *WHY* people do what they do and that is often the most important part to managing a product or a brand hence making it a perfect complement to more traditional methods.

Biometrics and Market Research:

- Biometrics measures for emotional engagement – it measures the “language of the body”, including Heart Response, Skin Conductance, Respiration, Movement, and Eye Tracking.
- Biometrics measure response to a stimulus (e.g., ad/concept) but they cannot tell you how people “feel” about a brand.
- Biometrics provides insights on emotional response that are not available in any other way. So you will learn something new when you include them.
- Biometrics do not replace surveys...they complement them.
- We are using them as a diagnostic to help understand key survey measures – and they are *a very powerful diagnostic*



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September 20, 2012

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Cell Phone Sampling

Jean Fasching

Event Recap: Thursday, November 9, 2012, Rosedale Library

Speaker Don Feeney, Research and Planning Director at the Minnesota State Lottery

Our November event was perfectly timed with post-election pollster results. The decision to include cell phone sampling in political polling was a hot topic in 2012. But did cell phone sampling improve results? The jury is out. Given that cell-only phone households' account for 27% of all households, one would think investing in understanding their opinions necessary for accurate election or even survey research predictions.

During this event, Don and over 25 attendees had lively discussions about election polling results (those polls done a few days before the election or exit polls). IBD/ TIPP conducted telephone, live dialing (including cell phones) polls and it was rated the most accurate pollster overall by the NY Times.

(<http://fivethirtyeight.blogs.nytimes.com/2012/11/10/which-polls-fared-best-and-worst-in-the-2012-presidential-race/>) However, online only pollsters like Google Consumer Surveys, Rand Corporation, ISPOS/Reuters and Angus Reed were among the most accurate. These online polls screened for cell phone only households to improve and weight their final results. But others polls, especially those that called only landlines or took other methodological shortcuts (i.e., robodial), many that included cell phone samples too, performed poorly and showed a more Republican-leaning electorate than the one that actually turned out. For example, Rasmussen Reports, American Research Group and Mason-Dixon pollsters largely missed the mark.

Bottom line, gathering cell phone sample (via a live interviewer or online method) can improve results and is often worth the investment. For example, if a study's objective is to accurately project to a population that includes many cell phone only users (e.g., individual based vs. household based sample/ students or young men under age 24 samples) and the cost of a wrong decision is high to the organization, it's best to capture a readable sample of cell phone only users. Data should be compared in order to judge if they differ and if so, weighted. A study that is designed to capture a readable cell phone only sample is more expensive but often worth it, depending on the cost of being wrong.

Audio Analytics

Jean Fasching

Event Recap: Thursday, January 10, 2013, Ridgedale Library

Speaker Matt Matsui, VP of Product Marketing for Calabrio, Inc.

For many event attendees, Audio Analytics was an unknown technology. Audio Analytics involves the phonetic searching and coding of digital audio recordings. The US English languages has about 40 phonetic sounds and an Audio Analytic computer program can search for these sound patterns, no matter the accent, faster than it can search text. This technology is becoming very popular in call centers and allows 100% of calls to be searched and phonetically coded which has implication for the market research industry too.

Matt Matsui showed attendees several case studies and helped us understand the power of Audio Analytics. Often, Audio Analytics offers customer service management staff the technology to more quickly analyze customer recordings, find trends and train staff on how to improve customer experiences. Matt mentioned that some of his client thought it a way to reduce customer service management staff, but it is not. It is a way to better inform management on the scope of customer issues and then train staff on how to satisfy more customers. The use of Audio Analytics makes big data even bigger for corporations. Its use with customer satisfaction surveys and CRM systems is just beginning. It has the potential to become a powerful new tool for market research analysis too.

A few thoughts on Mobile Research

Scott Weinberg, President of the Upper Midwest / MN MRA Chapter

Since early 2012 I've been actively involved in the emerging methodology known as 'mobile research.' As a result, I often find myself in interesting conversations with market researchers who are also getting up to speed with this new fieldwork technique. I hope you find of interest these frequent questions I'm asked (and how I reply).

What is mobile research?

This question is not as simple as it appears. Some consider any survey or study activity conducted on a phone or tablet as 'mobile research.' Regardless of the information exchange occurring via browser-based survey, email, or SMS exchange; as long as it's happening via mobile device, this is 'mobile research.' In fact, I've talked to people who consider a telephone/IDI survey as mobile research, if the respondent was on their mobile phone during it.

A more stringent definition involves apps designed to enable the native GPS and multi-media capabilities built into smartphones and tablets. The respondent usually has more 'involvement' with the study in using these capabilities, compared to responding to directed questions offered in a conventional survey.

Are mobile studies representative?

Another common, and intriguing, question; if I'm being asked 'are these studies representative of the general population?' I reply: no, they are not. However, this is what makes mobile research not only intriguing, but a strength for progressive MR professionals. Specifically, the demographic metrics of smartphone ownership should be of interest for this reason alone. Keep in mind: the percent of the USA population, who have joined online panels, is 1-2%, depending on your source. An *enormous* amount of MR fieldwork is powered by this tiny slice of the population.

