

CUSTOM PANELS and COMMUNITIES



FGI RESEARCH

Get to know your customers.

CUSTOM PANEL

What it is...

Your **custom panel** is the key to staying connected to your customers. In the simplest terms, it is a pre-screened pool of customers, recruited from an existing database of contact information, who agree to join your panel and participate in market research. This research can range from quantitative surveys, to online focus groups, to one-to-two-week sessions in your **custom community**. Once your customers join your panel, you may recruit them to as many studies as you like, for however long your research requires.



Use your custom panel to...

- Track satisfaction
- Test concepts
- Assess product packaging
- Gauge ad effectiveness
- Calculate brand equity

... and more.

Your research will flourish.

- Get trustworthy data, knowing you are talking to *your customers*.
- Establish a deeper relationship with customers, encouraging a higher volume of responses –and enhancing loyalty.
- Accomplish more research with fewer resources as your panel remains a stable source of sample.



Exclusive Features of the FGI Custom Panel

- Appended segmentation scores and *personalized* customer data, including transaction history, behavioral and study participation figures, all of which help you target studies more effectively.
- Fully flexible gateway design that enables you to extend your brand experience to the research process, enhancing awareness and deepening loyalty at every point in your relationship with customers.
- Versatile sampling options that enable you to sample from the exact audience you want, for the representative results you need, on every single study.
- Full-service support from a team of professionals who will offer customized data collection, reporting, analysis and consultation in addition to panel management.

What it is...

Use your community to...

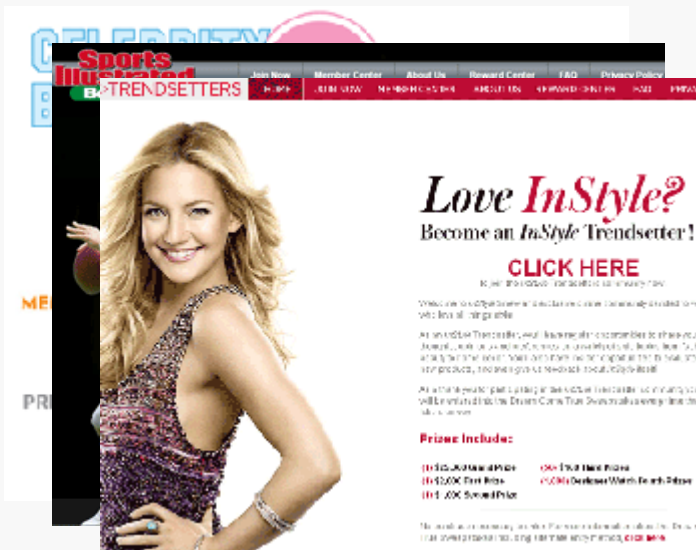
- Refine a survey before it fields.
- Contextualize quantitative results.
- Crowd-source for fresh ideas.

... and more.

They go by many names: private online communities, branded communities, market research online communities (MROC), online research communities... However you refer to them, communities are changing how businesses do research. By FGI's definition, your **custom community** is an online platform which helps you engage with respondents using online forum discussions and quantitative "quick polls." The key advantage of community-based research is that respondents interact with you, and with each other, within a controlled but unstructured environment. In other words, you can tap their insights verbatim—but keep the conversation focused.

How communities benefit you.

- Drive better quantitative studies as you design better questionnaires.
- Improve customer relationships by extending the brand experience.
- Deepen your grasp of business challenges... and find problems that may not have been on your radar.



Exclusive Features of the FGI Community Platform

- Flexible login gateway design to enhance brand awareness and deepen loyalty.
- Private-messaging capabilities so you can follow up with individual respondents.
- Full support for multimedia such as video and photos.
- Integration with social media, including streaming data from Twitter that tracks discussion about a topic.
- Discussion monitoring and moderation
- Secure online access to results in real-time via the SmartPortal

Dynamic Study Design

Unlike an expensive and time-consuming 24/7 community, your custom community from FGI lets you host agile one-to-two-week studies, which combine forum discussion with a quantitative "quick poll." Your branded platform remains a static online fixture, and you invite to individual studies only the customers whose views you want to hear on a topic (or set of topics). You invest fewer resources, and you waste less time, to get the insights that you need from your online discussion. In short, you achieve comparable, if not superior, benefits to those of an ongoing community, but you do so at a much lower cost and with improved focus, adding value to your research.



CUSTOM PANEL COMMUNITY

What it is...

A **custom panel community** blends your **custom panel** platform with your **online community**, introducing a wealth of opportunities for you to connect to your customers. Instead of having to sign up for both your custom panel and your community, a panelist need only sign up *once*, create a single account, and login one time, to access both. For end users, this means it is easier than ever to recruit respondents to your platform, since you need only send one invitation. You can also combine qualitative and quantitative insights by recruiting to community and survey studies, at the same time, without adding complexity.

Use your custom panel community to...

- Evaluate satisfaction –then explore unmet needs and concerns expressed in your customers' own words.
- Assess ad recall and effectiveness –then test an ad that's in development, or crowd-source for creative ideas.
- Gauge your customers' opinions of current product packaging – then solicit their ideas about alternatives.

Make the most of your research.

- Easily combine qualitative and quantitative data for comprehensive insight.
- Add value to your research by fielding more studies with fewer resources.
- Create a lively, social research experience that encourages panelists to contribute their thoughts in a variety of formats.
- Drive better data quality and volume.



CONTACT

If you would like to learn more about custom panels, custom online communities, or the custom panel community platform, you may benefit from a complimentary needs evaluation. Contact FGI Research New Business Development, or visit our website (www.fgiresearch.com).

Christopher Olliff

Director of Business Development
FGI Research
Chapel Hill, North Carolina

(919) 932-8826
colliff@fgiresearch.com

Andy Smith

Senior Manager of Business Development
FGI Research
Chapel Hill, North Carolina

(919) 932-8805
asmith@fgiresearch.com