



WAG THEORY

WHATSAPP GROUPS

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A S U M M A R Y

1 ABOUT US

Committed to value for money tech solutions to consumer research

2 THE WAG PROCESS

Design, recruit, converse, learn and think strategically

3 FOCUS GROUP PITFALLS

Their failure to adapt to change will make them irrelevant in 2020

4 WAG BENEFITS

A qualitative research method more relevant to modern life

5 PRICE TABLE

R35 000 gets you on the road. Great value for money.



ABOUT US

SURVIVORS

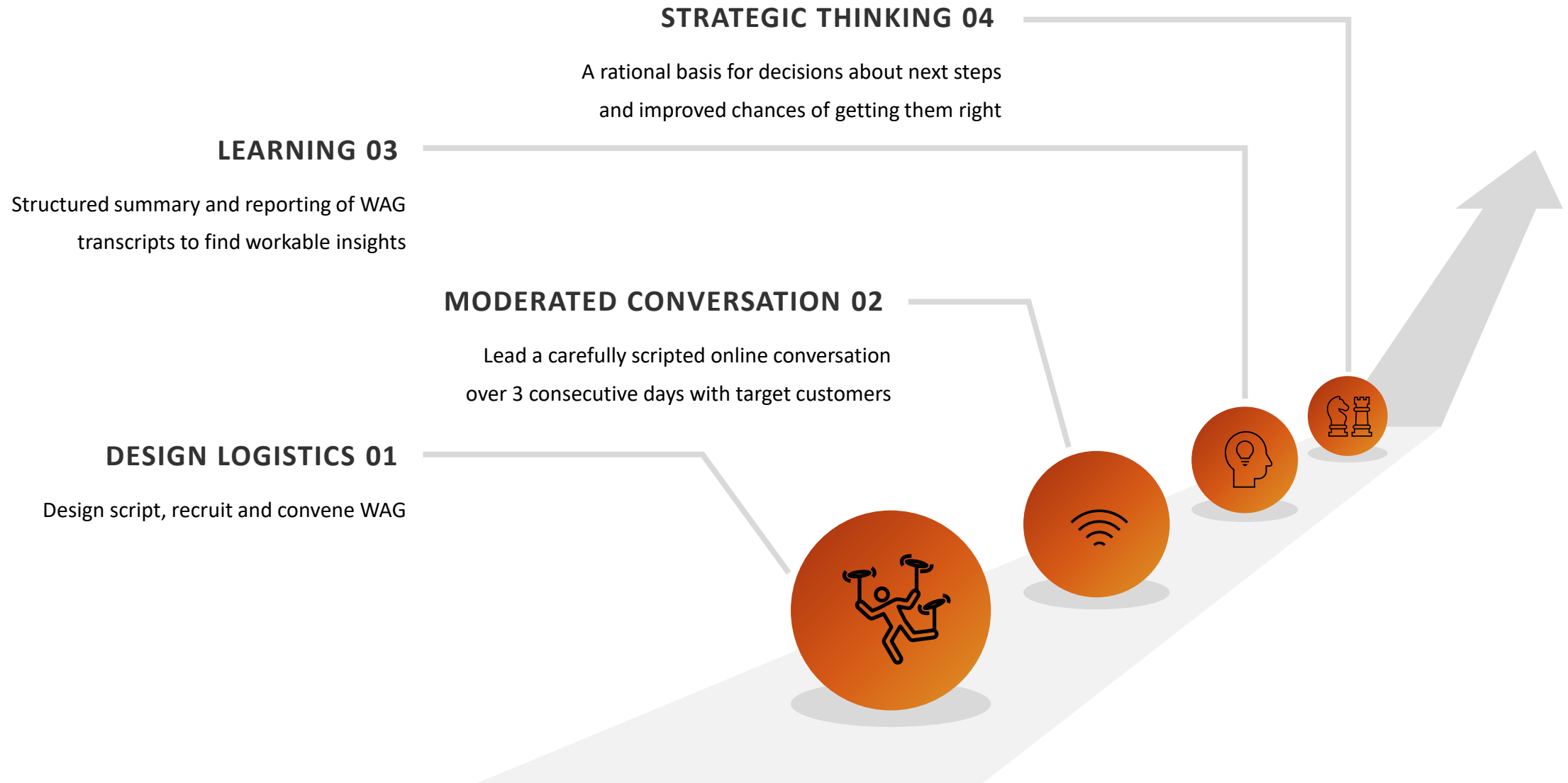
COMMITTED TO

Innovative consumer research thinking with a view to finding ways to optimize the costs of gathering customer perception data in a remote digital world



The WAG

PROCESS



FOCUS GROUP

PITFALLS



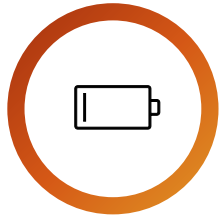
COSTLY 01

Complex logistics. Time consuming. Long lead time. Long data processing time



RESPONDENT NO SHOWS 02

Unless you fetch them, there is a good chance they will not show up



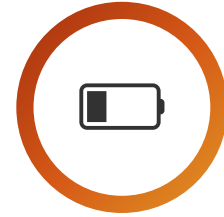
NO THINK 03

Not to mention Group Think. Inevitably it is the empty barrels in a group that make the most noise



POOR MODERATION 04

Truly expert moderation skills are scarce. Poor moderation yields weak insights



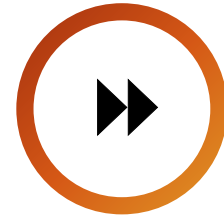
INEFFICIENT 05

Very high cost per respondent minute. (8 respondents for 2 hours equates to only 15 minutes per respondent)



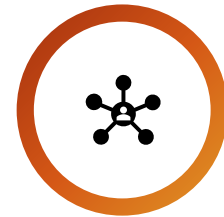
IRRELEVANT FORUM 06

Sitting with a group of 8 or 10 strangers in a guided, socially awkward conversation, is not as relevant today as chatting online



TOO RUSHED 07

In two hours we barely get to know each other. Getting under the skin takes time



NO SOCIAL DISTANCE 07

For now at least, face to face interactions are out of the question

WAG

BENEFITS

1

VALUE FOR MONEY

A digital conversation with 20 delegates lasting for 6 hours each day for 3 days

2

QUICK

5 working day turnaround from recruitment to results

3

NATURAL

People find it more natural to chat with strangers online than in a focus group. They behave more naturally too

4

EASY CONTROL OF GROUP THINK

Moderator can talk to each delegate independently

WAG

BENEFITS

5

SURVEYS WITHIN SURVEYS

Links can be sent to delegates to answer questions without others seeing

6

INSTANT TRANSCRIPT

The entire conversation is instantly downloaded into a Word file

7

CHANGE FLOW AT WILL

Having 3 days available means the moderator can explore new avenues using a revised script approved by the client

8

SET UP SUB-GROUPS

To inject a competitive spirit or filter different respondents into different categories, sub-groups can set up and asked different questions

PRICE TABLE

VALUE

ESSENTIAL

R35 000

Excl VAT

20 delegates

3 days

5-day turnaround

Chart and Verbatim Reports

Virtual presentation

[GET](#)

PREMIUM

R45 000

Excl VAT

Same as ESSENTIAL plus:

10 extra delegates – 30 delegates

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