



## Lessons Learned: Zoon, Zambia

### SETTING UP FOCUS GROUPS WITH AN EXTERNAL MARKET RESEARCH FIRM

Zoon, a money transfer and payment service, wanted to use focus groups to gain greater insights from current and potential customers. Given time and budgetary constraints, they engaged a local market research firm for several reasons:

- 1. Recruitment:** With a short timeline, it was more efficient to have recruitment experts find focus group attendees.
- 2. Moderation:** Good moderators make focus groups look easy. In reality, however, it takes someone with a lot of skill and experience to successfully navigate a group and extract insights.
- 3. Cultural context / translation:** Even if Zoon had a great moderator, the local market research firm understood cultural context and was able to translate languages of attendees from various regions and backgrounds.

Zoon still wanted to conduct part of the process in-house so they could control some outputs and save money. They used the following process:

