

Focus Groups - \$200 - \$300 Seeking People with Disabilities to Influence Telecommunication's Future

The Return on Disability Group is actively seeking a pool of creative participants to inform brands on how to improve customer experience for People with Disabilities (PWD) – to improve experience for all.

As PWD gain more power as consumers, companies need to better understand their needs and desires. One of Canada's largest telecommunications companies has commissioned our team to recruit up to 100 people to participate in eight studies on how they can build their products and services to delight customers with disabilities.

The topics for these eight studies are being reviewed with the client in the coming weeks and will be focused on customer experiences for their various products and services. The type of studies will either be 1) general focus group discussing experiences on set topics or 2) "secret shop" of a specific product or service (to be determined.)

Participants for general opinion focus groups will be expected to attend a 2-hour video conference to openly discuss their general views and experiences on the chosen topic. The time commitment will be 2 hours total for this type of study, and compensation will be \$200.

"Secret Shop" study participants will be given a product, service or program to test and will then attend a 3- hour video conference to discuss how your disability impacts your experience as a customer and explore ways to maximize your experience. We anticipate a time commitment of 5+ hours (total) for this type of study (depending on the experience) and compensation will be \$300.

Participants must self-identify as a PWD and meet other experience level requirements to be selected for this study. Individuals must feel comfortable discussing their disability with our team and other Focus Group participants. Your identity will remain anonymous to the company.

The knowledge gained through our conversations will assist the communications company in both better serving its customers and in planning for the next generation of products and services. We also believe that these studies encourage global brands to 'get smart' about delighting PWD as customers.

Who: Major Telecommunications Company

What: 2 or 3-hour Focus Group (depending on study you are selected for)

When: Focus Group: Thursday September 8, Thursday September 15, Thursday October 6, or Thursday October 20

Where: Video Conference

How Much: \$200 or \$300 for your time (depending on study you are selected for)

To apply, please complete this application form and email it to jenn@rod-group.com by Friday August 26. Feel free to send information in any format that best suits your communications approach

TELECOM DISABILITY FOCUS GROUPS - Participant Application

APPLICANT INFORMATION

Last Name: _____ First Name: _____
City: _____ Province: _____ Postal Code: _____
E-mail: _____
Gender: F M Other Age: _____
Who is your cable/internet provider?
Who is your wireless provider?

NATURE OF HOW YOU INTERACT WITH THE WORLD (DISABILITY)

Do you identify as a person with disability? Yes No

Please circle, highlight or otherwise indicate the functional nature of your disability. This information helps us balance the panel.

Physical/Mobility/Dexterity Hearing Vision Cognitive/Learning

I don't fit in a box – so I'll explain in the box below:

FOCUS GROUP PREFERENCES

Please circle, highlight, or otherwise indicate your responses:

Which Focus group option interests you? General Opinion Discussion Secret Shop Both

Which dates are you currently available for the focus group?

- Thursday September 8
- Thursday September 15
- Thursday October 6
- Thursday October 20

TELECOM DISABILITY FOCUS GROUPS - Participant Application

EDUCATION

Undergraduate School

Degree Attained Major

Graduate School

Degree Attained Major

Post-graduate School

Degree Attained Major

WORK EXPERIENCE

Company Title/Role

of Years Employed Industry

Company Title/Role

of Years Employed Industry

WHAT MAKES YOU CREATIVE

We are seeking creative participants that can express their thoughts and needs so brands can act to improve experience. Please indicate if one of the below applies to you (circle or highlight):

Artist/Dancer/Actor Scientist/Engineer Writer/Journalist

Designer Computer Wizard Other (tell us below)

YOUR INTERESTS

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