

SCOUT
INSIGHT

SCOUTCOMMS



An Inside Look: The Market Research Division of ScoutComms

No firm understands the veteran and military family communities like ScoutComms. Our deep knowledge of these communities is rooted in years of experience as members and advocates for these diverse, independent groups. From that expertise, our ScoutInsight research arm was born. Using research, surveys, open source information, focus groups, interviews and access to top influencers in the space, ScoutInsight produces rapid, expert analysis that allows our clients to make strategic decisions that move them closer to their goals. Whether it is a market segmentation study, customer journey mapping, a gap analysis, or defining your brand, ScoutInsight research offers our clients an awareness of the trends and opportunities imperceptible to others.

ScoutComms is a national communications, marketing and research firm with unmatched knowledge and experience of the nation's veteran and military communities. We support a wide range of for-profit, not-for-profit and government organizations that employ, empower and serve veterans, service members and their families. We provide an array of qualitative and quantitative services, including public relations, advocacy, market research and strategy development, that help our clients Understand, Engage and Activate the veteran and military communities. ScoutComms is an award-winning Certified B Corporation and one of the first registered Benefit Corporations (B Corp) focused on veterans and military families.

EXAMPLES OF OUR METHOD



- Focus Groups
- In-Depth Interviews
- Design Ethnography
- Surveys
- Usability Testing
- Human-Centered Design Research
- Customer Needs Analysis
- Journey Mapping
- Card Sorting
- Form Design & Testing
- Observational & Field Research

OUR SERVICES



THE BASELINE MEDIA ASSESSMENT

Our Baseline Assessment reveals the landscape a client faces. We look at how a client has been portrayed in the media, what its reach is through social media, how its internal stakeholders view the organization and what influencers in the veteran community know and feel about the client, its messages and its mission. We need to understand how you are perceived and what needs to change.



FOCUS GROUPS & INTERVIEWING

Successful research is more than great design or insightful questions; successful research hinges on getting the right people in the room. We are continually growing our database to ensure that our clients are getting fresh, well-targeted respondents. Our researchers are experts at collecting qualitative data, including through interviews and focus group facilitation.



SURVEYS AND DATA COLLECTION

We offer secure survey development and data collection to our clients using Qualtrics, a leading survey development platform. Examples of our methods include online, mobile, paper, telephone, and multimodal survey research. We work closely with our clients to make sure we are asking the right questions to drive usable insights. We have experience reaching hard-to-recruit military-affiliated subpopulations such as military family members, women veterans, and military spouses. Our research staff is expertly trained in data cleaning and quality assurance.



CUSTOM MULTI-MODE RESEARCH

Whether your company is facing market pain or you are interested in learning more about untapped opportunity, ScoutInsight knows how to work with you to get the answers you need. We know how to design each study so that you walk away with a plan of action to help you meet your goals. Starting with an initial consultation, our research experts will work with you through proposal development, research design, project launch and results dissemination to make sure we provide a collaborative research experience that exceeds your expectations.



SCOUTINDEX

ScoutIndex is our gateway to an evolving community of influencers and thought leaders whose experiences range across sectors, subpopulations and subject matter expertise. Members of ScoutInsight are developers of military-veteran programming, researchers, academics, active duty military service members, and community leaders across the veteran services landscape. Hiring ScoutComms means your organization can benefit from targeted insights gained from access to this unique database of internal stakeholders.



VETERANS RESEARCH NETWORK

The ScoutInsight Veterans Research Network is a proprietary panel of veterans, service members, and military family members recruited to participate in surveys, focus groups, and flash polling. The Veterans Research Network will provide our clients with targeted access to a powerful military-affiliated research community that is passionate about sharing their knowledge and experiences in order to positively impact the organizations that serve them.