

Research in the era of engagement

Essential Services Commission
Water Customer Engagement Seminar

24 November 2011



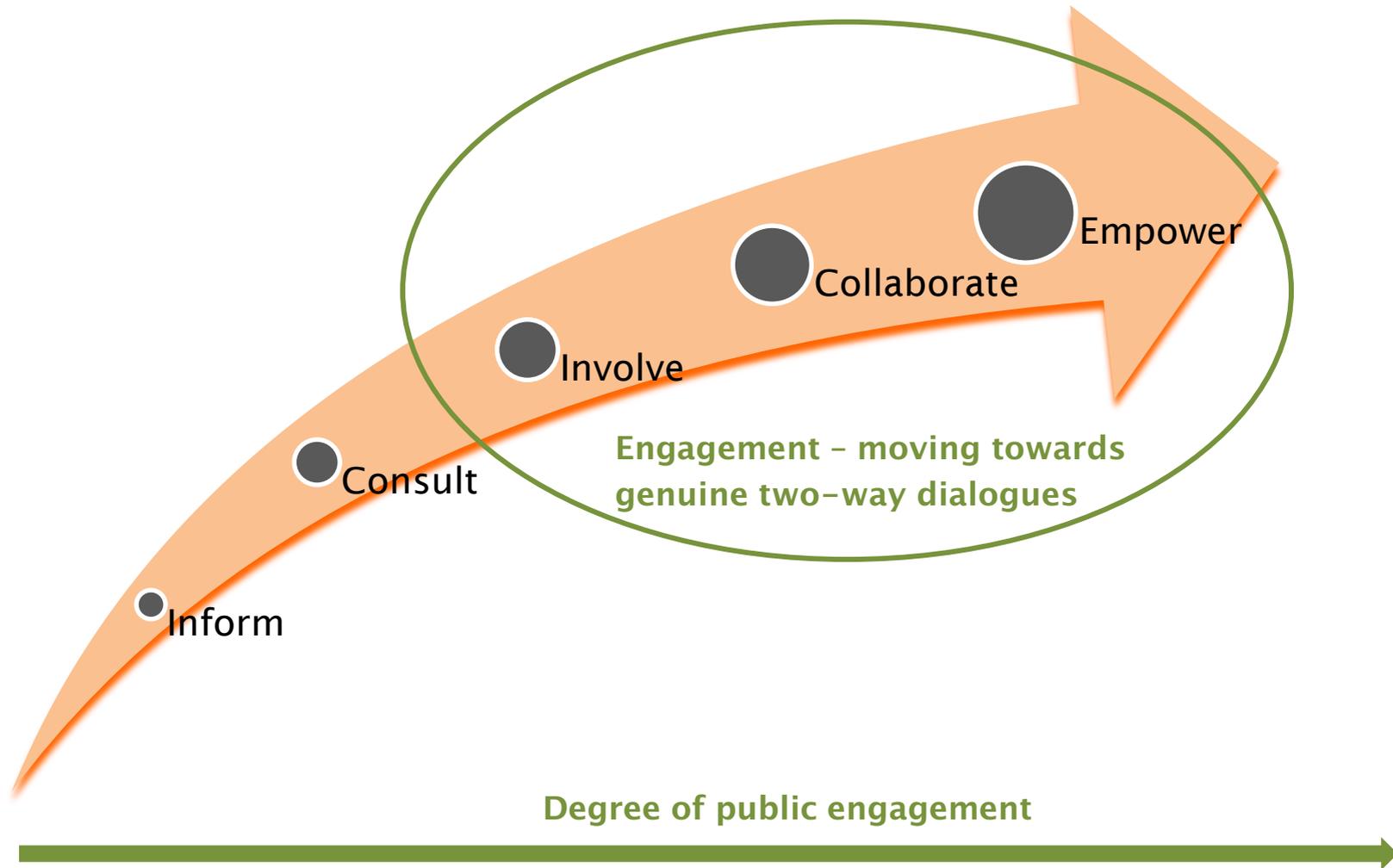
There's a changing landscape...



