



Research



Analysis



Healthcare

Consolidating Your Data into a Single Report Can Facilitate a More Effective Use of Your Research

SPECIAL REPORT



Introduction

Information overload is happening more and more in today's highly connected, data-driven world. Market research is no exception.

While highly talented teams are producing world-class research, decision makers are often too overwhelmed by detailed findings to synthesize the meaningful and relevant elements and use the information to better enable decisions.

Executives need quick, simple messages that summarize the data, while many mid-level managers value detail and want to dive into full reports. One approach to better connect the market research results from high performing teams to the information needs of executives or other stakeholders is to create a cross-functional team with a mission to consolidate and streamline detailed information into consumable forms for multiple stakeholders.

By meeting executives on the level of their informational needs, there is a higher likelihood of connecting the key findings to a better informed decision.



**Consolidating your
data to further enhance
your analysis**

Market Research Perspective



Market research can be very short in duration (a few days) or span a very long time (the lifetime value of a product) over years.

The research may be competitive. For example, we may be researching types and performance of competitor's ads. Or, it may be based on ad effectiveness. In this case, we may be using ad boards to test concepts or interviewing participants, showing a variety of ads in a randomized fashion. The research could also be based on buying patterns, which helps companies identify how they can better meet customer needs.

All of these approaches generate artifacts in different forms based on the timeline and conclusions of the research. In order for this information to be useful to stakeholders such as branding, sales, or marketing teams, market researchers need to be cognizant of their medium to deliver the findings. For example, does the client need a research paper or a simple slide deck?

Missed Opportunities

Regardless of the depth or breadth of research types, there is always an opportunity to link and summarize results in an effective manner.

Artifacts need to cover both the breadth and depth of the research, otherwise key insights may be missed. For example, cross-study observations may be centered on something a customer will buy in the next year. So, it's important to show how the customer's buying pattern was influenced by an ad.



In short, if we, as researchers, are able to link insights, we may be able to make a company's next actions more effective. By tuning a word or phrase, because we realize the language is powerful enough to sway, we are able to tip the opportunities in a positive way. When we achieve better responsiveness, this will in turn lead to more effectiveness or opportunities.

Ways to Connect

Once we've found the observations and insights spanning multiple studies and projects, how do we articulate them... what is the right format for delivery?

In this day and age, there are a number of different ways to summarize data. You may use a newsletter that is clean and simple. Or, you may try a multimedia approach, such as a short video or podcast.

The choice of media will make a big difference in how the data is received. We all consume information differently and at different times (on the go, at home, or at the office). Overall the key is to make sure the message is translated effectively.

When determining the medium, here are a few keys to success:



Try different approaches. Just because a newsletter worked last time doesn't mean it's the right approach this time.



Don't be afraid to simplify.



Synthesize the artifacts. Make sure they can see the results at a glance.

If you strive for engagement and provide an easy way to get follow-up from the summary, your clients will be curious for more.

Conclusion

» Contact Knowvanta to learn more about consolidation of data today.

It's common for stakeholders and decision-makers to be completely overwhelmed by the sheer quantity of data generated by a typical market research summary.

Our goal as market researchers is to not only conduct high quality research, but also to present it in a format that highlights links and empowers our clients to make better decisions.

One way this can be accomplished is by finding the right medium for research delivery. In some cases this may be a full white paper, while in others, a simple powerpoint presentation is enough. The key is to know your client and be willing to try different approaches based on their needs and circumstances.

In this way, you can help your clients identify opportunities that enable them to make better decisions, both now and into the future.



Knowvanta knows global healthcare and empowers companies with insights through research, cutting-edge analytics, and domain-specific enterprise software. Leveraging human expertise with AI and automation, we offer a deeper understanding of surveys and research results to drive better, more informed decision-making.