



InsightHub

The enterprise insight platform that enables brands to inform every decision at speed



Why Choose InsightHub?

To survive in today's global marketplace, brands cannot afford to wait on data. Informed decisions must be made, fast. The InsightHub research platform has been designed to help achieve this, by providing an easy way to generate and embed customer insight throughout key decision-making processes.

InsightHub offers a diverse array of qualitative and quantitative research tools all in one place, making it easy to manage, distribute and activate insight. Powerful user management features, the ability to run unlimited concurrent projects and a range of participant controls means access can even be shared across the enterprise, breaking down departmental silos.

At the heart of the InsightHub platform is flexibility. We know that research agendas change and companies grow. That's why we offer InsightHub in four distinct configurations which can be upgraded or changed at any time.

In addition, any of our ten research tools may be added to a long-term licence or used temporarily to meet short-term project needs.

Every platform licence includes secure hosting, data security compliance checks, 12 hours of support services, bespoke branding and a custom URL for free.

Key Benefits & Advantages

InsightHub offers a host of benefits to insight professionals, marketers and senior management teams. These are a selection of the most important:

A Flexible, Scalable Platform

InsightHub is a modern research platform, built with flexibility at its heart and to evolve as research requirements grow.

Agile Project Management

Decisions must be made at the speed of business. InsightHub enables this with tools designed to streamline research processes.

Cross-Department Access

The platform is so easy to use, access can be provided to users outside of research departments to further the role of insight.

Streamlined Workflows

Multiple research tools can be integrated to improve project management workflows and increase efficiency.

Expert Advice

No-one knows InsightHub like we do. Our friendly team of expert researchers are always on hand to provide tailored advice and support.

InsightHub moves research outside of the marketing department and makes it centrally accessible across entire organisations. That's something we're really excited about.

Paul Hudson, CEO at FlexMR

Driving Informed Decisions at Speed

The future is fast. We believe that to remain competitive, companies must embed - at the heart of their operations - cutting edge research technology that delivers consistent & reliable insights at speed.

InsightHub has been designed to do exactly this. With enterprise features included as standard, an easy-to-use interface and access to both qualitative and quantitative tools, the platform makes it easy to inform decisions with relevant insight.

On-demand access to this insight enables organisations to stretch research budgets further and remain competitive in the face of uncertainty. It is our belief that this unique blend of integrated technology is key to our clients' continued success.

In particular, we believe the following three groups benefit most from the InsightHub platform:



Research and Insight Teams

InsightHub is an all-in-one, flexible research platform that simplifies processes and scales with teams as they grow. It enables researchers to retain control, while providing access to individuals across the enterprise to grow the role of insight in decision-making processes.



Brand and Product Managers

Data can be dry and uninspiring. Instead of just producing massive volumes of data to analyse, InsightHub enables brand and product managers to interact with customers firsthand and bring their experiences to life.



Senior Management Teams

Forward-thinking brands are putting customers at the centre of every business decision. InsightHub provides a smart, efficient way to gather customer opinion at the speed senior management teams operate.

Building a Tailored Insight Platform

No two brands are the same, so why should their insight platforms be? InsightHub is a flexible, tailored solution that aligns to the research needs of our clients and scales with them. In order to build the perfect insight platform, we ask our clients to make four easy decisions.

First, it's important to choose the right configuration. This impacts the features and structure of an insight platform. We offer four distinct configurations, based on common research requirements: Project, Community, Panel and Community Panel.

Next we ask clients to add research tools aligned to their needs. Any tools from our suite of ten, spanning qualitative and quantitative methods, can be added at this stage.

The third stage involves deciding on research services. Our experienced team offer a number of research services that range from platform management to ad-hoc support. There's no requirement to use our services, however we do offer 12 hours of onboarding and support for free. Finally, optional extras such as additional URLs or language sets can be added upon request.



1. CONFIGURATION

2. PLATFORM TOOLS

3. RESEARCH SERVICES

4. OPTIONAL EXTRAS