Businesses are
looking for new ways
to engage with their
customers...

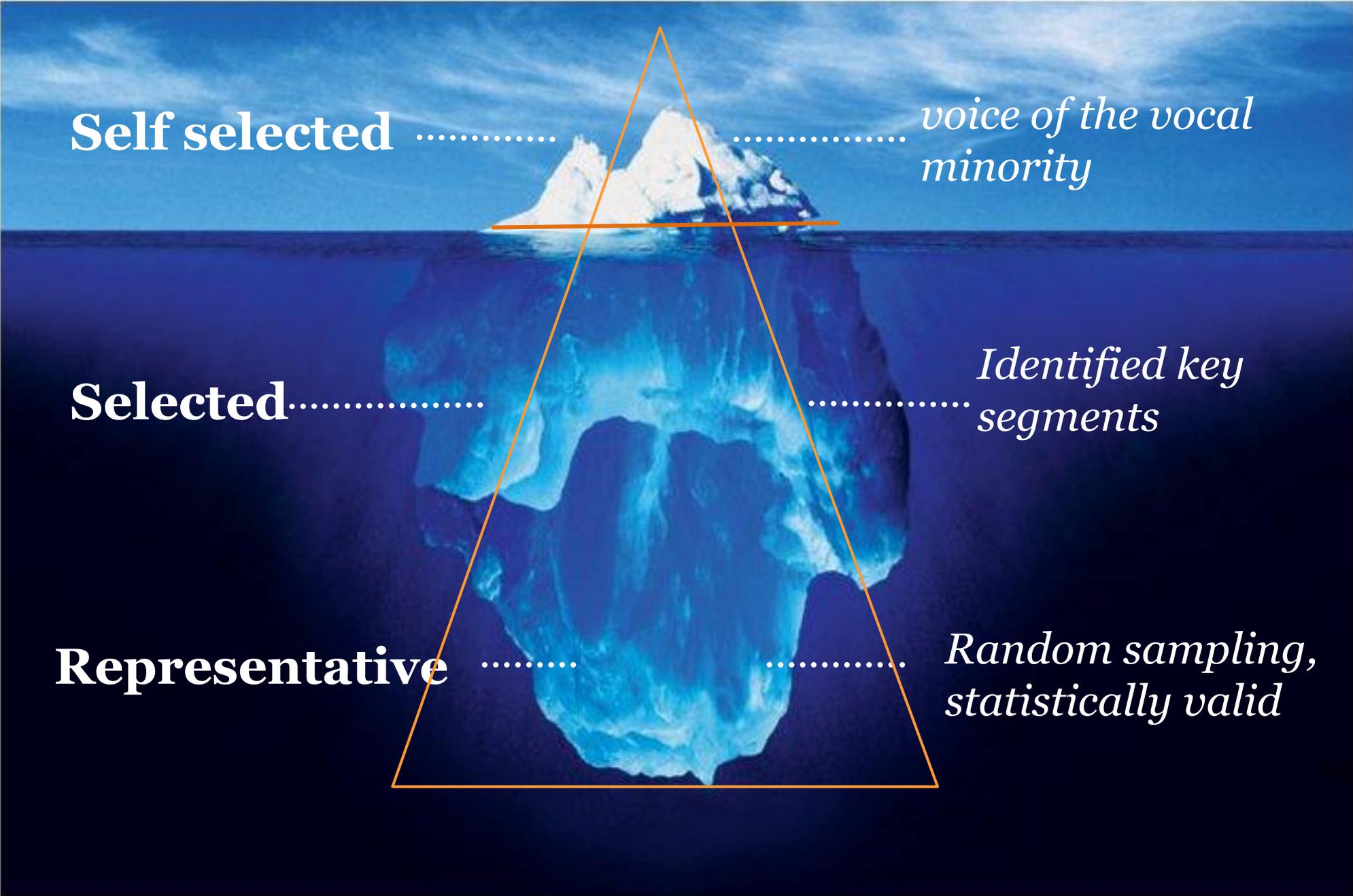
..and governments
are looking for more
meaningful ways to
connect with citizens

What do we mean by engagement?



