



Consumer Opinion Services

Qualitative Services



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Research Recruiting

In-Depth Interviews

Focus Facilities

Moderator Services

Qualitative Design

Executive Interviewing

Analysis and Reporting

Qualitative services are part of an evolving process. As the market, products and process change we stay in touch with the most contemporary and practical methods and offer them to you.

Moderator Services

COS has on staff moderators as well as a group of outsourced professional facilitators with a wide array of experience. We can provide moderators for all types of qualitative research projects.

Discussion Guide Design

The key to discovering the real motivations and underlying factors in a focus group is in the proper design and execution of a discussion guide. We work in-depth with our clients to develop a discussion guide that evokes the pertinent and sought after answers, without leading or biasing respondents.

Focus Groups and In-Depth Interviews

The mainstays of qualitative research are our speciality. We've been recruiting and conducting focus groups and in-depth interviews for over 20 years.

Executive Interviewing

When tact and professionalism are paramount in the execution of your data collection, there's no better choice than COS. Our experienced staff is the turnkey answer to complex business to business market research. We maintain a large business database, as well as the ability to add to it.

Mini Groups

Sometimes it's better to get more depth and quality information from fewer respondents. We can show you the ways of getting the most out of your research efforts, while saving precious budget dollars.

Analysis and Reports

Somewhere beyond all the talk lies the true meaning of what was really said. We provide complete, clear analysis of qualitative research, in a variety of formats. Let us help you understand what it all means, as well as provide you with the recommended next steps.