

Onsite Research:

An **ALTERNATIVE** to Central Location Tests (CLTs)

As the COVID pandemic evolved, our on-site research approach gained popularity for its reduced in-person interaction & contact-free method. This methods allows clients to receive results quickly & respondents to get their incentive immediately via email.

HOW IT WORKS:

Our survey reps screen YOUR customers to determine if they are concept acceptors, willing to try the test product & complete an online survey

Those willing to participate are given a coupon to get a free test product on that visit & an invitation with the URL to complete the online survey

Upon tasting the test item & completing the survey, customers will be emailed their electronic gift card

WHY USE IT:

No facility needed; research conducted at YOUR restaurants

No recruiting needed; customers already visiting your restaurants are screened for participation

An approach which is extremely versatile; conduct research inside your restaurant's dining room or in the drive-thru & get results quickly!