

"We chose Skopos as they were uniquely able to deliver a combination of surveys, qual and web analytics, all in a single integrated, synthesised research programme." - Major Logistics Brand

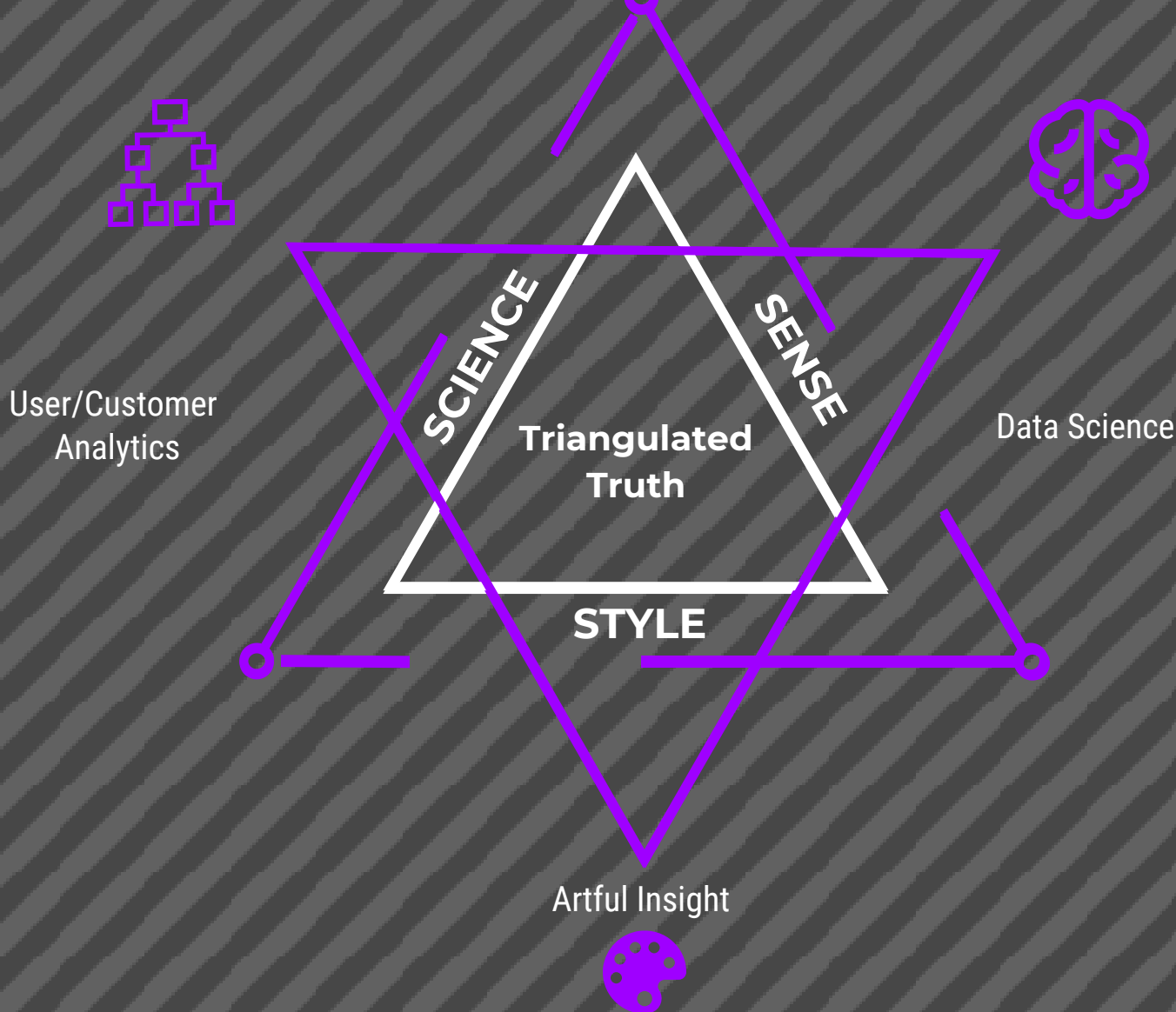
Synthys

by Skopos

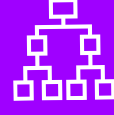
Bringing together the full power of science, sense & style to enrich large scale continuous insight programmes and transform customer experience as well as driving bottom-line gains.

Triangulating the Truth

Synthys = execution & synthesis of large scale continuous insight programmes.

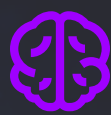


Science as Strategy



Proliferation of structured & unstructured data has made data handling, cleaning, and processing an intimidating challenge.

