



# Expert Services

Our services drive operational and strategic success for teams operating in real-world environments.



## An Experienced Team

The modern commercial landscape is fierce. Successful research teams do more than just deliver data. They manage knowledge, empower stakeholders and activate insight.

We draw on 20+ years of experience to provide support, educate, consult with and deliver insight for our clients. Today, our team is committed to providing the technology, expertise and vision to deliver insight capable of making a real, tangible difference.

It is our aim, with all clients, to embed agile insight generation at the heart of their decision making processes by combining a cutting-edge online platform with the expertise offered by our team of accomplished researchers.

The services we provide each lend unique, tangible value to The Insights Empowerment Framework - designed to streamline, scale and supercharge operations. To achieve this, we have structured services into three core, easy-to-understand categories.

All client partnerships include a level of support as a contractual standard. Premium consultative and delivery services then provide access to the wider expertise, knowledge and experience of our multi-disciplined team. This flexible approach enables us to tailor our working relationship to each project's unique challenges and requirements.

## Support and Education

*Throughout our client partnerships, we aim to provide teams with the knowledge, support and confidence to take bold action.*

It is foundational to our belief that we only succeed when our clients succeed. That's why we make a comprehensive and robust set of supporting services and educational resources available to all. Delivered through our friendly team and wide range of self-serve materials, we educate, empower and inspire clients to achieve more.

At the start of every relationship, we deliver a thorough onboarding programme to set our clients up for success. Over the course of the 12-week programme, clients are guided through the key stages of platform setup - including design, recruitment, training and launch.

After graduating from onboarding, we provide an expert, on-demand resource to answer technical and research queries by email and telephone.

In addition, the FlexMR Help Desk team produce a broad range of educational resources guided by both The Insights Empowerment Framework and the needs of our clients. It is surfaced through our self-serve web properties and guided interactions. This educational content ranges from conceptual and practical thought leadership to inspiring video case studies, detailed user guides and more.

**“The management services are second to none. Our response rates are incredible and we know the results are reliable.”**

Marketing Manager, Greenvale

## Consultation

*Our consultative services add a level of strategic direction to client relationships that draws on 20+ years of insights experience.*

### **Insights Enablement Programme**

We work with clients to identify the insight needs and challenges of their wider business, before putting in place the strategy, training, processes and materials required to increase InsightHub utilisation across stakeholder audiences.

### **Stakeholder Alignment Programme**

This service brings together platform expertise and commercial awareness. We work with clients to create a physical output that demonstrates to key business decision makers the ways in which InsightHub projects can support their decisions.

### **Insight as Art Programme**

This programme takes a core challenge area, structures a short qualitative project around the subject and presents the results as a creative work of art that stimulates debate, discussion and stakeholder engagement.

### **Principles of Activation Programme**

Activation workshops impart key principles to stakeholders through the lens of their core business challenges. Sessions primarily focus on the role of curation, collaboration and consensus building.

### **Pain Point Programmes**

Our consultative pain point programmes are designed to bring practical and strategic elements together to create collaborative, custom solutions to the greatest barriers that our clients consistently face.

We want to streamline, scale and supercharge research. To do so, our experienced team are able to help with the identification of key challenges, discovering opportunities for growth and putting in place a programme of support that brings The Insights Empowerment Framework to life.

**“The FlexMR team have an international skill set and a strong existing knowledge base which helped us explain the what behind the why.”**

Customer Experience Manager, Virgin Atlantic

## Implementation

*The FlexMR team act as a flexible extension of our clients, supporting project delivery, long-term growth and continuous success.*

We understand the day-to-day operational pressures that research teams face. So we provide access to a range of programmes and services that help to manage research operations and deliver tactical insight. From ongoing database and communication management to part and full-service project delivery - our team are always on hand to help out.

### **Agile Research Assistance**

We believe in flexibility, agility and results at the speed of business. That's why we offer a full range of insight services that adapt to the needs of our clients - including part and full-service delivery.

Our team can execute end-to-end projects, provide support in a single area or work collaboratively to deliver on objectives. From recruitment to fieldwork, moderation to analysis - our team have the knowledge and experience to deliver.

### **Management Services**

We understand how to get the most out of an all-in-one insight platform. Our management services provide expert support with data, communications and engagement.

Our team can handle any combination of admin tasks, communication with members and stimulating member engagement .

### **Close Connection Programmes**

Engaging stakeholders is a common but complex challenge. Our close connection programmes deliver creative solutions that break down barriers and help grow the role of insights.

Video Close Connection Programmes bring stakeholders face-to-face with customers in immersive sessions. Survey Close Connection Programmes empower stakeholders with the tools and training to conduct basic, self-serve survey research for greater engagement.

