

"Not only are you getting a team that can deliver, but you are instantaneously getting a business partner who really go the extra mile- I never need to worry." - Head of Research, Social Media Brand

Skopos.

Insight Solutions

Skopos is an established, full service, business-insights consultancy, providing research skills and expertise to help clients take advantage of opportunities opened up by 'new world' digital developments.

Star-studded Services



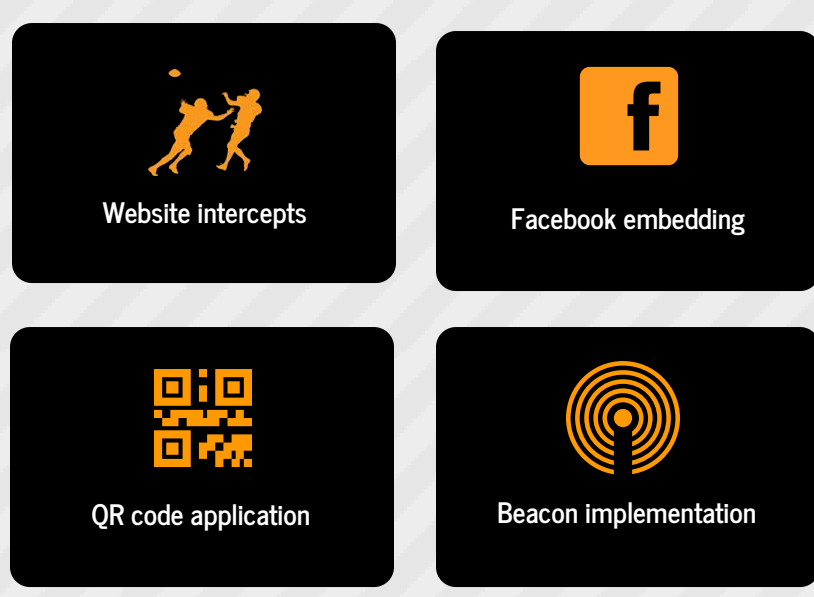
Delivering A Richer Experience



We apply the core principles of creative design to...

- Ensure the insight experience is more visual & interactive
- Encourage deeper stakeholder engagement
- Effect a positive brand halo

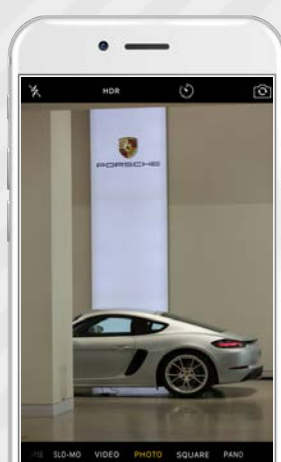
Channel Relevant Feedback Routes



Innovation of Execution - Insight Embedded 360 / VR / AR Immersive Video



Engaging Effortlessly



Real-Time Feedback

Research embracing the mobile device offers a range of applications:

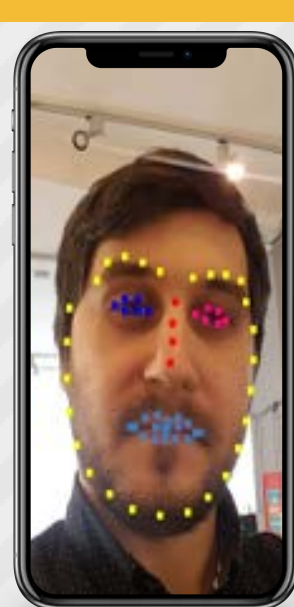
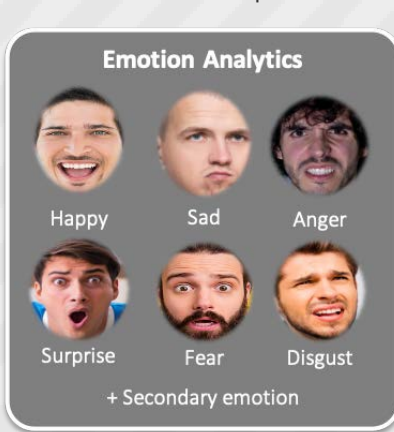


Somatys™: Measuring Human Emotions

Our Somatys™ tool uses an online & video qualitative method that captures physical movement to analyse in our emotional tracking tool. Through somatic analysis, we can discover when stimuli triggers an unconscious response and whether those responses are positive or negative.

Key Features:

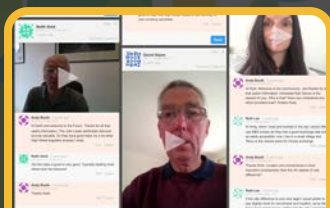
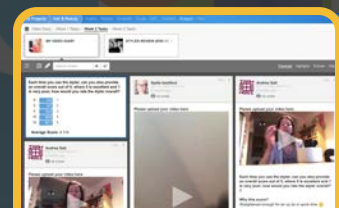
- ✓ 100+ emotional metrics.
- ✓ Secondary emotions (delight, admiration) bolster primary emotions (happiness, surprise)
- ✓ Sentiment by age, ethnicity, segment, region and many more.
- ✓ Eye tracking, heatmaps, user experience, etc.



Community Panels

Community Panel Expertise

Over two decades of developing & managing community panels.

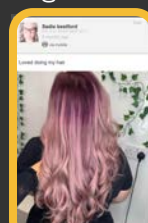


Panel Component

- ✓ Recruitment & maintenance
- ✓ Study scripting, visualisation & broadcasting
- ✓ End-to-end project set-up, analysis & reporting
- ✓ Data dashboard construction
- ✓ Full optimisation for mobile & tablet

Community Component Additions

- ✓ Design, construction & hosting
- ✓ Full management, moderation & analysis
- ✓ 24/7 community portal access

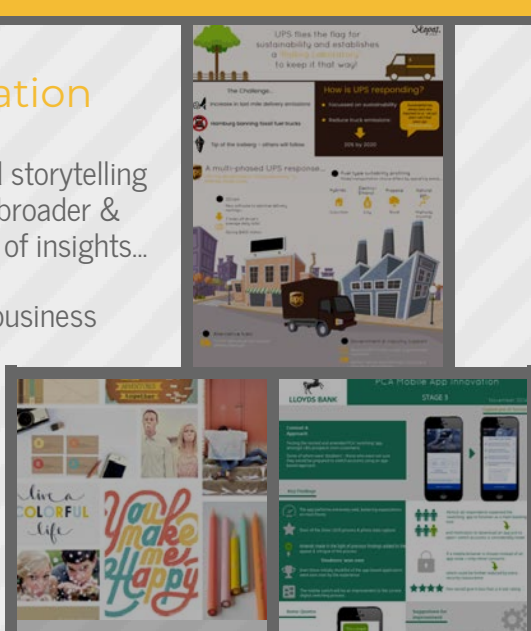


Illuminating Reporting / Driving Value

Data Visualisation

Data visualisation and storytelling are central to driving broader & deeper dissemination of insights...

across a diversity of business stakeholders



Interactive Dashboards - Leveraging Tech Advance

- Real-time access to response feedback - driving business value
- Bespoke, real-time, auto-reporting dashboards
- Full integration with Salesforce & Tableau
- Maximising the commercial impact

Portfolio of Professionalism



Award winning insight consultancy



Pioneers in digital MR innovation

International Influence:

- The Skopos Group has operations and offices around the world
- Allied to long, established, relationships in all major global markets
- Our international reach ensures we can draw upon local market knowledge, understanding and relevance for all of the international research programmes we conduct

Get In Touch: ask@skopos.world

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