



[CASE STUDY]

REAL-TIME VIEWSCAST SURVEYS ARE BEING USED BY CHANGE AGENT TO OBTAIN IMMEDIATE FEEDBACK DIRECT FROM THEIR READERS.

| The Project

Readers of the magazine (from literally around the world) were invited to take an automated survey - either via IVR using their telephone or online - both of which were conducted using ViewsCast technology. The reader invite was a full page, 4-color ad located on the back cover which invited readers to call a survey phone number or go online to a website to complete the short survey. For their participation respondents were entered into a drawing for a free iPod mini.

| The Challenge

Change Agent magazine experienced a successful launch in the fall of 2004. Distributed worldwide, this magazine targets board-level executives, media buyers, advertising executives, and marketing directors. To keep the successful momentum moving forward, Synovate Founding Editor Alicia Kan wanted to gather reader feedback concerning the content and design of the magazine to ensure its continuing appeal to the growing list of subscribers. The challenge became capturing this feedback worldwide from “hard to reach” subscribers.

| The Solution

The solution came in the form of ViewsCast - Synovate's automated IVR and web based interviewing technology. By using ViewsCast to capture reader feedback, Ms. Kan was able to target her subscriber audience cost effectively while providing the readers with a “user-friendly” approach to providing their feedback. The “hard to reach” were no longer so “hard to reach”.

For those that opted to complete the survey via IVR, questions were answered by pressing the telephone buttons that corresponded to their answers. To leave verbatim comments, callers spoke their responses into their telephones; their answers were digitally recorded by the ViewsCast system. For those who chose to complete via the internet, answering the survey was as easy as the click of a mouse button - respondents simply “clicked” their answers in the answer boxes next to each question. Verbatim responses were captured by having the respondent type in their answers.

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“We conducted this survey to gain the reaction of readers and provide them with a sounding board for their opinions” stated Kan. “We knew that getting their honest views was crucial in making Change Agent the kind of magazine they'd want to read.”

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>> Results for both the IVR and online ViewsCast surveys were available to Kan through the use of ViewsSummary, the real-time web reporting tool only available for ViewsCast programs. By entering her secure password and login at her ViewsSummary site, Kan was able to not only see up-to-the-minute feedback from Change Agent readers but she could also listen to/read comments left via IVR and online.

“*What we learned was eye-opening,” Kan stated. “People do not have the time to sit at home with their feet up, reading an entire magazine from cover to cover. They are reading it in bits and pieces on the train during their commute to work. Readers want us to increase the content but decrease the length of each article. This detailed feedback - complete with comments from respondents - will help us to give readers what they want.”*

| The Result

The results of the ViewsCast survey helped to shape the look and feel of future issues of Change Agent. Readers from all over the world provided their feedback on various aspects of the magazine. Kan and her publishers gained a deeper understanding of what their readers were most interested in seeing - knowledge that will help to improve future issues and keep the relevance for the subscribers. In the near future, Kan is planning to conduct a follow-up survey to determine if the changes made have increased readership. Readers will continue to have a sounding board to voice their opinions about Change Agent.

| About Change Agent

Change Agent magazine, a Synovate publication, follows an unbiased approach to identifying emerging trends and consumer attitudes in global marketing. Showcasing how consumer research drives change in the worldwide market, the magazine presents case studies that shed light on the impact of market research, and offer insight and ideas to help marketers build and sell their brands in the Americas, Europe, Asia and the Middle East.

To become a subscriber of Change Agent (as well as other Synovate publications), go to www.synovate.com and click on “Publications”. This will enable you to register for this and other Synovate publications.

From a company
driven by curiosity...

Synovate is a global market intelligence and research company full of curious people who continuously stretch the definitions of conventional research. The company operates in 46 countries across the world.

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