What are the ways research engages?





Self selected

voice of the vocal minority

Selected.....

Identified key segments

Representative

Random sampling, statistically valid

Self selected

Blogs, social media
Community forums
Customer feedback forms

Strong, selective views

Selected

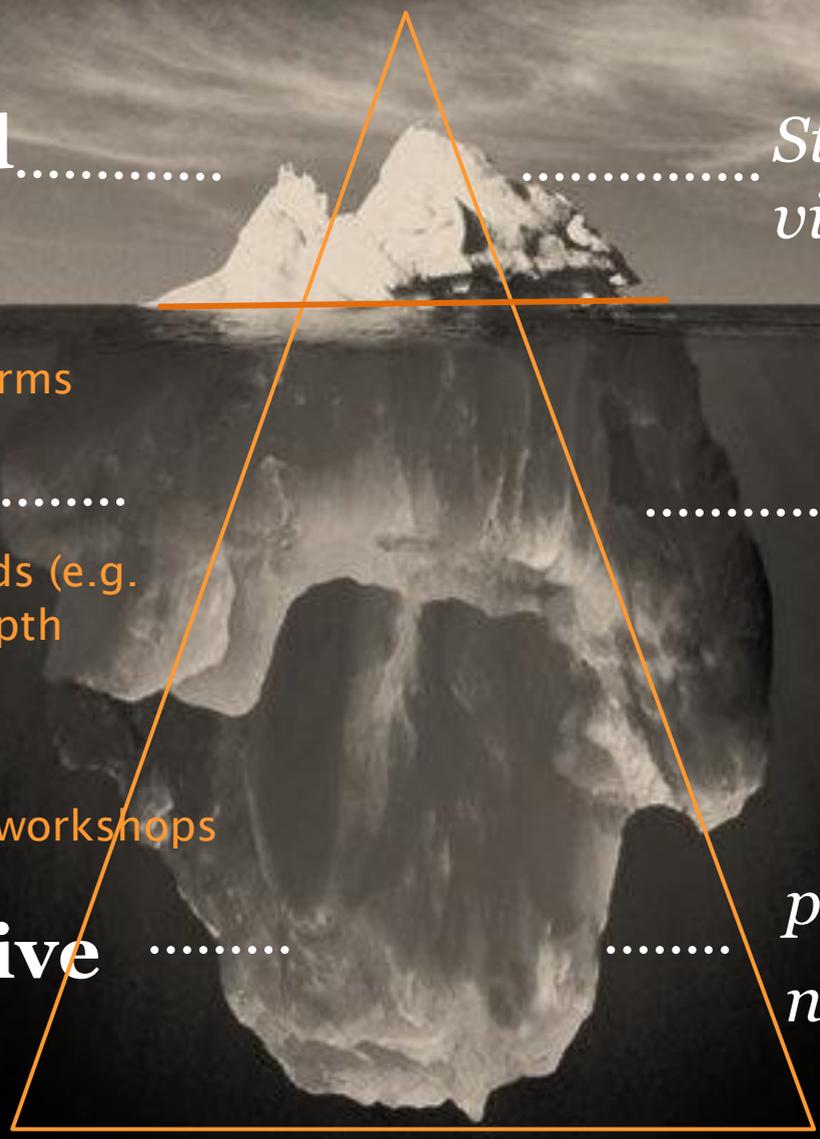
F2F qualitative methods (e.g. discussion groups, depth interviews)
Digital platforms
Deliberative forums / workshops

