



THIRD-PARTY CALL MODERATION

For those lacking the time, technical expertise on a topic, or required language fluency to conduct needed expert research on their own, Guidepoint can connect you with an experienced moderator to oversee the project, conduct calls on your behalf, and provide you with the most relevant takeaway.

HOW WE SELECT YOUR MODERATOR

Guidepoint Moderators, typically independent professionals with 10+ years of industry experience and expertise in conducting market research, are hand-selected by our team to manage your project. Chosen from our network of 1,500,000+ Advisors, Moderators are identified based on:

- Prior professional roles
- Level of seniority
- Languages spoken
- Specific project requirements

KEY ROLE OF THE MODERATOR

A Moderator can work on your behalf to:

- Speak with industry consultants and former industry executives to gain insight into traditional and emerging markets while adhering to your compliance standards
- Act as a supervisor across your project, guiding the research plan, putting forth essential questions, and ensuring every step aligns with your ultimate objective
- Conduct voice-of-the-customer exercises (blinded or non-blinded) for a unique understanding of market dynamics
- Execute competitive benchmarking exercises, gauge health of customer base, perform management checks, and 'pressure-test' internal project topics
- Dive deep into competing company product portfolios, pipelines, and customer bases
- Provide unbiased third-party input for external analysis, recommendations, no/go decisions, and next steps

HOW IT WORKS

1. Specify Your Research Need

You provide research topics, requirements in a moderator, and desired reporting method/output

2. Meet with Your Moderator

You discuss schedules, expectations, and requirements

3. Research is Conducted

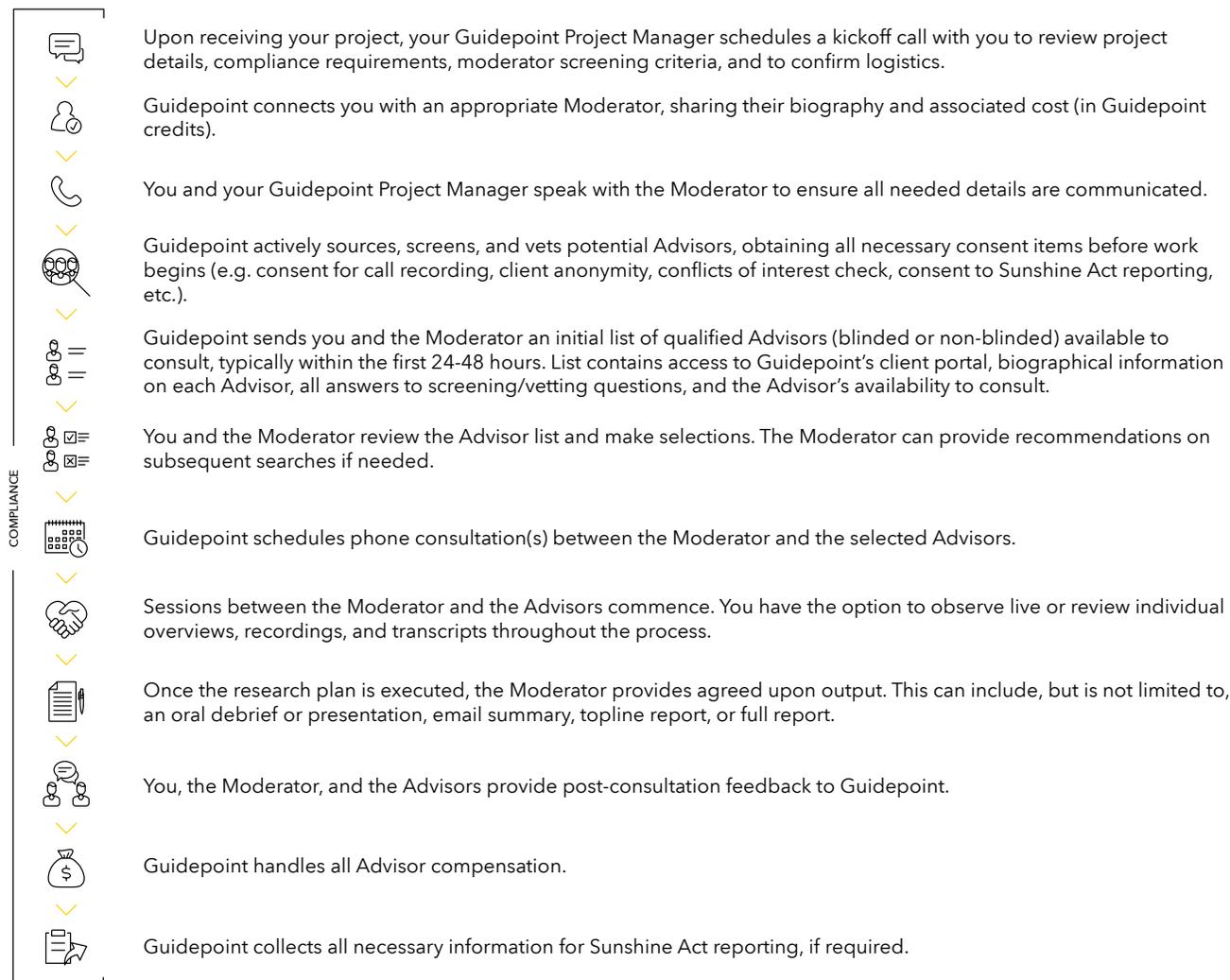
Your Moderator meets with Advisors knowledgeable on your research topic

4. Receive the Findings

The Moderator provides your requested output, bringing you up-to-speed on what they've learned

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OUR FULL PROCESS



START PLANNING YOUR MODERATED RESEARCH PROJECT

With a Guidepoint moderator in the driver's seat, plus access to call recordings, transcripts, and reporting in the format that best works for you, you can be as involved in the research process as time allows.

To kick off a project, please contact:

e: sales@guidepoint.com

p: 212 375 2980

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