



CASE STUDY • QUALITATIVE

High Volume Qualitative

*Scale at speed.
Quality at every seat.*



A consumer goods brand needed hundreds of qualified participants across diverse markets and demographics on an aggressive timeline. Focus Forward recruited, verified, and managed every single seat.

400+

QUALIFIED RESPONDENTS

3 WKS

END-TO-END TIMELINE

MULTI

MARKETS & SEGMENTS

HIGH

SHOW RATE DELIVERED

WHAT WE DID

» **Built a custom screener and sourcing plan**

We translated the client screener into a precise, quota-aware recruitment plan. Our national database and targeted social outreach filled every cell on schedule.

» **Verified every respondent live by phone**

Each candidate cleared rigorous live phone screening before any session was booked. Double-confirmation calls protected quality and kept show rates consistently high.

» **Managed quotas with daily transparent reporting**

We delivered daily Excel grid reports that tracked progress across every quota cell. Clients always knew exactly where recruitment stood and where to adjust priorities.

» **Handled incentives and participant logistics**

Our team owned incentive processing, confirmations, reminders, and reschedules. Participants stayed engaged, on time, and ready for every moderator conversation.

CONTACT US ANYTIME

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Ready for your next study?

Tell us about your audience and timeline.