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20 | 20 RESEARCH LAUNCHES VIRTUAL INTERCEPTS™

New online tool gives market researchers quick answers for little cost

NASHVILLE, Tenn. (November 12, 2013) -- At any given time there are thousands of individuals participating in online surveys, a tantalizing pool for qualitative researchers who want to "get behind" a statement just made or a point just raised.

Now researchers and moderators can immediately do that hassle-free.

U.S. market research technology firm [20|20 Research](#) today launched [Virtual Intercepts™](#), an instant, interactive tool for researchers to gain qualitative feedback from respondents already engaged in online quantitative surveys. A platform extension of [QualMeeting™](#), the company's real-time webcam interviewing tool, the service provides a quick and easy process to intercept survey participants and move them to a live, one-on-one moderator-led qualitative interview.

Participants can also be easily invited directly off Facebook, other social media sites or simple email lists.

"This is a rapid way for researchers to spontaneously investigate the 'why' behind the 'what' in any quantitative survey, " explained [Jim Bryson, CEO and founder](#), 20|20 Research.

"Moderators have always wanted a way to gain faster insights 'in the moment' without the lag time of complicated recruiting, the worry of logistics or the high costs of both. We've given them the tool to do that."

Helping you do better research.

The just-in-time recruiting service works with 20|20's QualMeeting™, a web-based platform that uses webcam technology and streaming video to provide real-time "face-to-face" research. During quantitative surveys, select participants are asked if they'd like to take part in a quick interview. Those who opt in are moved to the 20|20 virtual lobby and asked a few qualification questions. Once the moderator is free, the participant is ushered into a private QualMeeting™ session for a live webcam interview conducted by the researcher.

20|20 handles project set-up, participant screening and flow, and technical support, freeing the moderator/researcher to focus on the interviews.

"For a researcher, just knowing is not enough; we need to understand," Bryson said. "Sometimes Virtual Intercepts™ might be used to follow up on customers who report in a quantitative survey they're dissatisfied with a product or service. At other times, it might be used to understand the views of a brand's Facebook followers. This platform makes it easy for researchers to cost-effectively gain immediate insights in real time in almost any online environment."

The Virtual Intercepts™ tool joins a number of technology innovations launched by 20|20 over the last five months. In June, the firm introduced [QualTranslate™](#), the first real-time, fully integrated human translation tool for online qual research, which was followed in September by its next generation [QualMeeting 2.0™](#) internet-based video interviewing service, and its new [In-Home Mobile Ethnography™](#), in October, which uses smart phone technology to take online research into the lives and homes of respondents.

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About 20|20 Research

A market research technology and services firm based in Nashville, Tennessee, 20|20 Research has pioneered online qualitative research techniques for researchers around the world. The company was named by GreenBook Research Industry Trends to the Top Ten Most Innovative Research Firms in the World list in both 2011 & 2012. The firm currently has clients and projects in more than 65 countries. www.2020research.com.