



# Understanding People for Business Success

The Beyond Research Promise







People today lead,  
busy complicated  
lives.

How can you make  
you products and  
services stand out?





You need to understand people on a human level

People won't change  
their lives to suit you

They make 85% of  
decisions sub  
consciously, rely on  
habits and can  
respond irrationally

Solutions utilising  
behavioural science  
show small changes can  
have big impacts.



You need to understand  
people when it matters.

The contexts &  
social influences,  
the shortcuts and  
methods that drive  
their decisions.

Now you can.



At Beyond Research we  
combine the latest research  
methods with the power of  
behavioural science.

Giving you powerful,  
game changing insights  
we call  
**“Behavioural Insights”**

## Why **Behavioural Insights** deliver more

	Traditional Market Research	Behavioural Insights
<b>Scope</b>	Considers customers	Considers everyone involved including customers, influencers, employees and leaders
<b>Context</b>	Generally not considered	Context forms the foundation of Behavioural Insights
<b>Frameworks</b>	Applies frameworks which help understand what people say	Also applies frameworks which go beyond what people say to include unrecognised influences
<b>Reporting</b>	Generally focuses on what is happening now	Always focuses on where to next
<b>Considerations</b>	Often assumes people capabilities, yet to embrace new human understanding	Considers people's limitations – memory, ability to process information, and more

Seeking **Behavioural Insights** affects how research is designed, conducted, analysed and reported.



## Research Services

### Qualitative approaches:

In depth interviews

Focus groups

Observation / ethnography

Lean Canvas Research

### Quantitative approaches:

Surveys

mobile/internet/telephone

Online Communities

## Behavioural Economics Services

Tailored presentations, training & workshops

Behavioural audits

Behavioural journey mapping

Nudge design & testing

Change management

Random Control Trials

## Analytical Services

Desk research

Structured & unstructured data analysis

Competitive analysis

**Our advantage – We don't conduct research to build your library.**

We use **lean** and **agile** research approaches built on 20+ years experience advising Australia's largest corporations.

We only **partner** with seasoned professionals, using the most **advanced** methods and tools.

Our best practice methods meet all industry **standards & guidelines\***.

\*Australian Market & Social Research Society & ESOMAR World Research





# Our history - Founded in 2016 – 25 years in the making.

Our principal **Stephen Paton** is a leader in the insights industry and one of the profession's most experienced & respected practitioners.

He has lead market research, data analytics and competitive intelligence teams for some of Australia's largest Corporations, driving change and impacting decision making.

Programmes delivered include Net Promoter, CSAT, value analysis, consumer & business segmentations, product development, proposition & strategy development, branding and advertising, digital transformation, Website Usability and Pricing.

## Qualifications & Awards

Masters of Marketing from RMIT

Fellowship of the AMSRS

Qualified Practicing Market Researcher.

2016 Conference Chair in Tokyo & Kuala Lumpur

Judge of industries top methodology awards.



# Delivering for our clients

## Agile Research –

Our client was caught in a bind trying to quick launch a new product offer based on technical capability. We were able to validate the problems customers faced, confirm the value of the product and contribute to the quick launch with qualitative research completed in 7 day turn around from request to report.

## Behavioural Economics -

A telemarketing campaign not delivering as expected was turned around quickly through a behavioural audit and application of BE principals which quickly identified and removed the barriers impeding success.

## Market Entry –

Using secondary, qualitative and quantitative research we are currently helping an international player prepare to enter the Australian market.



**Contact us today.**

**Stephen Paton:**

phone: 0407249285

email: [steve@beyondresearch.com.au](mailto:steve@beyondresearch.com.au)

Web: [www.beyondresearch.com.au](http://www.beyondresearch.com.au)

Twitter: [@stephengpaton](https://twitter.com/stephengpaton)



**Understanding People for  
Business Success**

**The Beyond Research Promise**

