

Custom Online Insight Communities

Engage your most valued stakeholders in an ongoing dialogue to build deep relationships and gain valuable insights. We'll do the rest.

Overview

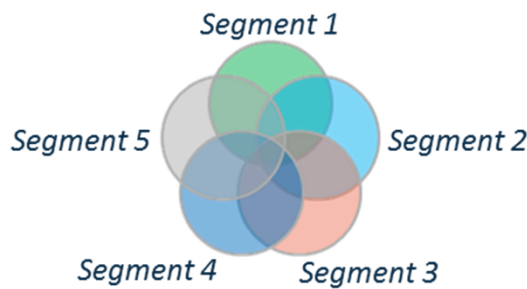
A custom online research panel, or **Insight Community**, can help you understand how your stakeholders – customers, users, employees, partners, alumni, or nearly anyone else – feel about the issues, ideas, and initiatives that affect your organization and influence business decisions.

In contrast to traditional ad-hoc research approaches, an Insight Community allows you to better listen to and learn from your stakeholders through a series of thoughtfully designed engagements that take place over time, with every data point ever collected readily available for filtering and analysis.

An Insight Community is also a powerful tool for building relationships and will complement your existing communications strategy. In addition to sending eye-catching emails, you can engage members in two-way dialogue via a secure branded website where they can participate in discussion forums and quick polls, read newsletters, share questions and ideas, and connect on social media.

How it works:

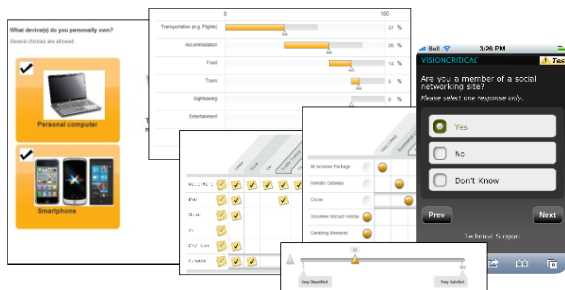
1 A group of your stakeholders sign up...



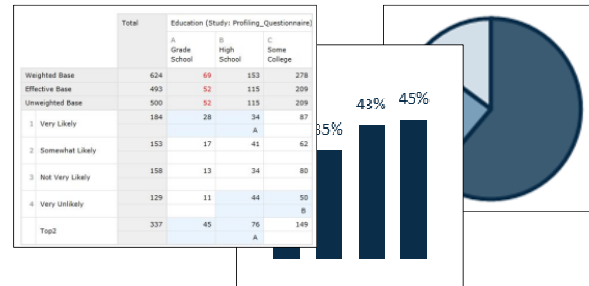
2 ... and participate in a range of activities



3 ... using interactive and engaging tools



4 ... to quickly deliver the insights you need



Cost-effective research

With ad-hoc research, you have one chance, at one point in time, to gain as much insight as possible. Costs accrue on a per-interview basis and each respondent's answers become a series of static data points. Once the study is complete, you can neither follow-up with further questions nor introduce new lines of questioning without conducting additional interviews - and there is no guarantee that you will connect with the same individuals you previously spoke to.

With an Insight Community, the majority of the effort and investment goes into initial setup and member recruitment. Once your website is built and members are recruited, they are yours for an indefinite period of time to engage with **whenever you need to**. Conducting longitudinal research to follow the evolution of attitudes, values, opinions, and behaviours becomes easy, and surveys can be structured to ask the same people the same questions over time.



Easily target specific interest groups or segments for activities



Filter and analyze results (without asking for demographics)



See how behaviours, attitudes, and opinions change over time

Expert guidance

Two key supports make an Insight Community a valuable asset:

Research Consultation

Collectively, our team has over 25 years of market research experience with a particular focus on online research methodologies. We will work with you to develop meaningful and engaging research studies about even the most sensitive topics, and are well-versed in the legal, privacy, and anti-spam regulations that apply to online panel research.

