

Voxpopme®

The ultimate guide to  
video open-ends





## ▶ Introducing the video open-end

Everything you need to know about video open-ends lives inside this eBook.

Whether you are new to market research or a seasoned pro, this eBook will help you explore the importance of the open-ended question and how embracing video has made it the go-to solution for a deeper understanding that delivers with impact.



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## ► A brief history of the open-ended question

Online, self-completed data collection has ruled for the past 15 years of Market Research. It's convenient, unbiased and opens up access to vast numbers of consumers at the click of a button.

The open-ended text box has been ever-present in surveys throughout this period. Yet, it is the one question that often has its results overlooked in a market awash with data points and statistical measurements.

### **So, why bother asking open-ends?**

Well, the answer lies in the ambitious concept of the open-ended question.



► **The aim has always been to;**

- elicit a fuller response from people;
- encourage consumers to share more of their thoughts and feelings;
- deliver more valuable insight.

The format strives to provide consumers with the freedom to express feelings outside the constraints of an NPS Score or brand opinion rating.

“Freedom of expression and freedom of speech aren't really important unless they're heard. The freedom of hearing is as important as the freedom of speaking.”

- *Tom Smothers, comedian, composer and musician*



## ► Challenges of text-based open-ends

Does this format allow people to share their story in the best way possible?

When market research moved online - away from phone or paper surveys - the biggest casualty was the open text response.

In reality, the text box doesn't encourage conversation or shared thoughts and can be quite restrictive.

Typing out your feelings can be pretty cumbersome - resulting in shorter answers with little or no storytelling.

Not only that, but text open-ends are notoriously hard to analyse. Synthesizing data from them requires a lot of extra time and effort.

Often, we only get

3 or 4 words. |

In fact, its nearly always less than

**50** characters

( that's 3x less than a tweet! )

Or

SKIPPED ENTIRELY ▶

So is it time to do away with  
the open-ended question, or  
is there a way to deliver the  
**desirable results the format  
was designed for?**





## ► The evolution of the open-ended question

All the negativity surrounding the open-ended question doesn't mean that it's time is up.

### **It is time for evolution, not revolution.**

Consumers are rapidly embracing another option, video, as a way to express their views. It's an easy and time-efficient way to express yourself, and this shows in the stats.

Open-text responses just can't offer a real understanding of your customers' beliefs, opinions and motivations.



## ► The evolution of the open-ended question

Given the fact that most of us are never more than a few feet from our smartphones or a laptop with a webcam, shouldn't we be leveraging technology as thought-collection tools?

And that's where video open-ended question comes in. The open-ended response isn't dead, it just needs reimagining.



## ► What exactly is a video open-end, you may be wondering?

Simply, it's THE new question type for online surveys and can be:

- Quickly added to any survey, on any platform, at any time;
- Used as a simple but effective upgrade from those open-end text questions;
- A source of better, more powerful insights;
- A medium for unlocking your respondents' compelling stories.



## ► What makes it an upgrade for the open-ended question?

Numbers are essential to driving change within a company, but they can often lack real depth and the richness needed to have impact.

Statistics have no meaning without an understanding of the story behind them. This is never more evident than when the boardroom presentation comes around, and hard work goes to waste as the board members slip into a stat induced coma.

In a world that has shifted hugely regarding customer centricity, there has never been a more important time to genuinely understand your customers, getting the reasons behind the numbers and delivering the stories behind the stats.

**Video delivers 6x more content and  
65% more themes vs. text**



## ► Why does it matter to consumers?

Video empowers consumers. It makes them feel like they belong, that they are listened to, and that they are more than just data.

It's much easier for respondents to express themselves through a platform that makes it easy to convey their emotions and true feelings.

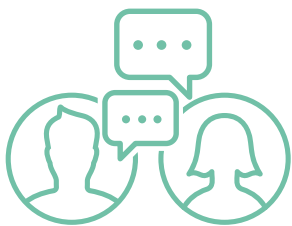
After all, respondents are human too, so let them offer their thoughts without constraint, to share their opinions, to tell stories and to provide much-needed context to support quantitative findings.

Use video to ask your most significant questions and watch as it provides unparalleled depth and customer emotion.



## ► Where is it being used?

There are two areas of research that are particularly suited to video open-end.



### Voice of the customer

Video provides a real understanding of your customers' opinions and motivation - giving you a previously inaccessible insight into their world.

Add video to: CSAT surveys, NPS studies, customer communities, segmentations and more...



### Market research

Video can help you to see and hear what consumers think about your products, services, and competitors.

Add video to: Brand trackers, new product development, A&U studies, ad testing, or as a focus group or ethnographic alternative...

## ▶ Who is using video?



### Insight Managers

to delve into the  
mindset of consumers



### Chief Customer Officers

to bring the real Voice of  
the Customer to life



### Researchers

to enrich surveys and  
marry the best qualities  
of quant and qual  
solutions



### Marketers

to test ads, concepts,  
products, services and  
more



### And more...

innovators across  
industries put video to  
use to tell powerful  
stories

“The videos that we gathered using Voxpopme video were powerful and persuasive.

We gained far more compelling insight into the story behind the data than we ever would have using a traditional open-ended survey question.”

- Cheryl Halpern, The Dallas Marketing Group





## ► Summary

Video is a powerful form of feedback for any business. Rather than asking consumers and customers for simple ratings and text responses, you can offer them a real voice.

Simply adding Voxpopme video questions into ongoing studies supercharges your surveys and provides a deeper understanding of your target audience, giving your customers a voice in the boardroom. Watch as your research brings them to life, substantially impacting the direction of your business.

The exciting combination of video and data drives action in the boardroom that can materially impact your business.

Contact us to add Voxpopme video questions to your survey today

[voxpathme.com](http://voxpathme.com)