Deepr™ Insight

How does Deepr™ work?

- Field your survey as normal
- When your respondent says something of interest, Deepr™ interacts like a moderator
- Prompting the respondent to provide more information

Success stories

**Why**
- We launched a survey across 400 existing customers and new customers to explore and compare options.
- Computed in a week and got the richness of qualitative research with the power of numbers.

**How**
- We recruited 400 in-store shoppers and explored in qualitative depth the drivers to inform development.
- The research took 7 days and coupled with the comparative view of best brand fit, we uncovered several new drivers.

**Now**
- The rich contextual verbatim delivered a scale view of perception and predictive shifts, especially at regional and store level.

Supporting Stats

*Stats from a 12q. CSAT survey of n300. 3 x open-end verbatim.

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<thead>
<tr>
<th>Question #1</th>
<th>Question #2</th>
<th>Question #3</th>
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<tbody>
<tr>
<td>20%</td>
<td>33%</td>
<td>88%</td>
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- Generating **60% more words**
- Uncovering **26% more themes and topics**
- Increasing open response data by **57%**
- Improving overall survey data by **24%**

Portfolio of professionals

ask@skopos.agency +44 (0) 207 953 8359
www.skopos.agency

Approved, Accredited, Assured