




























**WHAT OUR CUSTOMERS SAY**

# WHO THEY ARE

  <p><b>Karine Warde,</b> Brand &amp; Advertising Manager Communication Department</p>	  <p><b>Sébastien Melouki,</b> Marketing Research Manager</p>	  <p><b>Nada Gholam,</b> Director Data &amp; Consumer insights France &amp; Africa</p>	  <p><b>Nathalie Rousseaux,</b> Marketing Director</p>
  <p><b>Sylvie Péron Albessard,</b> Marketing Director</p>	  <p><b>Mathilde Villemot,</b> Budget &amp; Development Project Manager</p>	  <p><b>Barbara Ovadia-Arpino,</b> Program Manager</p>	  <p><b>Mariane Bédé,</b> SVP Global Marketing Head of Market Studies Africa</p>
  <p><b>Aurélie Girard de Vasson,</b> Communication &amp; CSR Manager</p>	   <p><b>Laetitia Lopez,</b> Marketing Communication Manager</p>	  <p><b>Oliver Rasquet,</b> Associate Director</p>	  <p><b>Edouard de Broglie,</b> Entrepreneur</p>

# WHAT ARE THEIR KEY FEELINGS ABOUT QUALIQUANTI?

1 **Responsiveness and commitment**

2 **Transparency  
throughout the study**

3 **Qual & Quant hybridization**

4 **High-quality recruitment**

**Remote Qual**

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**Rich, concrete  
and inspiring results**

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# 1. RESPONSIVENESS AND COMMITMENT

A team at human scale, senior managers, and a contact person dedicated to the customer

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*QualiQuanti implements the adequate means to carry out customized studies, in response to specific needs.*

*Their added value?*

*A thorough understanding of the issues and a partnership approach to the collaboration.*

Nada Gholam |



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*I have a positive image of QualiQuanti thanks to the quality of the relationship we have created.*

*The team is always available; exchanges are fluid.*

*We understand each other.  
We work well together.*

Mathilde Villemot |



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*Listening, making proposals, executing quickly and easily... The QualiQuanti team bring a fresh perspective that forces us to reformulate our problem and reconsider our product.*

*Being challenged by a professional prior to building the study takes us out of our comfort zone.*

Marianne Bédé |



## 2. TRANSPARENCY THROUGHOUT THE STUDY

Real-time access to data and regular analysis reports prior to final synthesis

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*QualiQuanti sends us results and feedbacks along the way. It is a human dimension that I appreciate.*

Laetitia Lopez |



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*I really felt accompanied. Every step of the way, everything was clear and well-defined, with a timeline.*

*We knew how to move forward and when.*

Aurélie Girard de Vasson |



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*All discussions are written down, so that we know exactly what QualiQuanti's analysis is based on.*

*It also allows us to contextualize consumer feedback.*

Karine Warde |



# 3. QUAL & QUANT HYBRIDIZATION

The ability to articulate Qual and Quant to produce Big Qual

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*For me, the « Quali » of QualiQuanti resonates both with « qualitative studies » and « quality studies »...*

*It's the QualiQuanti trademark.*

Laetitia Lopez |



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*The main quality of QualiQuanti lies in the flexibility and adaptability of the tools offered, and in the possibility of alternating between Qual and Quant within the same research institute. Quant informs Qual analysis - and vice versa - to provide a global response to a given issue.*

Edouard de Broglie |



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*The notion of Big Qual is the ability to bounce back throughout the process. Other studies proceed in funnel: you arrive to a single result.*

*Instead of providing one answer to one question, QualiQuanti offers the richest possible solutions.*

Sylvie Péron Albessard | **Rougier & Plé**  
la grande maison des arts créatifs

## 4. HIGH-QUALITY RECRUITMENT

In two stages - *online* and phone pre-recruitment - via the *TestConso.fr* panel or customer files

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*What were we looking for ?  
A quality panel, with a more human, more qualitative participant selection process, less industrialized.*

*We recognized ourselves in QualiQuanti's human approach.*

Barbara Ovadia-Arpino |  lesfurets

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*QualiQuanti was able to recruit respondents based on a file with limited information, which allowed us to interview rare but essential profiles to draw up a complete typology of our audiences.*

Sébastien Melouki | 

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*With a recruitment process - via Internet, then by telephone - QualiQuanti succeeds in selecting the most relevant participants to obtain quality feedback.*

Nathalie Rousseaux | 

## 5. REMOTE QUAL

Qual *online* since 2006 - forums, communities and video-meetings - with national coverage

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*Organizing online consumer meetings has many advantages. By being at home, people are more relaxed. There's no space architecture, so there's less room for leaders. Participants respect each other's speaking time.*

Sylvie Péron ;lbessard | **Rougier & Plé**  
la grande maison des arts créatifs

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*I have fantastic memories of the WhatsApp groups dedicated to Bricomarché, Bricorama...*

*Consumers were hyper-involved, hyper-authentic. They even went so far as to take photos of their garden and their tools!*

Oliver Rasquinet |



Minala Design Strategy

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*The use of remote tools boosts responsiveness and availability. It means more CSPs are available.*

*It also offers good territorial representativeness.*

Nathalie Rousseaux |

**DÉKUPLE**



## 6. RICH, CONCRETE AND INSPIRING RESULTS

Illustrated study reports, with two levels of reading - summary and detailed results

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*QualiQuanti's slides are highly visual: at a glance, you understand the results of the study.*

Aurélie Girard de Vasson |



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*A QualiQuanti report is inspiring, provides concrete results, and gives ideas.*

*The study enables to identify points for immediate implementation and provides a forward-looking vision - for the long term, with food for thought for the future.*

Laetitia Lopez |



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*This type of study provides an analytical vision. Two levels of reading. On the one hand, a quick understanding of the results; on the other, a zoom in on the details to dig deeper.*

Karine Warde |



# CONTACTS

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