NEWSLETTER

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RADMA RESEARCH

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Project of the Month

Radma Research recently conducted a study on behalf of a leading e-commerce company. The key objective was to conduct a benchmarking study for the end client's grocery website and mobile app across 4 markets – the UK, Germany, Japan, and France. There were 10 in-depth discussions carried out in each country, making a total of 40 discussions overall. The study involved an interesting Shop-along exercise, where the respondents did actual grocery shopping during their interview call. The client wanted to understand the factors where its web/app experience is weak compared to its competitors in the respective markets. This was an end-to-end project, including activities such as discussion guide preparation, translations, recruiting participants, sampling/quota management, scheduling their interviews, moderating the in-depth discussion, transcribing interviews, and report preparation. Radma partnered with various native team members for moderation, translations, and transcriptions. Overall, it was an extremely challenging study, due to lots of moving parts at each step since the project initiation phase.

Star Performer of the Month

Abhay has an explorative, sincere and hardworking attitude towards work. He's always ensuring his performance improvement, is open to learning and proactive in discussions. He is a good team member and willing to add additional value to a project. He's not stagnated on a single approach and explores different techniques for achieving the end objectives.

New Bee in the Hive

Bhupesh Panjabi is a Senior Manager with 18 years of experience in research, customer experience, client management, and program management. In his previous role, he led a $1.5 million project with HP that captured customer lifecycle experience across 16 countries for 22 product and service categories.

Sakshi is a Research Analyst who has experience conducting primary research with both B2B and B2C audiences. She is responsible for recruiting participants, moderating interviews, and transcribing them as needed. Additionally, she maintains internal reports and status updates.

Quick Update

Radma Research & Consulting invites you to join our new community platform "Radma Social". Radma Social provides the perfect platform for individuals to explore research opportunities and participate in research studies

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Radma Research

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