

Camorra Research

Company: Camorra Research Ltd

Industry: Market Research

HQ: Auckland, NZ

In any industry, being ‘the little guy’ presents both challenges and opportunities. You may not have the clout and budget of the leaders, but you are more nimble and typically more service-oriented. For upstart company Camorra Research, choosing to focus on the positives of being smaller has helped them define who they are and the value they bring to their customers. Pair that with the flexibility and power of the latest online research technology, and you’ve got a winning combination. This case study reveals how they do it.



THE CHALLENGE

New Zealand based Camorra Research Ltd. prides itself on being a specialist in personalised research. Its business model is based on developing deep relationships with clients and assisting them with their research wherever it makes sense to do so.

A few years ago, establishing this type of research practice would have been next to impossible. In a world dominated by conglomerates with large call centres, small players who had to absorb data collection costs were effectively locked out of the big game. Pitching a project

became increasingly difficult, as the firms that were able to provide their own CATI capabilities practically monopolised the market. “In a small market like New Zealand, it’s hard to defend your turf against larger market research companies with global reach and the ability to offshore many aspects of the research project life cycle,” says Shawn Henry, Director of Camorra Research. “It’s a very threatening situation, one that I’m sure exists in many markets around the world.”

Shawn set about looking for an angle, a point of differentiation. He knew that his company’s focus on building strong client relationships was immensely valuable. He just needed a way to trump the big boys by delivering better-quality, faster and more actionable research. When he discovered online community panel technology from Vision Critical, he knew he had found that missing link.

THE SOLUTION

According to Shawn, the arrival of panel technology has changed the game entirely. With it, Camorra Research can offer its clients the ability to reach a new level of engagement with their customers and to have more control over the surveys they conduct. Camorra Research focuses on the development and maintenance of online panels using Vision Critical’s Sparq™ —the most widely adopted community panel platform on the planet.



Benefits of Panel Technology for Camorra Research:

- Carefully recruited panels allow for the representativeness that specific research endeavours require, evading the hassle of finding willing respondents among the general population.
- Significant savings on data collection costs.
- More time devoted to research strategy, questionnaire development, consulting and analysis of findings.
- The ability to use online technology to test images, audio and video, capabilities that remain elusive for telephone research.

THE RESULTS

Sparq has allowed Camorra Research’s clients—including Vodafone Australia, Vodafone New Zealand, Southern Cross Healthcare Group and Westpac Banking Corporation—to build highly targeted and engaged customer panels. Through the research gathered from panelists, they receive timely feedback and actionable recommendations that deeply impact their businesses.

Sparq has also dramatically changed Camorra Research’s business model. Adds Shawn: “I don’t write proposals anymore. There is no need for a pitch. With panel technology, the clients come to us with problems, and our surveys lead to solutions.” Now that’s a position any small business would love to be in.

The impact of online panel technology on Camorra Research has been equally beneficial, to the point where Shawn emphatically states that it is at the very core of his current business model. “The use of panel technology represented a turning point. I’m not sure if I would have kept my business, I might have given up and done something else.”

To find out how to put Sparq to work for you and your clients, contact our Global Partner Program at partners@visioncritical.com, or visit us online at www.visioncritical.com/partners.

Sparq is a trademark of Vision Critical Communications Inc.

About Sparq™

Sparq is the market research industry’s most adopted platform for managing online communities and panels, with more than 450 installations around the world. Sparq’s broad capabilities, easy to use interface and engaging panelist experience tools enable organisations of any size to connect with their customers quickly, creatively and meaningfully.

About Vision Critical®

Vision Critical is a global research and technology firm that creates software and services solutions for over 600 clients, including one third of the world’s top 100 brands. The company has offices across North America, Europe and Australia as well as a Global Partner Program that provides other research companies and consultants with access to top-of-the-line technology. Its Sparq™ product is the most widely adopted community panel platform on the planet.

FIND
OUT
MORE

www.visioncritical.com/partners

partners@visioncritical.com

North America: 1 877 669 8895

UK: +44 (0) 20 7065 7271

Australia: +61 2 9256 2000

Case Study | VISIONCRITICAL