



Contractor feedback for a truss manufacturer

The Situation:

The client reached out to qSample for the second time this year to conduct a brand awareness study about a particular brand of trusses among seasoned framing contractors whose companies had less than 80 “house starts” per year and less than \$30 million in annual revenue.

The Challenge:

Two major hurdles had to be cleared to fulfill the client’s needs:

- 1) Finding contractors who fit the required criteria. Incidence ([hyperlink a definition](#)) for this specialized kind of construction contractor hovers around five percent.
- 2) Creating an effective method to interview these individuals. A regular online survey would not provide enough feedback on particular brands, awareness of the industry, degree of brand loyalty, spending habits, their attitudes about social media, etc. for such a niche audience and would leave our client wanting to ask crucial follow-up questions depending upon each individuals’ unique answers.

Case Study

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a truss manufacturer*



Stephanie Glastetter

Director of Research
& Analytics at
HughesLeahyKarlovic

“Our client was thrilled with the results and is planning on expanding their research scope significantly next year. qSample was great to work with and we look forward to a growing partnership!”

-Stephanie Glastetter

The Response/Strategy:

Utilizing qSample's robust contractor panel, we were able to recruit 20 framing contractors within 5 days. The sampling team was able to filter among contractors to meet the client's crucial specifications. The participants were divided up into two groups of 10.

With the help of qSample's development team, we created an interactive chat board platform. Users could log in wherever they had an internet connection.

This allowed our client to act as a moderator. They directed the chat sessions and could see user profile information as well as be alerted to when each specific user was typing.

The Results:

Through the chat board, our client was able to successfully steer the conversation to ask all the pertinent questions for the brand awareness study as well as hit on more areas that were important to the participants through their interaction with each other. HLK has since conducted two more chat sessions with other specialized contractors with us and plan on conducting another __ studies.

HLK Testimonial- Here I'd like Stephanie to talk to us specifically about the benefits of the chat board and touch on her ongoing relationship with us.