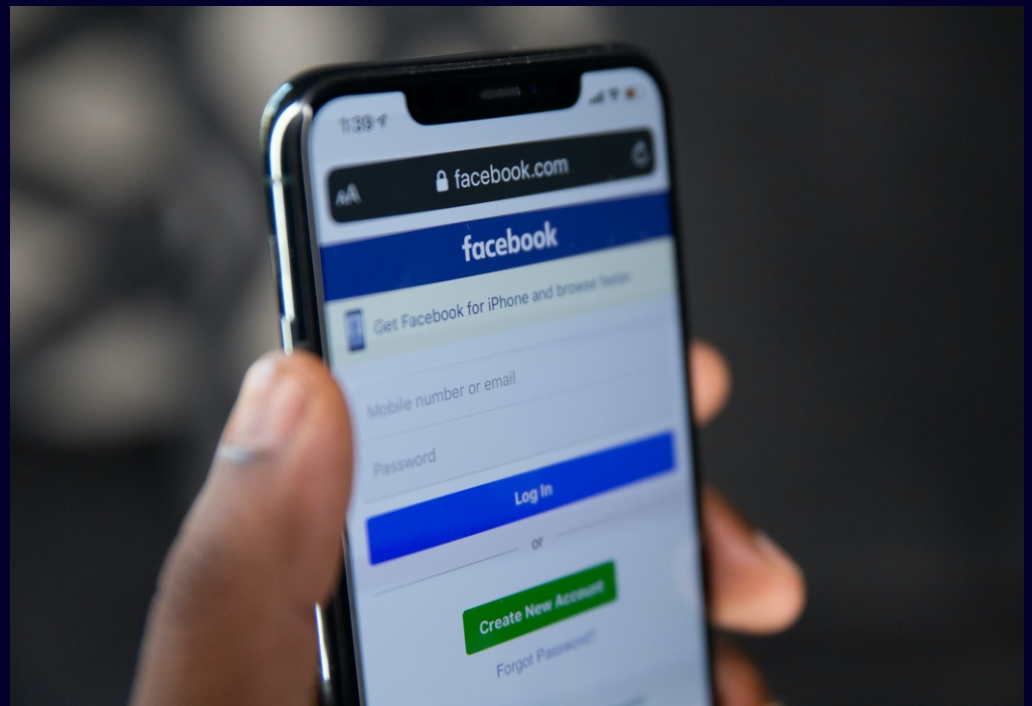


Facebook


Account Recovery:

Qualitative Research Study



**RADMA
RESEARCH**

facebook



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In the last five years, **Facebook (now Meta)** has made several innovations to compete with rival social media platforms as the online home for content. As the social media landscape continues to shift and evolve, collaborating with Facebook content creators is becoming a powerful way for brands to reach audiences. But even the most seasoned content creators, influencers and long-standing social media-based businesses have had their accounts at least temporarily disabled.

Being locked out of a personal or business account on Facebook is not only frustrating, but also arduous to reactivate. The Facebook account review process alone can take a while and updates are not auto-updated.

While a quantitative analysis of Facebook's insights functionality would have already revealed the many reasons why Facebook might disable a user account, and the various ways in which users attempt to reactivate it, it befalls upon qualitative engagement to glean the nuances of these challenges and how best the organisation can help users overcome them instead of airing their woes outside, causing further damage to the brand's reputation and a subsequent dent in its revenues.

It is important, now, more than ever, for Meta to focus on the challenges users face in account recovery and how best the brand can help content creators and members alike to use the platform to its potential through a qualitative hybrid engagement.

Radma Research stepped in to catalyse qualitative discussions to recognise the reasons and when they may not be the case. Since Facebook's customer service representatives can only be reached through e-mail, response rates are understandably slow. To help wronged users garner a smoother, stress-free recovery experience, Facebook also wanted to understand the ease of contacting the help centers on social media site and email, and the various issues faced due to loss of account or accounts being inactive specially of social media influencers and content creators across India.

Challenge

Needle

in

a

haystack

In several cases, profile reporting or tone recognition has been found faulty. Several influential content creators and even business owners who heavily depend on Facebook generated revenue, and aren't at fault, stand to lose a significant source of income. However, in a user-base of millions, such profiles were in at least the thousands. Taking moral high-ground is a grey area, and in absence of Facebook's own internal user data due to privacy policies, participants blocked in the past six to eight months were hard to track.

Approachability of help team

Losing a primary source of income suddenly means having to make twice the efforts to find another avenue. Blocked users had been busy struggling to generate revenues via alternative platforms. Seeking the time and availability of such respondents for in-depth discussions followed by group discussions each for 90 minutes was next to impossible. Each respondent had to be background screened with their permission to understand if they were blocked or restricted, which also resulted in several disqualifications.

Approach

The Radma team not only found 20 such respondents but also successfully involved them in this study. 90 minutes of in-depth discussion over zoom calls with both English and Hindi moderators led to helping the client ratify the authenticity of this discussion. Respondents, in turn, witnessed the detailed nature of the discussion and the client's willingness to understand users' concerns in this area, already earning the brand a user reason-to-return.

Results

1. Step-by-step verification of how respondents approached the help centers and where they got stuck
2. Bottlenecks in the study became a humane rite of passage for the brand to connect with its users.
3. A discussion amongst participants in a group size of three to four users with similar concerns helped derive unanimous responses.
4. With the help of this study, the client now has renewed and sharpened direction to refine their user safety & security policy
5. The client will use responses from this study to ease account retrieval/ unlocking/ unblocking accounts, thus rebuilding credibility.

Why Radma?

We at Radma Research possess the ability to sift consumer data that is key to strategic direction of businesses **across sectors and global geographies**. Serendipitous or reiterative, we constantly pre-empt challenges in market research and overcome them in a swiftly changing world that is faced with various socio-economic and environmental alterations. **A few elements that set us apart:**

1

Qualitative ICT researchers and IT & business experts across industry for the highest quality of actionable results no matter how tall the ask

2

Global accreditations and associations are proof of our world-class advisory and perseverance

3

24x7 client support

Email: info@radmaresearch.com
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Our high integrity, passionate client-focus and long-term relationship-building, commitment to the highest standards of methodological rigour, and a culture of success and pride through a supportive and rewarding work environment ensure you have credible and compelling solutions for every project.

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