

Focus Groups

There are a whole raft of mechanisms to help draw out what the customers truly believe about your products and services. One of the best way to understand how they feel is to conduct focus groups to obtain feedback, often useful as a first step to understand what more detailed customer research you require.

Top tips when running a focus group:

- Plan in detail – if poorly executed it will reflect on the business. Note - an Independent moderator and a note taker are required.
- Be clear from what customer group you are selecting and be aware of creating an inbuilt bias when selecting them.
- 6-12 participants is appropriate to ensure right amount of conversation without letting anyone be left out.
- Pre-plan the key areas of focus and help the moderator prepare the areas to probe.
- Important to ensure that participants know that their comments are not attributed.
- 90 mins maximum for the optimum value.
- Thank the participants – their feedback could be crucial.

