



ChatterBus

Moderated online discussion
– you can buy as much or as little as you need
– like an omnibus

From 5 minutes to 90 minutes

Real quotes and comments from real people in 24 hours

Q:
What can I use ChatterBus for?

A1: Well, you can run your service, product or design ideas past your typical bunch of consumers as an early sense check and maybe even get some new ideas

A3: I can use it to get some really quick conversational feedback

A2: Yes, and you can explore the 'why?' questions that you are sometimes left with from a quantitative survey

A4: Yes, it runs every Wednesday with a 24 hour turnaround – and as it's such low cost I could find the budget for it no problem!

“ I got a really great rate as I used TNS Omnibus for ChatterBus and standard omnibus ”

“ I used three sessions of ChatterBus group discussions which gave me great feedback from 30 or so people about how they used my product – including photos they'd taken of themselves using it ”

Q: Has anybody used it to help design further quantitative research – maybe even before buying quant omnibus?

A2:

I used it to help me develop and prioritise some brand image statements

A3:

I wanted to check that my new online banner campaign was doing what I wanted it to in terms of communicating the right messages

A1:

Yes, I wasn't sure if people understood some of the new tech type jargon I had in my question set, so I just ran it past a group using ChatterBus

A4:

I'm a Brand Manager and there was some adverse publicity about my products. We used ChatterBus to test ideas for how we might counteract the media stories

A5:

To test our new idea we wanted respondents to take photos of how and where they use the existing product. ChatterBus was great. We were able to dip a toe into the research water before diving in

The Facts

Chatterbus runs every Wednesday evening, 7.30pm – 9pm. We'll take in your question topics right up until Wednesday midday and you'll get a transcription of your session back by midday the next day – Thursday.

Per Topic

You can buy a 5 minute question block per topic and the more questions you buy, the cheaper it works out to be. The initial 5 minute question block costs £300, 2 to 5 blocks are £200 each, and blocks of 6 or more are only £100 each.

We'll give you a 10% discount each time you repeat the session with a new ChatterBus discussion group.

You'll also get a 10% discount if you buy ChatterBus alongside one of our other omnibuses.

Contact Elaine Rhule for more information

Elaine.Rhule@tns-ri.co.uk

020 3130 7314

“ It's great for getting quotes into research de-brief sessions that otherwise would just have stats and facts in them. It really helps you to get across important messages if you have real quotes to illustrate them ”



How do I go about using it?

Complete a short information template for each question topic area you want to cover – this helps the moderator prioritise what is covered in your 5 minute block of time.

What if I want more than 5 minutes though?

That's fine – you can buy as many 5 minute question topic blocks as are available in that particular 90 minute ChatterBus discussion group.

I know that ChatterBus goes out to the general public; what if I want a more targeted group such as smart-phone users or mums of young children for example?

ChatterBus can do this for you. Elaine looks after ChatterBus, so just discuss your requirements with her.