Synthys drills down into feedback to maximise insights.



- Powered by knowledge, experience and AI



- Integrated feedback, processing and analytics systems

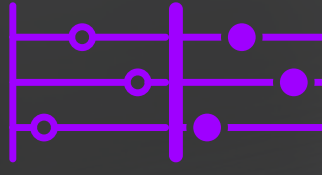


- The latest artificial intelligence, machine learning and behavioural profiling techniques

Sense Through Synthesis

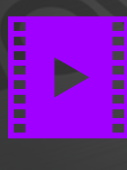
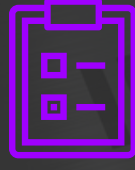
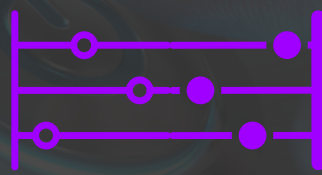


Synthys designs & implements total feedback solutions - supporting our clients in optimising brand experience.



Unrivalled commercial expertise in:

End-to-end data pipelines, configuring API interlinkages, and implementing technology enablers.



Synthys says: experiential feedback should be collected across all customer touch-points and channels.

We then synthesise all your data from analytics, text comments & surveys

Decisions Through Design



Data visualisation is a major component in gaining stakeholder understanding and buy-in.



Outputs must be impactful, clear and persuasive.

Graphics

Reports



Thinking fast (system 1)

Thinking slow (system 2)



Maximise cognitive processes, leverage the associated emotional linkages.



Intelligent, impactful design - bringing the outputs to life.

Success Stories



Travel



Postal Service



Digital

Why



Skyscanner is fundamentally a flight & travel 'aggregator' site for all major airlines. However, there was a lack of digital customer understanding. Primary continuous CX research was needed. To see if site/app users were serviced appropriately.

Post Office Limited (POL) has been conducting a programme of consultation exercises (2000+), as part of its national branch transformation programme - so customers can comment on local refurbishment and site relocation plans.

Synthys set-up the original Yahoo! community panel in 2005 - to profile and understand their unique audience across the site estate. Over subsequent years, the community has grown to 40,000+ members (from 10,000 initially) - spanning UK, Germany & Spain.

How



Synthys designed and implemented a quant pop-under 'Intercept' survey, hosted via the Skyscanner service - activating upon completion of their visit. This let Skyscanner collect NPS scores, verbatim feedback and identify potential gaps/flaws.

Synthys delivered an eConsultation solution via a longitudinal programme incorporating a searchable microsite to capture customer & stakeholder feedback. A portal was integrated for decision-report hosting & a back-end CRM broadcast.

By providing post campaign feedback for on-site advertisers (delivering both hard metrics & verbatim response) their user knowledge was enhanced. This research platform has been employed across a continuous range of ad hoc deep-dive vertical studies over the years.

What Now



The NPS metrics, allied to the text analytics, enabled Skyscanner to see, in real time, how well they were meeting customer need(s) - as well as identifying areas for product/service optimisation. This customer feedback vehicle provided an immediate link to the CRM team - who could tackle any issues visitors encountered.

This digital solution vastly reduced the stress on the existing POL structures handling all branch transformation feedback - from customers and stakeholders. Furthermore, it delivered greater efficiencies (and responsiveness) through the in-built dashboard and auto-reporting capabilities.

Through this research programme, Yahoo! have been able to enhance their on-going knowledge of their user base, and tailor site content and functionality accordingly in the face of increased competition. New 'windows' were designed and integrated across the site generating greater visitor numbers as well as increase dwell time.

Portfolio of Professionalism

Bank of America	YAHOO!	Apple	POST OFFICE	McDonald's	William HILL	skyscanner
mbna	Mashable	SONY	Royal Mail	TESCO	InterCasino	Mercedes-Benz
LLOYDS BANKING GROUP	NBCUniversal	EE	DHL	innocent	888.com	boots by or dre
Friends Provident International	The New York Times	O2	TNT	Pernod Ricard	bet365	e-on
HALIFAX	The Economist	DELL	FedEx	ghd	Ladbrokes CORAL	QUEEN
ZURICH	The Telegraph	SAMSUNG	Travelport	Sainsbury's	Camelot	+ many more
<p>Approved, Accredited, Assured</p> <p>Forward thinking insight consultancy</p> <p>MRS Evidence Matters Company Partner</p> <p>ISO 26362</p> <p>QUIRK'S Featured Company</p> <p>MEMBER MSPA</p> <p>ESOMAR member</p> <p>Pioneering digital MP innovation</p>						

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