



# Making Research Accessible

Retail Pulse – Product Focus

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Winston Churchill is credited with saying, “Britain and America are two nations divided by a common language.” The same can all too often affect researchers and decision makers trying to use research.

The root of the problem lies in their different perspectives. Research users need to make real world decisions, with a limited range of options. Researchers on the other hand look for patterns in the data so that they can predict outcomes. In the best cases, the patterns identified by researchers are relevant to the circumstances within which decisions have to be made.

However, far more often in a dynamic business environment, the fit is less than perfect or analysis is based upon historic trends, leaving the user unsure about the likely effectiveness of the researcher’s recommendations. This often leads to half-hearted or partial implementation which inevitably leads to missed opportunities and underachievement. To be effective, research has to be supplemented with experience.

An experienced researcher has the confidence to engage directly with the user (so the knowledge of both can be deployed), coupled with the instinct to know where more investigation is required or indeed where the brief itself may limit the usefulness of recommendations.

The natural human tendency of both decision makers and researchers is to stick to the familiar, to keep to our comfort zone. Inexperienced researchers therefore all too easily fall back into the jargon of their speciality or hide behind their data, leaving the user confused and uncertain

FSP places the highest importance on the relevance and utility of research. Without successful implementation, research is worthless and FSP strives to ensure that outputs are as clear, concise and cognisant as they are realistic, rigorous and robust. Longstanding business relationships are driven by success and FSP takes great pride in the way that many longstanding Client relationships have developed through successful implementation of FSP’s recommendations.

*“... very clear direction supported by persuasive evidence. We propose to bring forward the early recommendations for action.”*

*“...an extremely interesting piece of work and gives lots of pointers re lettings, rent review, marketing etc. which was just the sort of information we were looking for.”*

*“This is just outstanding work. You have quite honestly made me the happiest man in London today. I can’t thank you enough on all our behalves”*



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