

# One-way mirror gives clients a sneak peek at their customers' thoughts

BY LEAH FURBERT

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Usually, the only time you'll be on the other side of a one-way mirror is if you're a cop, or security officer.

Not if you visit the new offices of Research.bm on Wesley Street. The market research specialist has this month doubled the size of its business in Sterling House.

Research.bm says that Bermudians have become more sophisticated and more informed when out shopping, so local businesses are in turn becoming more competitive and want an edge over their competitors.

That's where Research.bm comes in. Their newly renovated research facility has a one-way mirror separating it from a viewing area where clients can watch focus groups without being intrusive. The area is sound proofed, which means that the clients can talk amongst themselves without disturbing the participants. They can also communicate with the moderator or interviewer if any discussion points arise that they would like probed further.

"This is the ultimate in being able to offer our clients the opportunity to listen to their customers and core markets," said Tina Lima, office manager for Research.bm.

"To fully develop their brands' potential, businesses want answers, now they can

get it straight from the people who matter most."

Research.bm was set up in 2003, and has built up a client list, which includes several local and international companies. To date, the company has had 100 per cent client retention.

"For qualitative research to be effective there are a number of key factors," said Nosheen Syed, chief executive officer of Research.bm. "One of them is a relaxed environment and this new facility ensures a very comfortable setting. It's also important to have an experienced moderator who recognizes and understands local nuances and who knows exactly what questions to ask and how. It is also essential that participants have been carefully recruited and screened. If companies find themselves sitting in the corner of a room watching an hour-long focus group with only five participants, then they have good reason to question the findings. International research practice recognizes that the ideal duration for a focus group is two hours with 8-10 people participating."

Research.bm is organizing an open house, which will include a short presentation on qualitative research entitled *The Most Meaningful Story You Will Have Ever Heard About Yourself*. Anyone interested in attending should contact Jecoa Tucker on [jecoa@research.bm](mailto:jecoa@research.bm) or phone 295-3228. ■



■ PHOTO BY LEAH FURBERT

**STAFF** at Sterling House demonstrate how Research.bm's new research facility works. The one way mirror allows clients to observe focus groups without being seen.