Typically, the research philosophy for Insight Communities is **little and often**: very large or dense studies can be delivered in smaller pieces over time to maximize respondent engagement and data quality. Then, the data from those individual projects can be combined to deliver longitudinal insights and macro-level trends in the format you need: SPSS, CSV, Excel, data tables, or a PDF report.

Community Management

Our panel experts are among the most knowledgeable in Canada, having been involved in the setup, recruitment, and operation of over 50 Insight Communities for some of North America's top brands and professional organizations. We have the tools, experience, and best practices that will make your community a success.

We offer an in-depth and effective community management program that includes consultation, health and composition monitoring, survey/forum management, and incentives (as needed).

Our in-house member support team is fully equipped to respond to any general inquiries or technical questions that arise, and will keep you in the loop with summary feedback and comment reports.

Our preferred software platform

Regardless of which research method you choose, the respondent experience is crucial. In a world dominated by media, smartphones, tablets, and Web 2.0, response rates are inevitably declining and it is increasingly difficult to keep respondents engaged.

The **Sparq** survey platform is powerful enough to field even very 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 minimize fatigue.

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

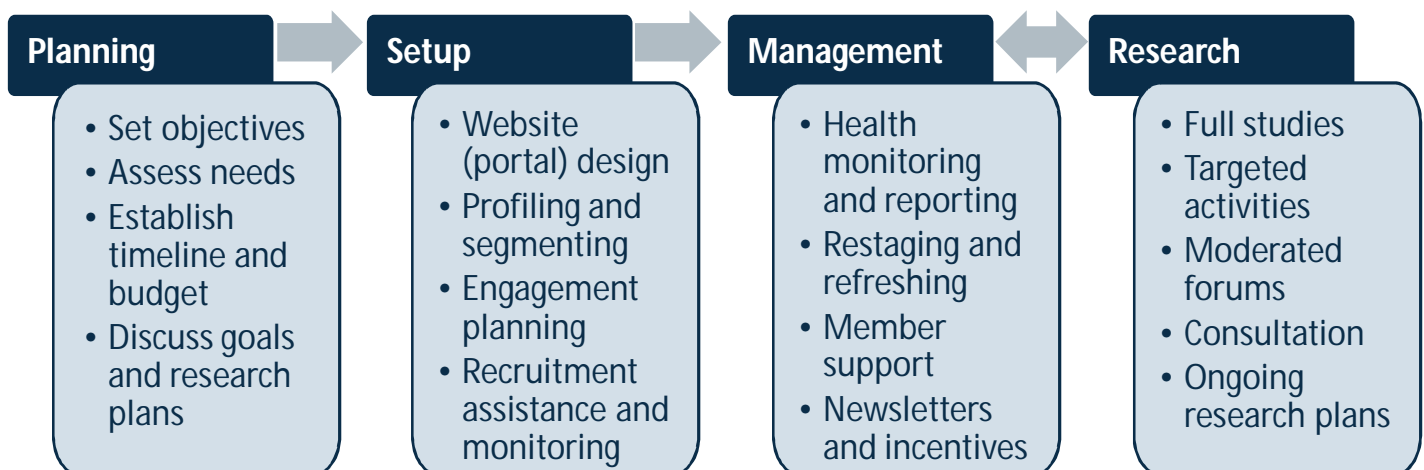
Your branded community website

The **Sparq Portal** is where you will recruit, engage, and share information back with members. We work with you to design a unique look-and-feel that aligns with and leverages your organization's brand assets, including a custom URL. This branding is carried through all aspects of your site – the survey skin, mobile survey skin, discussion forums, email headers, and newsletter templates – for a seamless and cohesive member experience.

A **standard** portal includes all the essentials: members can log in to read newsletters, view the activities they have been invited to, answer Quick Poll questions, and update their subscription details.

A **flex** portal allows for greater design flexibility and a wider variety of content: updatable text, images, RSS feeds, Twitter feeds, external links, social media buttons, Google Analytics, and more.

We'll do it together



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