



CASE STUDY:
FOCUSVISION WORLDWIDE
 A CRYSTAL CLEAR CONNECTION

Leading market research provider uses Logitech HD Webcams to conduct online focus groups

Give the customers what they want. It's an age-old adage in the business world, and companies are challenged daily to find out exactly what their customers want and then deliver it. Qualitative market research—focus groups and in depth interviews (IDIs) with consumers—is a highly-effective way to gather the right information to help businesses make better decisions about product research, development and marketing.

Gathering consumers at research facilities for focus groups isn't always feasible; marketers need options that provide efficient, cost-effective ways to engage with hard to reach respondents. FocusVision helps global companies better reach consumers with industry-leading live video transmission, analysis, and archiving solutions for the qualitative market research industry. Today, more than 1,500 companies—including more than 50% of global Fortune 500 companies—use FocusVision's innovative research technologies and services.

"We provide a critical service for companies around the world by enabling their researchers to easily conduct whatever types of research they need to do in the simplest way possible," says Tim Lynch, director of marketing for FocusVision. "They rely on the technology to be seamless; we rely on Logitech for Business to provide it."

ONLINE FOCUS GROUP

FocusVision relies on Logitech cameras and other equipment to provide reliable, high-definition video and sound for its research clients. "We use the Logitech high-definition webcams because they're simply the best cameras on the market for seamless plug-and-play," Lynch says.

"They provide the versatility, top resolution, and a small form factor that work well regardless of our customers' type of business." Large research projects often use dedicated focus group and interview facilities. In some cases—specifically with hard-to-reach respondents such as physicians, executives and physically impaired individuals—a broader interviewee pool than what the local area can provide is needed. FocusVision provides InterVu, an online webcam focus group solution, helping its clients avoid the hassles and expenses of traveling to each participant's location.



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Timothy Lynch, Director of Marketing
 FocusVision Worldwide

COMPANY

FocusVision
www.focusvision.com

LOCATION

Stamford, CT

INDUSTRY

Technology/
 Professional Services

OVERVIEW

Leading global provider of live video transmission, analysis and archive solutions for the qualitative market research industry



FocusVision sends thousands of Logitech HD Webcams to research participants worldwide and uses Logitech cameras

internally. Anyone involved with a client's research project will receive one, helping the researcher replicate an in-person experience regardless of the participant's physical location. Logitech webcams are also used for larger online focus groups. Webcam focus groups accommodate up to eight individuals at different remote locations and use the power of web conferencing and teleconferencing technology to recruit hard-to-reach respondents anywhere in the world, at any time. "We send each participant a Logitech HD Webcam to give them full two-way audio and video capabilities," Lynch says. "They enjoy the benefits of visual contact for realtime, face-to-face exchange while our clients experience clear audio and video observation of their research."

Researchers' clients can archive recorded video for future playback and further analysis, which requires high-quality video and audio. "The same people reviewing video may not be the ones who witnessed a focus group or research panel live," Lynch says. "To get the most out of the content, it's imperative that everything be crystal clear so they can easily understand and document the information in the session they need. The Logitech cameras reliably deliver that level of quality."

CRYSTAL CLEAR

Logitech webcams feature Logitech Fluid Crystal™ Technology for smoother, sharper, clearer video that makes viewing and reviewing interviews and focus groups easier. The new technology automatically adjusts the frame rate, colors, and sharpness of the streaming video for optimal picture and motion.

"Dynamic picture adjustments are especially important in a virtual backroom environment, where study proctors watch sessions from behind the scenes or remotely and feed new questions or directions to the interviewers," Lynch says. "The clarity of the picture with the Logitech camera lets them clearly see what is happening and intervene when appropriate to get the information they want."

Logitech webcams are finely tuned—from the lens stack to the frame rate to the color saturation ratio—so that video calls are natural, without artificial color, annoying choppiness, pixelation or other frustrations. "We've tested virtually every camera on the market, but we remain loyal to Logitech because we simply can't have technical failures," Lynch says. "Our clients rely on us to provide them with the right solutions and we rely on Logitech HD Webcams because they're more reliable, higher-quality and more cost-effective than competing products."

Learn more at logitech.com/business

To order, contact your reseller or call us at 800-308-8666

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Timothy Lynch, Director of Marketing
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CHALLENGE

- Enable remote focus group participation
- Provide reliable technology to clients and respondents
- Improve the quality of video and audio recordings

SOLUTION

Use Logitech HD Webcams to enable market research clients to conduct remote and online focus groups with high-quality video and audio for efficient transmission, analysis, and archiving of content.

BENEFITS

- Enable clients to conduct live online research studies with participants worldwide
- Create an in-person experience for disparate and hard to reach study participants
- Provide reliable, high-quality streaming video services for clients
- Enable easier review and analysis of recorded focus group sessions

Toolkit



LOGITECH HD WEBCAM