

## WHAT:

- Virtual discussion group with moderators
- Custom qualitative research platform designed specifically for call centers

## WHEN:



- Custom timelines based upon client needs
- Most common:
  - ◆ 1-3 days
  - ◆ Consisting of five 15-minute sessions

## WHY:

Participants are more transparent and honest before they decide to leave

Allows for coaching package or loyalty offer research and testing

## WHERE:



- Online, cloud-based
- Available 24 hours a day

Helps verify quantitative findings

Provides invaluable feedback about issues that are causing dissatisfaction

## WE ALREADY DO SURVEYS. HOW IS THIS DIFFERENT?

- Parlé VFGs are discussions, not surveys. Participants are asked a variety of question types that have been vetted and used with thousands of agents or subscribers to allow them to have a voice and share their experiences.
- Trained moderators are on during the entire virtual focus group to ask follow-up questions and keep agents engaged.
- Client executives are given "Behind the Glass" logins to view the entire focus group and can communicate ad-hoc follow-up questions to the moderators to be incorporated into a live VFG.

## What will it take to start a VFG?

- ◆ FOR A TARGETED VFG: DATA DELIVERED TO IDENTIFY HIGH-RISK AGENTS OR SUBSCRIBERS
- ◆ APPROVE THE MODERATOR GUIDE QUESTIONS
- ◆ SCHEDULE TIMES PARTICIPANTS WILL BE LOGGING ON TO THE VFG PLATFORM

