

HOW AT&T UTILIZED KS&R'S APPROACH TO TACKLE AN EXTENSIVE FEATURE LIST IN NEW PRODUCT RESEARCH



CHALLENGE

A new product or service that is typically most effectively tested in a discrete choice format BUT feature list is too extensive for a traditional discrete choice approach



SOLUTION

KS&R's two-step solution marries a simplified feature prioritization with a willingness to pay choice exercise that is less burdensome on the respondent, yielding more accurate data



ENABLES LONG LIST OF FEATURES

Long lists of features are not typically manageable in a traditional discrete choice exercise



REDUCES RESPONDENT BURDEN

Breaks task into two steps, enabling respondents to first focus on feature preference, followed by pricing



IMPROVES THE ACCURACY OF THE TASK

Instead of reviewing tasks where features appear and disappear, features are fixed in the choice exercise, which often leads to fatigue and frustration



MARRIES THE TWO STEPS

On the back-end, the simulator and analysis output mimic that of a traditional choice exercise



FOR QUESTIONS CONTACT...

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