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WHO THEY ARE

  <p>Karine Warde, Brand & Advertising Manager Communication Department</p>	  <p>Sébastien Melouki, Marketing Research Manager</p>	  <p>Nada Gholam, Director Data & Consumer insights France & Africa</p>	  <p>Nathalie Rousseaux, Marketing Director</p>
  <p>Sylvie Péron Albessard, Marketing Director</p>	  <p>Mathilde Villemot, Budget & Development Project Manager</p>	  <p>Barbara Ovadia-Arpino, Program Manager</p>	  <p>Mariane Bédé, SVP Global Marketing Head of Market Studies Africa</p>
  <p>Aurélie Girard de Vasson, Communication & CSR Manager</p>	   <p>Laetitia Lopez, Marketing Communication Manager</p>	  <p>Oliver Rasquinet, Associate Director</p>	  <p>Edouard de Broglie, Entrepreneur</p>

WHAT ARE THEIR KEY PERCEPTIONS OF QUALIQUANTI?

1 **Responsiveness and commitment**

2 **Transparency throughout the study**

3 **Qual & Quant hybrid approach**

4 **High-quality recruitment**

Remote Qual

5

Rich, tangible and inspiring results

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1. RESPONSIVENESS AND COMMITMENT

A close-knit team, direct access to senior managers, with a dedicated point of contact for every client

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QualiQuanti has the right resources to deliver customized studies tailored to specific needs.

Their added value?

A thorough understanding of the issues and a partnership approach to the collaboration.

Nada Gholam |



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QualiQuanti leaves me with a very positive impression, especially thanks to the quality of the relationship we've built.

The team is always available to answer questions, and communication flows easily.

We understand each other and work well together.

Mathilde Villemot |



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Attentive, proactive, and fast in execution... The QualiQuanti team brings a fresh perspective that pushes us to reframe our problem and rethink our product.

Being challenged by a professional before building the study takes us out of our comfort zone.

Marianne Bédé |



2. TRANSPARENCY THROUGHOUT THE STUDY

Real-time access to data and regular progress reports leading up to the final synthesis

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QualiQuanti shares results and feedback throughout the process. I really appreciate this human touch.

Laetitia Lopez |



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I felt truly supported. Every step of the way, everything was clear, well-structured, and on a timeline.

We always knew how and when to move forward.

Aurélie Girard de Vasson |



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All discussions are documented, so we know exactly what QualiQuanti's analysis is based on.

It also helps us put consumer feedback into context.

Karine Warde |



3. QUAL & QUANT HYBRID APPROACH

The ability to combine qualitative and quantitative methods to create Big Qual

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For me, the « Quali » of QualiQuantis resonates both with « qualitative studies » and « quality studies »...

It's the QualiQuantis trademark.

Laetitia Lopez |



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QualiQuantis's main quality lies in the flexibility and adaptability of its tools, and in the ability to alternate between Qual and Quant within the same research institute. Quant informs Qual — and vice versa — to provide a comprehensive response to any given issue.

Edouard de Broglie |

DANS LE NOIR ?

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The idea of Big Qual is about its ability to bounce back all throughout the process. Other studies go down a funnel and lead to a single result.

Instead of providing a single answer to a question, QualiQuantis explores the subject as broadly and richly as possible to uncover solutions.”

Sylvie Péron Albessard | **Rougier & Plé**
la grande maison des arts créatifs

4. HIGH-QUALITY RECRUITMENT

A two-stage process: online and phone pre-recruitment, via the TestConso.fr panel or customer files

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*What were we looking for ?
A quality panel, with a more human and more qualitative participant selection process, less industrialized.*

We recognized ourselves in QualiQuanti's human approach.

Barbara Ovadia-Arpino |  lesfurets

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QualiQuanti managed to recruit respondents even from a file with very few clients, enabling us to interview rare but essential profiles and build a complete typology of our audiences.

Sébastien Melouki | 

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With a two-stage recruitment process - via Internet, then by telephone - QualiQuanti succeeds in selecting the most relevant participants to obtain quality feedback.

Nathalie Rousseaux | 

5. REMOTE QUAL

Online Qual since 2006 - forums, communities and video-meetings - with national coverage

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Organizing online consumer meetings has many advantages. At home, people feel more relaxed. Without the hierarchy of a physical space, there is less room for dominant voices. Participants respect each other's speaking time.

Sylvie Péron Albessard | **Rougier & Plé**
la grande maison des arts créatifs

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I have fantastic memories of the WhatsApp groups dedicated to Bricomarché, and Bricorama...

Consumers were highly involved, super authentic. They even went so far as to take photos of their garden and their tools!

Oliver Rasquinet |



Minala Design Strategy

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The use of remote tools increases responsiveness and availability, making it easier to reach more CSPs.

It also provides strong geographic representativeness.

Nathalie Rousseaux |



6. RICH, TANGIBLE AND INSPIRING RESULTS

Illustrated reports designed for both quick takeaways and in-depth analysis

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QualiQuanti's slides are highly visual: you can grasp the results of the study at a glance.

Aurélie Girard de Vasson |



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A QualiQuanti report is inspiring, it delivers tangible results, and sparks new ideas.

The study identifies points that can be implemented immediately while also offering a forward-looking vision, long-term insights and valuable food for thought for the future.

Laetitia Lopez |



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This type of study provides a more complete, synthetic and analytical perspective. It offers two levels of analysis: a quick overview of the results on the one hand, and a deeper dive into the details on the other.

Karine Warde |



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