



social care
institute for excellence

SARADUNN
ASSOCIATES

The client: Social Care Institute for Excellence (SCIE)

The brief: SCIE's Social Care Online database is the only specialist collection of research and grey literature on UK social care. SCIE wished to evaluate the potential for additional chargeable research support and information services to be offered to SCO users.

The approach: SDA conducted a series of in-depth interviews with 20 existing and potential users of the service. The interviews included price sensing and comparative assessments, as well as questions to establish user priorities, requirements and concerns.

The outcome: The resulting report provided SCIE with detailed and specific insights into the requirements of core customers, facilitating better placement and targeting of existing and planned new services.

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