

# InsightHub Community Configuration

**A blend of organic and moderator-led feedback that delivers a constant stream of insight.**

## About Community Configuration

The InsightHub community configuration includes a dedicated blog, newsfeed and social features – all designed to stimulate member engagement. Additionally, our ForumMR, Quick PollMR and Open PollMR research tools are included as standard.

Up to 500 participants may be added to the community database, capable of creating custom data points and segments for rich member profiles.

As with all InsightHub licences, the community configuration includes secure hosting, data security compliance checks, 12 hours of dedicated support, bespoke branding and a custom URL all within the licence fee.

### Why Run an Insight Community?

Successful brands put customers at the heart of their decision-making processes; engaged, active insight communities are the best way to achieve this. Supporting both customer and brand-led feedback, insight communities deliver a constant stream of detailed feedback on every aspect of a business.

**“Insight communities offer a blend of organic and researcher-led feedback that drives customer centricity.”**

Paul Hudson, CEO at FlexMR

An active insight community enables researchers to dramatically increase return on investment as specific research projects are supported and enhanced by ongoing, customer-led feedback.

The qualitative depth of responses, discussion and conversation provided by an insight community is unparalleled, explaining both what opinions customers hold and why. To support this, creative tools can be added to our InsightHub community configuration that engage customers in novel and unique ways.

## Included & Suggested Tools

Three research tools are included within the InsightHub community configuration. The first, ForumMR, sits at the heart of a successful community and provides a natural space for members to take the lead on topics most important to them.

The two polling tools, Open PollMR and Quick PollMR provide distinct ways to capture both qualitative and quantitative data, in addition to stimulating further community engagement.



### ForumMR

The perfect environment for in-depth, peer-to-peer discussions that encourage freedom of expression.



### Open PollMR

An easy to use tool that provides the best way to generate short snippets of qualitative feedback.



### Quick PollMR

Quick polls are a fast, efficient way to gauge opinion by asking a targeted single or multiple choice question.

To create an engaged community that provides continuous, valuable insight our experts also recommend adding Question BoardMR and SmartboardMR. These tools offer additional ways for members to engage with the community in creative, moderator-led environments.



### Question BoardMR

Designed for asynchronous feedback, question boards are a space to collect structured consumer insight.



### SmartboardMR

Image-based discussions that encourage participants to leave creative, collaborative feedback.