I think it is safe to assume that considerably more than 1-2% of the USA population is in possession of a smartphone. Moreover, the demographics of these owners, from teens on up, working professionals, cell-only households, etc. makes this potential audience of keen interest to consumer brand firms. Certain pockets of these demographics are challenging to reach via traditional advertising mediums of TV, radio and print. However, these same age and demo cohorts are often in possession of a smartphone. And one only needs to look around to see how actively involved they are with them.

What about data quality?

Given the reliance of self-report feedback through conventional methods (online surveys, phone/mail surveys), the potential of smartphone-based research should be of keen interest. There is an added layer of validation via mobile-research, with shopping behavior in particular, that is capturing the interest of consumer brand firms and manufactures. Consider the difference between asking 'are you shopping for a new car?' in a conventional survey, vs. receiving photographic verification and open end commentary, in audio format, from a car shopper while they are at the dealership (and all the dealerships they are visiting that week or month).

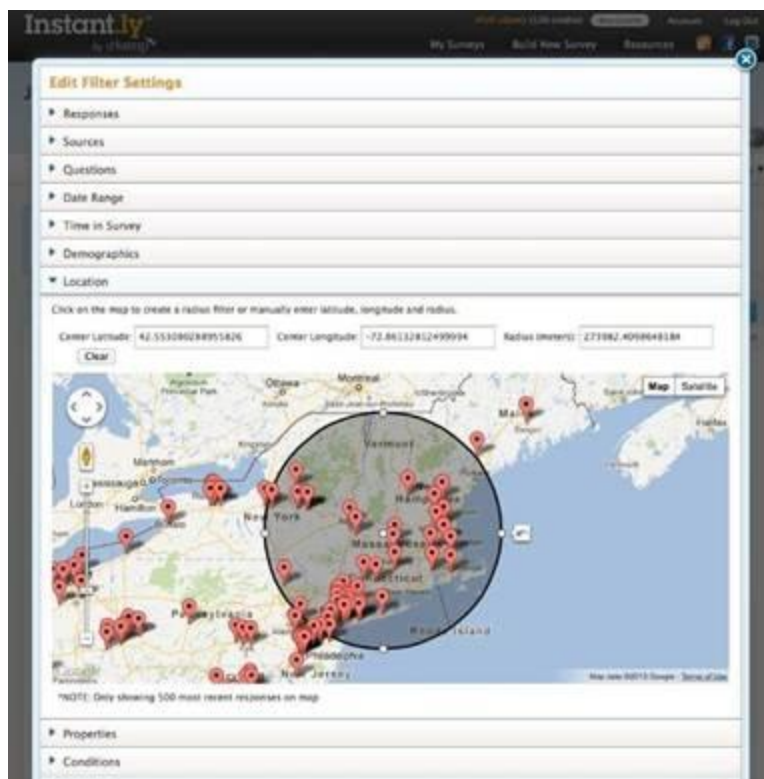
Moreover, mobile research can provide in-store shopper feedback, and purchase verification, of laundry detergent, shampoo, grocery items and other fast moving consumer goods via bar code scanning and receipt photos. The appeal of store promotions, instant coupons, etc. can be measured in-store, to gauge brand loyalty and propensity for on the spot brand switching, etc.

Do I need an app for mobile research?

If one simply requires the respondent to have browser access, then the answer is no. Examples of this may include closed audiences, for example at a meeting or conference. Or, the survey may be offered as a convenience, for example as a follow-up to a customer service inquiry, where the survey device doesn't matter. However, many 'online surveys' do not render properly on a mobile device, and the importance of this, often overlooked, can quickly lead to respondent frustration and drop offs.

Sophisticated mobile research, involving geo-validation, barcode and multi-media validation, does require an app designed for this kind of activity. Although these apps are designed to conduct similar tasks, there is a surprising amount of variability in the user experience and technical proficiency (i.e. care given to the battery drain problem). As always, it's good to shop around, and I encourage interested parties to try several apps via the app stores, and experience these as a respondent might.

I hope you find this mini-primer in mobile research helpful, and keep an eye out for further newsletter articles devoted to this topic.



WELCOME NEW MEMBERS

Joined since August 2012!

Name	Company	City
Nasim Ali	3M	St. Paul, MN
Kristin Anderson	Maurices/Dressbarn	Duluth, MN
Julissa Anderson	3M	St. Paul, MN
Karen Ba	StrataVerve, Inc.	Minneapolis, MN
Dawn Cunningham	3M	St. Paul, MN
John Dahl	3M	St. Paul, MN
Katie Deutsch	3M	St. Paul, MN
Susan Dunlap		Brooklyn Park, MN
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Marta Radcliffe	3M	St. Paul, MN
JP Sabin	NMC, Inc.	Omaha, NE
Alisa Schilmoeller	3M	St. Paul, MN
Michael Schmidt	Schwan's Food Service	Bloomington, MN
Terry Wegner	Miller Electric Mfg Co	Appleton, WI
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