

With Software and Services currently in 26 Languages and Used in Over 60 Countries Worldwide, 20|20 Research is a Leader in Traditional and Online Qualitative Research

**Business Services
Market Research**

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Jim Bryson
CEO

About 20/20 Research

20|20 is a worldwide leader in traditional and online qualitative research. Our qualitative facilities in Nashville, Charlotte and Miami are annually "Top Rated" by our clients in both industry surveys and our own satisfaction surveys.

Since 2001, 20|20 has been an innovator and global leader in online qualitative research. The company's software and services are currently in

26 languages and used in over 60 countries worldwide. Information on the company can be found at www.2020research.com.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Bryson, would you tell us the focus at 20|20 Research today?

Mr. Bryson: 20|20 Research is a qualitative research firm that does marketing research, particularly in the qualitative field. We are one of the global leaders in developing software, supporting that software and providing the services around that for conducting qualitative research world wide.

CEOCFO: Qualitative research and analytics are big buzzwords and big fields these days. What have you figured out that addresses the issue in a better way than many others?

Mr. Bryson: What we do different than anyone else is that we have a tremendous history of service to our clients from 27 years of traditional qualitative business that we have transferred over to the technology business. Therefore, what we end up with is a powerful technology software capability with a heavy layer of service over the top. So, our users can easily transition into a new field such as online qualitative from the traditional field which is face to face. Our clients begin with support and comfort, knowing that there is going to be help available and they are going to be able to accomplish their goals. Most companies in the field of technology offer software as a service, but they do not provide the

backup capabilities and services for the clients.

CEOCFO: Would you give me an example of some of the common occurrences with a client and maybe something a little bit out of the ordinary, so we get an idea of the range of what you are able to provide?

Mr. Bryson: It would not be uncommon for a global consumer products manufacturer to have a new product that they would like to introduce in several countries, developing countries as well as more developed countries. Lets us say, for example, that they want to introduce a product in Brazil and the European Union. In order to introduce that product they need to understand if that product is going to be appealing to the market. The software and services that we provide give them the opportunity to do simultaneous research in all of those markets at the same time in the local language, so that the marketers can understand how well that new product will be accepted and what kind of penetration rate they might have. That is the type of research that we provide and can help execute.

CEOCFO: Would you tell us about your platform? What are some of the different offerings?

Mr. Bryson: We have two basic platforms. One is the Qualboard platform, which is an online, asynchronous discussion, so that people do not have to participate at the same time. It uses internet forum technology adapted for research. That platform has several features on it. You will see the products that are listed on our website, www.2020research.com. There are several features built on top of the QualBoard platform. The key to the QualBoard platform is that it is asyn-

chronous. In other words people do not have to participate at the same time to have a discussion. The other is that it is longitudinal. That means that your discussion can happen over a period of days, weeks or even months. This feature adds a whole new dimension to market research that we did not have in the past. Our other major platform is QualMeeting. Essentially, it uses webcams to do synchronous, which is real time, interviews. QualMeeting literally face-to-face interviews over a distance using internet and webcam technology.

CEOFCO: You have facilities in a number of places for people to do focus groups and research. Would you tell us about those?

Mr. Bryson: The traditional business that we have been in for twenty seven years is the traditional qualitative facility business. We have facilities in Nashville, Charlotte and Miami where product marketers can go to physically sit down with their consumers and understand what they like, what they do not like and how they can make their products better.

CEOFCO: Are companies doing as much of that as they used to or is that concept dying out?

Mr. Bryson: Market research is divided up into two segments. The entire market research space is growing. It is just changing. Quantitative research is thought of as survey research. Qualitative research deals with the "why" behind the questions. 20|20 does qualitative research. That part of the business is growing rapidly because marketers need to know what motivates people to buy. Marketers have access to a lot of new technology to analyze massive volumes of information from "big data" sources such as facebook, LinkedIn and others. Even with all that data, marketers still need to talk to the customer to understand what motivates them to buy. Qualitative research provides marketers with a deeper level of understanding that is crucial to their success. Therefore, qualitative re-

search is actually growing. We are very excited about that, because that is the space that we are in.

CEOFCO: You were a finalist for the Best in Business Award given by the National Business Journal. Would you tell us about that award, as well as the importance of awards and recognition in general for the business and for you personally?

Mr. Bryson: We were very pleased to be one of the finalists for Best In Business Award from the National Business Journal here. That was an honor because of the thorough judging process used. Each company was evaluated using financial data as well as business plans that are reviewed by experts. Finally, the CEO was interviewed. Therefore, it is a real honor to be reviewed so closely and to be included in the Finalists. Our employ-

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ees work very, very hard and they deserve this recognition of their efforts and success. They are proud of the fact that we are growing and managing the business well.

CEOFCO: What do you look for in your people?

Mr. Bryson: Besides job-specific skill-sets, we developed an acronym to describe our people, CHILES-G. We look for curiosity. We look for humility. We look for intelligence. We look for likeability. We look for enthusiasm. We look for people with a natural tendency to serve others and we look for people that gritty; people that have perseverance as a part of their character traits.

CEOFCO: How is business these days?

Mr. Bryson: Business is booming! Our business this month is up forty percent from last month. Business is booming and we are sixty-five percent over this same period last year. Business is booming, primarily because of our leadership position in the market.

CEOFCO: Has there been a change of strategy or a greater push or is it just natural growth and evolution?

Mr. Bryson: Much of it is natural growth and evolution. The niche that we are in is growing. We have a leadership position in that niche. We started this company with two people twenty-seven years ago and we have been growing a lot since then. Over the past two or three years we have seen even higher growth. Therefore, we have had to put in many new management systems and to build the company. We are seeing those investments really pay off. That is a major reason why we are growing quickly.

CEOFCO: Why should investors and people in the business community pay attention to 20|20 Research?

Mr. Bryson: 20|20 is a company that is doing it right. As a small business we have grown up in this industry. We understand that this is not just a technology business. To have staying power in a technology-oriented business you have to also excel in person-to-person service. We have successfully transferred a service orientation culture built over 27 years to the technology business. Many companies decide to get into technology and they do a complete one hundred and eighty degree turn and become a pure technology shop. We have been able to maintain our service culture and layer technology on top of it. That is slightly slower way to grow in the beginning, but it brings about a high degree of client loyalty. Our clients know that 20|20 has their back and that we are going to be with them every step of the way. That makes a difference in building a good company for the long term.