

8 Ways Vodafone Amplifies Research Impact with Dscout

When working in a global organization with reach, bringing in stakeholders and surfacing research insights is more important than ever. See how using Dscout helped change the game for Vodafone.

The company

Vodafone is a leading telco that operates across Europe and Africa. They provide mobile and fixed services to over 330 million customers in 15 countries (excludes Italy and Spain which are held as discontinued operations under Vodafone Group), and partner with mobile networks in 43 more.

With access to such a large number of people, Vodafone is on a mission to drive an inclusive and sustainable digital society through great technology.

[The following interview](#) takes place with the Digital Experience team from Vodafone's Consumer Product and Services division.

Ashton Snook is the Head of Product Design and UX Research.

Georgie Thompson is the Lead UX Researcher.

Nick Lockey is the Lead UX Strategist.

How Vodafone uses Dscout

1. Experimenting with research methodologies

Ashton: We're quite big fans of Dscout in a way that allows us to work and engage customers at a global level from the comfort of their homes or their offices. This has been transformational in our ability to access, connect with, and represent our diverse customer base across multiple countries—minimize 'white coat bias', feedback tensions, or geographical constraints in comparison to years gone by where we'd need a physical environment (often found in major cities). Today, this remote-first approach is key to our way of working and our ability to manage larger volumes and more diverse projects, and critically, it's yielding the strongest insights we've seen.

From a leadership point of view, it's great to see the team have the ability to be much more experimental in their research methodologies, take on new types of projects, and drive great impact across the business. We've been able to engage stakeholders throughout, which in itself is transformational for using insights as inspiration for deeper, more customer-centric discussion and debate. Whether we're using prototypes for web or mobile, introducing new types of stimuli through things like storyboards or video concept design, Dscout has played a tangible role in supporting our team to achieve new heights.

2. Investigating questions through unmoderated and survey-style tools

Nick: Now we're very confident and able to give a lot of in-depth stuff to our stakeholders. We're also increasingly using the [unmoderated tools](#) on Dscout and more of the survey-style tools to try as part of a study to amp that up a little bit.

It's working quite well because we've been in control of creating the study and the script for the [interviews](#). When we want to scale that up a bit and get some slightly bigger numbers, you want to get 50 to 100 people to make sure that the insights we've seen in the interviews haven't been an anomaly, because we're then in control of actually creating the surveys.

It's brilliant. We can make sure that the same questions are being amplified properly.

3. Creating custom metrics and scoring

Ashton: We were thrilled at how positive an impact the introduction of our internal UX Metric framework has had on our workflow and the engagement we've had with our stakeholders. It wasn't smooth and we were hesitant to introduce metrics into a qualitative environment, but we were delighted with the results.

Research is ultimately about providing insight that inspires. And, we've felt this positive impact from immediate colleagues, to management and senior leadership. Anything from small feature improvements to testing concepts we're developing to support our long-term roadmap. The impact has been quite remarkable.

4. Embedding rich media to amplify insights

Nick: We've been using [customized] scores in the survey-style stuff as well. So we'll include them in exactly the same wording as we would at the end of the interviews.

With the ability to add things like video clips into surveys and small-scale [diary studies](#) from Dscout, it means that again, we are amplifying the qualitative insights—even at something approaching a bit more of a quantitative scale.

Often we can do a survey with video clips in it instead of doing in-depth user interviews and get that halfway house a little bit as well. It's pushing forward our study design and giving us a few more options.

5. Getting stakeholders more involved throughout the process

Georgie: [Dscout's becoming quite embedded](#) within our wider teams. That sort of signals how the maturity of our teams has grown, but also the ease and how much people enjoy Dscout and being able to come to our sessions.

For a long time, we've been encouraging stakeholders to come along and observe where they can. I'm starting to see the tables turn a little bit where they're coming to me saying, *"Oh, can you remind me when this is?"* Or, I had a stakeholder in a session I did last week who couldn't come to them live, but they're now familiar enough with Dscout to say, *"Can you add me as a collaborator? I'll go and watch the sessions when I'm free."*

We take them along in the process now. It's not just a case of we do the research and they come in when we deliver the results.

6. Sharing the process and findings early on

Nick: We're aligning a lot more of our other research ops around the Dscout process in what we do. We're creating collaborative spaces on MS Teams where we can share the session invites. We make all of our sessions open to any stakeholders that want to view them live and they can ask other people along to it as well.

They join in the observational capacity where they can't interact with users, but if they want to watch it live they can. Often we can get half a dozen stakeholders engaging with Dscout over the course of a study and sometimes we can get three, four, or five stakeholders all observing the same interview at the same time.

That's been fantastic, and then being able to clip out things and share the video clips afterward and link out to them in our presentations has been brilliant.

7. Unearthing rare data insights

Nick: We're getting better and better at being able to spot the patterns that really scale to a wider audience, whilst still identifying the interesting little angles and outliers that we might want to dig into further in the future.

We can ask questions in different markets and see what might be a localized question. Waiting until we get that data set back to complement the in-depth stuff can either help underline the really important bits that we believed in, or go, *“Actually, there’s something that surprised us when we saw this data. Come back and we might want to go do a follow-up study or ask this in a different way or compare these two different cohorts together.”*

8. Testing for scale

Nick: As we continue to do this, it's helping us to work more effectively with our colleagues and agency partners who focus more on large-scale quantitative data. We can say, *“We’ve already started to scale this up a bit and there’s a pattern there. Can you help us expand this to hundreds or thousands of people to give our stakeholders the confidence they need to make the big decisions?”*

Investing in that middle ground where we're beginning to own that sort of small-scale quant helps us demonstrate that we haven't just talked to a small cohort in-depth, we're also beginning to see where those insights hold true at slightly larger numbers.

It's been really great. Dscout has been a really good platform for trying these different things out.

Conclusion

By leveraging Dscout, Vodafone's research team found new ways to engage stakeholders with media-rich sharing snippets, customized metrics, and a more transparent research process. This has increased stakeholder participation in ways that facilitate continual collaboration across the company.

Prove the value of experience research with Dscout

One tool that allows you to recruit, execute the research, and socialize your findings across the entire organization. Learn how Dscout can get your stakeholders engaged and help take your practice to the next level.

[Schedule a Dscout demo.](#)