



"Partners in Business Health"™

MEASURING BUSINESS HEALTH

Qualitative Research

Focus Groups and In-Depth Interviews

Commerce Health Consulting conducts qualitative market research, including focus groups and in-depth one-on-one interviews to help clients achieve a greater understanding of the viability of product or business concepts, direction of market trends, reactions to draft or finished advertisement, etc. At Commerce Health Consulting, we provide end-to-end solutions for qualitative focus groups and in-depth interviews, including developing the research strategy, creating screening questionnaires and discussion guides, conducting interviews and moderating focus groups, interpreting and analyzing results, and synthesizing and presenting recommendations and actions to our clients.

An example of qualitative focus groups developed and implemented by Commerce Health Consulting:

- **The Project:**
 - Assessment of various, potentially disruptive go-to-market concepts for residential HVAC consumers (homeowners)
- **The Approach:**
 - Understanding the continued migration to e-commerce even for large purchases, Commerce Health Consulting partnered with our client in the HVAC industry to conduct a series of focus groups designed to better understand homeowners' likelihood to use less-traditional means to acquire major HVAC equipment – either to replace failed equipment or to proactively upgrade to more efficient, cleaner systems.
- **The Outcome:**
 - Based on this research and subsequent strategic discussion, our client was able to narrow in on two specific business models that will ensure future growth and market share expansion, while also gleaning key insights to better optimize their current sales channel. The insights from this research led to the creation of specific actions that are having and will continue to have a measurable impact on sales and growth. The research continues while many of these initiatives are being implemented and refined.

For additional information on focus groups or in-depth interviews, please contact Commerce Health Consulting and we would be delighted to help.

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