



eAttitudes Program

What is eAttitudes? The eAttitudes program is designed to enable various departments within City Access to systematically elicit input from customers. This data would be used to drive merchandising decisions, evaluate product and store launch strategies, test advertising, and assess proposed Web site changes

Why is this program needed? Making customer-focused decisions is critical to the ongoing success of City Access. To do so, City Access needs to solicit feedback from customers and let them know that staff at all levels of the company is responding to customer input when making decisions. Ultimately, the benefit of the eAttitudes Program is to broaden the opportunities for customer input and to enable the data to be collected in a cost-effective and efficient manner.

How does this program work? The platform for this program is online focus groups run by LiveWorld's staff of professional market researchers and hosted in LiveWorld's Virtual Focus Facility (VFF). The VFF utilizes a split-screen technology, so that concepts, positioning statements, Web site pages, etc., can be shown on the top half of the screen, while participants provide real-time reactions on the bottom of the screen. Exhibits also can be shown in a full size daughter window for participant viewing. The items being displayed can be static or interactive.

What type of information can be evaluated? Use the eAttitudes program any time City Access needs structured feedback, such as to:

- Gather input on desired new products or services
- Test Web site changes
- Trial new concepts for product or services
- Test positioning messages
- Evaluate brand image and loyalty
- Test advertising creative
- Facilitate ideation
- Determine reactions to proposed policy changes

Why use online focus groups for eAttitudes? Online focus groups offer a number of advantages, including timeliness, geographic dispersion, candid and uninhibited discussion, more active participation (respondents do not need to wait their turn to "talk"), and a transcript that is instantly available. In addition, no one person can

dominate, and the "herd mentality" is mostly eliminated because responses are being typed simultaneously. Participants tend to be more candid and uninhibited because they are assigned an anonymous screen name. Another key advantage of online groups is the ability to have an unlimited number of observers. This means that more City Access staff have the opportunity to learn *first-hand* what customers are thinking. The immediacy of online groups aids in getting decision-makers to buy into, accept, and implement the research findings.

How are groups implemented? City Access customers are invited and screened for qualifications. Each online group will take place in the Virtual Focus Facility and last 90 minutes. Two LiveWorld staff members will run each group, an experienced online Moderator, whose sole task is to direct the discussion, and a Group Administrator who handles questions from participants, makes sure everyone is responding, and relays client requests to the Moderator. This dual-staff approach ensures the highest quality set of online groups. Using LiveWorld Staff to implement the groups provides the element of impartiality to the feedback.

City Access staff will observe the discussion and the exhibits being shown. Throughout each group, they will have the opportunity to send comments to the Group Administrator, as well as requests for additional questions and probes, instantly and unobtrusively. What's more, City Access managers will be able to log on from anywhere in the world to view the groups and will be able to "talk" together privately online, even when they are in different locations.

What's included in this program? Two options are available, Basic and Premium.

The Basic eAttitudes Program:

- A standardized Screening Questionnaire for qualifying the targeted City Access customers;
- A standardized Discussion Guide;
- Client observers; and
- Transcripts of each discussion, with printouts of the visuals that were displayed and tested.

An accelerated set-up schedule for the Basic eAttitudes Program is five days, followed by 2 groups per evening. Transcripts are provided the morning after each group. Time for a City Access staff member to pull the sample is not included in this timetable.

The Premium eAttitudes Program:

- A custom Screening Questionnaire for qualifying City Access customers;
- A custom Discussion Guide;
- Client observers;
- Transcripts of each discussion, with the visuals that were displayed; and
- A report of the findings, including an Executive Summary with recommendations, and detailed findings with participant quotations.

The Premium eAttitudes Program will be used to test major new product introductions, key policy revisions, comprehensive Web site changes, and other significant business objectives.

The lead-time for the Premium eAttitudes Program depends on the number of groups and the item(s) being tested. The set up time is 7-15 business days, followed by 2 groups per evening and a report 5-10 days from the last group. Time for a City Access staff member to pull the sample is not included in this timetable.

How do I get started? City Access managers need only to provide the following information via an online form:

- Manager’s contact information;
- Purchase order number;
- Number of groups requested (we recommend a minimum of two groups each time);
- Date(s) desired for the groups;
- Primary research objective, to be selected from a pre-set list (Basic), or customized (Premium);
- Secondary research objective, to be selected from a pre-set list (Basic), or customized (Premium);
- Participant qualifications;
- Number of group observers from City Access and their email addresses; and
- URLs of the exhibits to be pushed to participants (e.g., concepts, Web pages, positioning message statements, etc.)

What are the costs?*

# Groups Per Topic*	Basic eAttitudes (Standard Screener and Discussion Guide and Transcripts Only)		Premium eAttitudes (Custom Screener and Discussion Guide, Transcripts and Full Report)	
	Per Group	Total	Per Group	Total
2	\$1,500	\$3,000	\$3,275	\$6,550
4	\$1,350	\$5,400	\$2,650	\$10,600
6	\$1,250	\$7,500	\$2,445	\$14,670
8	\$1,150	\$9,200	\$2,340	\$18,720
10	\$1,000	\$10,000	\$2,275	\$22,750

*Costs assume that City Access will supply the sample of customers for this research.

A minimum commitment of \$20,000 over 12 months is required, and can be used for any combination of Basic and Premium services.

What do customers think? In a recent set of online focus groups conducted to obtain feedback on a particular service being considered by our client, customers clearly indicated their desire to be heard and were very positive about this methodology. Some of the comments were:

“I think it is a perfect way to get people’s opinions...makes me feel attended to.”

“I think it’s great, it give us, the common Joe, a chance to express our opinions and give ideas.”

“I like the online focus group because it allows people to introduce ideas that [company] officials might not have considered.”

“Please include me in another one of these--I feel like I’m being heard.”

What are the benefits of the City Access/LiveWorld Partnership? The eAttitudes Program is an efficient way to involve greater numbers of staff to hear the viewpoints of its customers, gather more data, and bring the information to bear on the decisions being made. LiveWorld’s Research Services division, with roots in traditional research, has been a pioneer in the development and implementation of online focus groups. The experience and expertise it brings to this program ensures that the data will be rich, in-depth and actionable. By teaming with LiveWorld, City Access will gather data to avoid costly mistakes, increase customer satisfaction, and ensure greater customer retention and acquisition.