

Qualitative & Quantitative Research Acronyms

B2B | Business to Business

B2C | Business to Consumer

CATI | Computer-Assisted Telephone Interview

CAWI | Computer-Assisted Web Interviewing

CCPA | California Consumer Privacy Act

CES | Customer Effort Score

CSAT | Customer Satisfaction

CX | Customer Experience

FG | Focus Group

F2F | Face-to-Face

GDPR | General Data Protection Regulation

IDI | In-Depth Interview

IHUT | In-home Usability Test

LOI | Length of Interview / Letter of Intent

MROC | Market Research Online Community

MRX | Market Research

NPS | Net Promoter Score

OLFG | Online Focus Group

QRE | Question-naire

SMR | Social Media Research

SRS | Simple Random Sampling

Sugging | Selling under the guise of research

UX | User Experience

VOC | Voice of Customer