

technology | research | group

Wireless User Panel

Want to quickly target users of your wireless telephone service or device?
Or perhaps target other users for strategic competitive or market intelligence?

Harris Interactive's Wireless User Panel can help you gain unprecedented research access to over 300,000 pre-screened users of wireless devices around the world.

Wireless User Panel – Research Applications

Harris Interactive's Wireless User Panel can be used for all types of research, including quantitative online research, online or traditional focus groups, and in-depth personal interviews.

Research applications for which Harris Interactive's Wireless User Panel has proven to be particularly valuable include:

- Market segmentation
- Customer satisfaction and loyalty
- Purchase intent and switching behavior
- Lost-buyer analysis
- Concept testing of new products or services
- Feature trade-off analysis
- Customer service effectiveness
- Testing of advertising creatives
- Advertising effectiveness
- Attitudes and behaviors related to wireless usage

Panel Audience

- Wireless service providers
- Wireless handset manufacturers
- Infrastructure providers
- Application partners
- Device partners and VARS
- ISP partners
- Developers and subcontractors
- Systems integrators

Harris Interactive can connect you with one of the fastest-growing technology markets – users of wireless telephone services and wireless devices.

Benefits

- Why pay for expensive and time-consuming screening? Get immediate access to more than 300,000 prescreened users of wireless telephone services and wireless devices.
- Target only populations of interest: your customers, your competitors' customers, your customers' customers, etc.
- Use the panel for long-term tracking studies, issue-driven recontact studies, or any other types of custom studies.
- Leverage the speed of online data collection for real-time decision-making and marketing/service adjustments.
- Gain confidence in accurately weighted, projectable results.



Case histories

>>> 1

BUSINESS PROBLEM:

One of the nation's leading telecommunications companies was interested in learning about consumers who only use wireless telephone service. They turned to Harris Interactive for help in understanding the key motivators that drive consumers to switch from land-line telephone service to wireless.

SOLUTION:

Harris Interactive utilized its Wireless User Panel to target consumers who own wireless phones. Harris Interactive completed interviews with over 400 qualified respondents. Questions were designed to address the motivations that drive consumer behavior.

IMPLEMENTATION:

Harris Interactive research provided the client with an in-depth profile of the characteristics of wireless substitutes as well as key motivators. The client for ongoing marketing initiatives has used the information to focus on new marketing strategies.

>>> 2

BUSINESS PROBLEM:

A major wireless device manufacturer was developing a new line of handsets.

Their three major goals were to:

- Determine the target audience for the new product offering,
- Measure interest in the offering, and
- Optimize the various features of the product line.

SOLUTION:

Utilizing its Wireless User Panel, Harris Interactive recommended a two-phase research study to meet the client's objectives:

- **Phase I** was a Market Segmentation study designed to profile (and size) the target audience, as well as measure interest in the product offering.
- **Phase II** was a Trade-Off study designed to determine which features (and in what combination) would attract the greatest potential share among the target audience.

IMPLEMENTATION:

Harris Interactive's research provided the client with strategic input and guidance that is currently being used to drive ongoing business decisions with regard to the new handset line. The results clearly demonstrated a sizable and identifiable market for this new product line. The results also determined which features were of most interest to potential consumers.

>>> 3

BUSINESS PROBLEM:

This leading wireless provider wanted to understand attitudes and behaviors of two key segments of its customer base: "young upward professionals" and "teens/young adults". The client was interested in discovering specific preferences among these segments regarding wireless service offerings, handsets, promotional offers, and other issues – currently and in the future.

SOLUTION:

Harris Interactive conducted research among these segments by utilizing the Harris Interactive Wireless User Panel.

IMPLEMENTATION:

During the last 12 months, the client has conducted multiple research studies using the panel. Harris Interactive research has provided strategic input and guidance regarding key segments of the client's customer base. Coupled

with supporting recommendations from Harris Interactive, data on its customer service, handset design, and other issues of interest has allowed the client to strengthen its overall market position.

CONTACT US:

To learn more about our wireless user panel capabilities, or to inquire about how Harris Interactive can customize a specialty panel to meet your particular market research needs contact us at **877.919.4765** or email us at info@harrisinteractive.com



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