



Conclave Research



CASE STUDY

Global Qualitative Research for a Multi-National Technology Company

Confidential Document for Internal and Prospective Client Use
Client- A Leading Global Tech Firm
Q1- 2026 Project Execution Summary

Project Highlights

75	North America	4 days	CAWI
Sample Size	Geography	Fieldwork Timing	Methodology

Client Overview

A Global Tech Firm	B2B– Decision Makers	Widespread	2026
Client	Target Sector	Industry	Year

1. Executive Summary & Overview

A leading multinational technology organization engaged Conclave Research to conduct an in-depth qualitative study aimed at understanding how technology solutions are perceived across diverse global markets. The primary goal of the research was to uncover the factors that distinguish the client's products and services from competitors, explore how these solutions integrate into users' professional and daily workflows, and identify the emotional and symbolic associations customers attach to the brand. Through qualitative exploration with key decision-makers and technical professionals, the study sought to reveal not only the functional value of the client's technology but also the deeper emotional resonance that shapes long-term brand perception.

2. The Challenge

The project required rapid execution within a highly compressed timeline. The client needed to recruit and conduct 75 in-depth interviews across North American markets within a limited timeframe. The study targeted a specialized and difficult-to-reach audience, including:

- **IT Decision Makers (ITDMs)**
- **Business Decision Makers (BDMs)**
- **Software Developers**

In addition to the interviews, participants were required to complete a creative assignment designed to capture their symbolic and emotional associations with the brand and its technological solutions. This exercise aimed to surface deeper insights beyond traditional functional evaluations. Recruiting qualified respondents from this niche audience while simultaneously managing complex global logistics presented a significant operational challenge.

3. Approach & Methodology

To bridge the gap between consumer claims and authentic behavior, our qualitative division executed a high-touch, multi-layered investigative framework.

- **Strategic Global Recruitment:** Utilizing our vetted network of specialized in-market partners, we executed a precision-led screening process. Every participant was subjected to a multi-stage validation protocol to ensure total alignment with the specific professional and behavioral profiles required for the study.
- **Projective Pre-Tasking:** Before the primary sessions, respondents participated in a curated symbolic exercise. By tasking participants to articulate brand perceptions through metaphors and visual symbolism, we bypassed rationalized survey-speak to capture the subconscious emotional drivers of the category.
- **Integrated Qualitative Discovery:** Our research team facilitated a blend of structured ethnographic interviews and creative exploratory tasks. This dual approach allowed us to synthesize hard analytical findings with the nuanced, "lived experience" of the brand across diverse user groups.

- **Behavioral Deep-Dives:** Beyond traditional questioning, the research focused on the environmental and social contexts of consumption, providing a 360-degree view of how brand identity shifts across different situational "need-states."

Throughout the engagement, the Conclave Research team maintained active communication with stakeholders and ensured seamless coordination across recruitment, interview scheduling, and research delivery.

4. Results and Business Impact

The research provided the client with a definitive evidence base to recalibrate their market presence and drive long-term commercial growth. Key outcomes included:

- **Value Proposition Clarification:** Isolated the unique competitive advantages of the client's technology suite, translating technical features into high-impact, differentiated market benefits.
- **Workflow Integration Analysis:** Captured a granular understanding of how products function within the user's professional ecosystem, allowing for the optimization of "real-world" utility and user experience.
- **Brand Resonance & Emotional Equity:** Decoded the symbolic significance and emotional anchors of the brand, enabling a shift toward messaging that resonates on a deeper, more psychological level with key stakeholders.
- **Evidence-Led Strategic Roadmap:** Formulated a future-proof trajectory for the brand, ensuring that long-term business goals are anchored in authentic consumer behavior and emerging market realities.
- **Optimized Engagement & Innovation:** Provided the tactical intelligence required to refine product positioning, sharpen brand communications, and identify high-potential white spaces for disruptive innovation.