Ideas and strategies

Representative

Random sampling
Surveys (telephone, online, mail)

predictive numerical projections

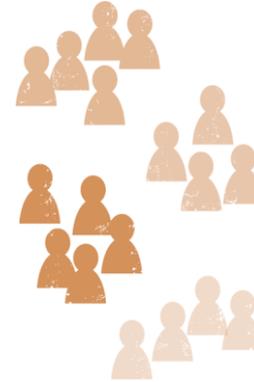


Selected: ideas & strategies



**Depth
interviews**

**Family
interviews**



**Deliberative
forums**

**Co-creation
workshops**

n



Case studies

Ethnographies

Case Study

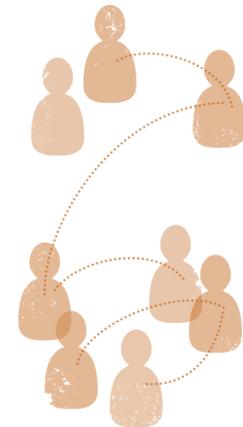


**Observational
research**

**Discussion
groups**

Mini groups

Affinity groups





*All in the context of new technology
and increased connectivity*

So, what does this
mean for research?



Interactive online platforms

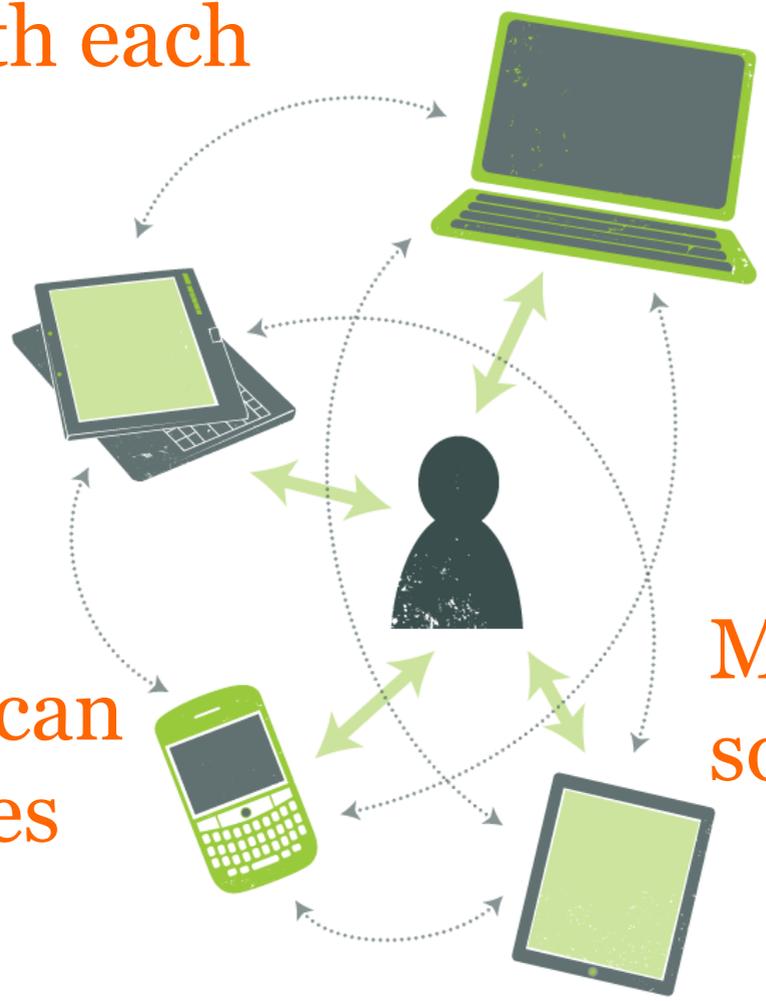


Participants
converse with each
other, and
moderators

Branded
online
communities

Participants can
upload images
and videos

Measuring
social media





Bringing
research to life:
living reports

Thank you

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