

# TeleWeb™

*Telephone Focus Group Research  
With Internet Enhancement*

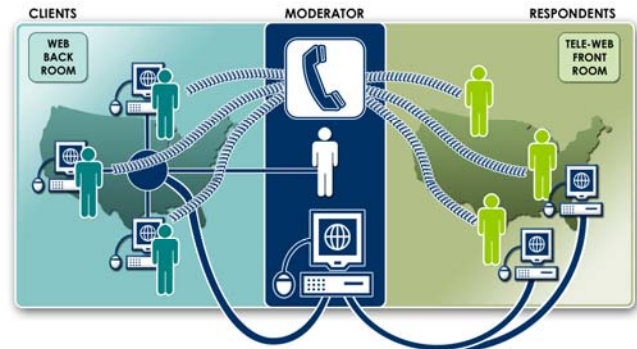
## Using Technology to Connect Respondents, Clients and Researchers

There are times when coordinating in-person qualitative research is challenging to researchers. For example, time sensitive business people, a lack of geographic clustering or low incidence target populations can make it difficult to recruit to a central location.

Morpace's TeleWeb™ provides the synergistic benefits and insights of focus group interaction, with the convenience and cost effectiveness of a conference call – supported by online infrastructure that creates a virtual “viewing room” for clients.

TeleWeb™ advantages over traditional in-person groups include the following:

- Virtually no geographic limits within each session
- Provides accessibility to low incidence respondents
- Allows lower incentive costs
- Helps manage travel costs and/or restrictions
- Ideal for business-to-business applications



The quality and depth of participation in TeleWeb™ groups is equal to or better than in-person groups because participants are able to participate anonymously from the comfort of their own homes or offices.

Morpace's TeleWeb™ platform also enables audio/visual content to be “pushed” to each participant's desktop. This makes TeleWeb™ an ideal tool for concept testing and other tasks where it is important to share stimuli with group members.

So the next time you have a qualitative research need, contact Morpace at 248.737.5300 or [information@morpace.com](mailto:information@morpace.com) to learn more about the convenient and cost efficient alternative to in-person focus groups -- the Morpace TeleWeb™ solution.