Is your organization part of the agile conversation?

By Emily Daniul (Research Associate)

It seems like everyone is talking about agile in the market research industry today. Gaining fast, real-time, valuable insights has always been a focus for researchers and organizations – has the conversation around agile truly increased?

Yes (at least on social media channels)! KS&R’s SIX examined the amount of social conversation that revolves around agile research or data analysis. Conversation has increased by nearly one-third over the past year!

So, what does this mean for your organization? It means you’re not alone in wanting more agile research techniques and data analytics. But why is it such a hot topic? The high level of momentum in business forces organizations to be more agile and dynamic. By the time customers are using one product/service, it’s already being improved, and more innovations are coming down the pipeline. Similarly, the ability for customers to provide feedback instantly (through social media channels) allows organizations to address concerns quickly.

At KS&R, we understand the fast-paced world of business and the pressure to build and maintain customer loyalty. Here are a few ways KS&R can help make your organization more agile...

- **Pop-up communities** – this technique allows organizations to capture a wide variety of feedback at a controlled point in time that is most beneficial to their business.

- **Text analytics** – allows researchers to understand a high level story quickly and confidently as well as streamline the process of identifying where action needs to be taken.

- **Dashboards & portals** – start understanding the story during data collection rather than waiting until the end with real-time dashboards and online portals. Analyzing results in real-time can also allow researchers and organizations to work together and make adjustments quickly.

- **Early integration** – anticipating the need for real-time information at the beginning stages of the research helps ensure your organization is in the position to respond quickly to ever changing customer demands.

Contact KS&R to find out how we can make sure your organization is part of the agile conversation!
About the Author

Emily has been a part of the SIX team for several years. She identifies how social media analytics can help drive businesses forward from identifying objectives, analyzing and interpreting the data, to presenting learnings in a clear, actionable way.

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