Branded Online Research

Leverage brand affinity to foster trust and encourage detailed feedback from your customers, employees, and stakeholders – how and when you need it.

How it works:

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You need to understand how valued stakeholders feel about an issue or idea

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We develop effective, incisive questions in close consultation with you

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We build an online research environment using your branding and a custom URL

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We send the questions to your stakeholders, track response rate, deploy up to 3 reminders, and deliver actionable insights

Why online research?

Online research is a cost-effective and efficient way to connect with your stakeholders about the issues and ideas that inform business decisions. Compared to traditional research methods, online surveys offer significant advantages to both researchers and respondents:

Researcher benefits:
- **Inexpensive**: eliminate interviewing and data entry costs
- **Fast:** surveys are rapidly deployed to large samples and responses are received electronically for real-time analysis
- **Accurate:** respondents receive individualized survey links and enter their own responses
- **Selective:** pre-screen to ensure you are reaching your target audience
- **Flexible:** incorporate complex logic, rich formatting, and media to engage desktop and mobile respondents

Respondent benefits:
- **Convenient**: complete surveys when, where, and on whichever device (desktop/laptop, tablet, smartphone) is preferred
- **Engaging:** surveys are visually appealing and can blend text with media (images, videos, file attachments, links),
- **Easy to use:** pause and resume the survey as needed, and answer questions using intuitive responding tools
- **Private:** Internet security and relative anonymity encourage more detailed, thoughtful, and honest responses

Online survey participants can be recruited from a variety (or combination) of sources:

- › member or client email lists
- › customer database
- › corporate website
- › print communications
- › targeted advertisements
- › social media
- › online research panels

Branding: make the right impression

Regardless of which research method you choose, the respondent experience is crucial: not only will it drive your project's data quality and response rate, it can influence how stakeholders perceive your organization and the future interactions you have with them.

Our solution puts your organization's name and branding at the forefront of your research rather than making it an afterthought. We work with you to design a custom look-and-feel that aligns with and leverages your existing brand assets, including a unique URL. This branding is carried through all aspects of your survey environment – the survey skin, mobile survey skin, discussion forums, email headers, and a website landing page – for a seamless and cohesive respondent experience.

Or, in cases where you'd prefer to leave some distance between your research topic and your organization's name and branding, we can conduct the study using our proprietary survey environment's assets instead:

Email template   *Survey skin*   *Mobile skin*   *Landing page*
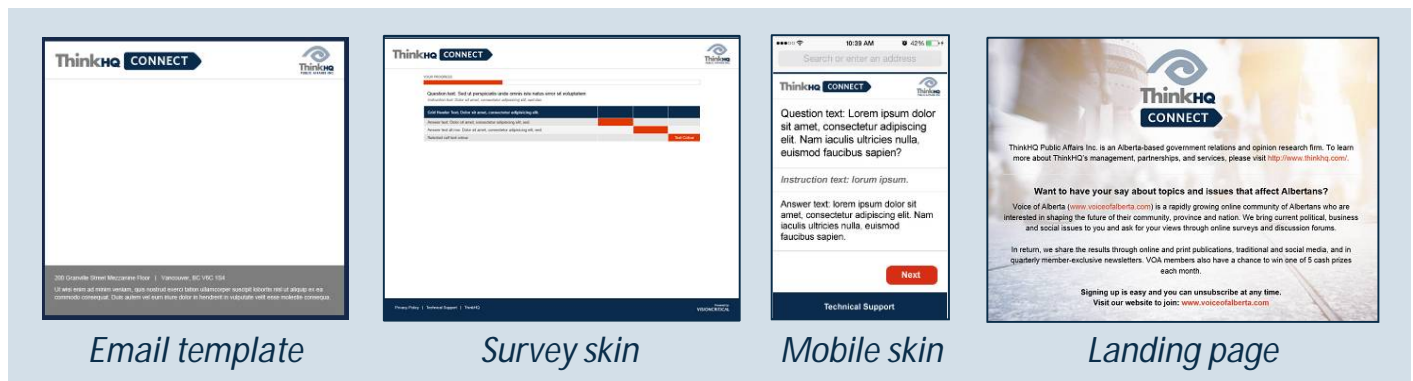
Our preferred software platform

The **Sparq** survey platform is powerful enough to field complex surveys while keeping the respondent experience engaging and thought-provoking.

Surveys are programmed using a variety of interactive, intuitive, and visually appealing question types that capture respondent interest and encourage deeper insights. An on-board email management system facilitates seamless invitations and reminders, and single-use survey links ensure unique responses and reduce respondent fatigue.

Sparq Mobile capability ensures that respondents will have an optimal survey experience on a variety of mobile devices. The survey and forum view is optimized for the device being used at the time: desktop, smartphone (Android, Blackberry, or iPhone) or tablet.

Learn more: Email: info@thinkhq.com | Phone: 403.475.7871 | Web: www.thinkhq.com