



Insight Delivery Services

An agile, consultative way of extending the capacity of in-house research teams.



What are Insight Delivery Services?

As a team with full service roots, we know the value of a hard working research partner. From project planning to insight generation and analysis, a lot goes into collecting high quality, relevant data and turning it into action.

Our insight delivery services offer three different, flexible partnerships that extend and enhance the capabilities of in-house teams on a project-by-project basis.

The three options we offer are: agile research assistance, continuous insight partnerships and insight stimulation. These offer vital support on a number of practical research elements, including: project set up, recruitment, moderation and analysis.

Each option provides a unique way of accessing the broad skillset of our talented research team and can be customised depending on needs. We offer a hybrid approach to insight generation that allows our clients to use in-house resource or our team in a fluid manner that ensures even the most demanding research schedules can be met.

This hybrid approach extends into individual projects as well, meaning our team can deliver a full insight project from start to end, or individual elements as required. We believe this is the best way to ensure we're always delivering value.

Three Insight Oriented Services

Our three flexible insight delivery services extend the capacity of in-house teams and maximise the return on research investment by producing real, tangible results.

Agile Research Assistance

These partnerships are the most flexible service we offer. Our experienced researchers act as an extension of our clients' in-house teams, providing supporting services to provide additional resource and capacity as required in order ensure demand is always met.

Continuous Insight Partnerships

Our continuous insight partnerships are consultative in nature. This is a close, long-term relationship in which our team produce on-demand insight that informs decisions. To ensure success, we work closely with clients to develop and deliver a bespoke programme that meets their most pressing needs.

Insight Stimulation

This service provides ongoing, organic insight at scale. Insight stimulation involves encouraging relevant conversations between scheduled research tasks which are regularly analysed to deliver a constant stream of member-led insight.

"The modern, global economy favours those that are best informed. It's therefore vital that companies not only have access to tools with which to produce insight, but the capacity to put them to use."

Dr Dorota Crockford, Chief Research Officer at FlexMR

Agile Research Assistance

Access to online research experts on a project by project basis.

Our agile research partnerships offer a flexible service level that extend the capacity of in-house teams on an ad-hoc basis.

For any individual project, we are able to offer: advanced research and platform training sessions, a custom project roadmap with key milestones mapped to business requirements and fully scripted research materials, including moderation guidelines and/ or survey logic.

In addition, in-house insight teams will have ongoing access to our multi-disciplined research team trained in qualitative moderation and quantitative support as well as dedicated support and a named point of contact for every research project.

Continuous Insight Partnerships

Long term insight management from a senior, experienced team.

The continuous insight partnerships we offer blend active insight management with consultancy. This enables us to work collaboratively with our clients to affect decisions across their brand.

At the start of a partnership, we work with in-house teams to divide annual insight programs into key projects and sprints. We are then able to manage these projects either independently or in tandem with research staff, aligning to business needs and decision making timescales.

As key projects conclude, we can provide bespoke workshops with key stakeholder groups designed to embed insight in the business and / or consultancy sessions focused on applying the feedback generated to internal initiatives.

Insight Stimulation

Organic insight from platform members between research tasks.

The most successful research platforms not only deliver high quality data during research tasks, but ongoing insight from members at all times that can be shared across organisations in order to drive informed decision making.

Our insight stimulation service involves working closely with in-house teams to really understand the annual research, marketing and business objectives most important to the brand. With this knowledge, our expert team engage platform members with mini-projects and long term activities that provide a constant stream of relevant information outside of scheduled tasks. Our clients have used information uncovered this way to drive new product development, service improvements and marketing campaigns.

Key Benefits of Insight Delivery Services



High Quality Insight

Quality insight comes from dedicated and experienced research team. Working with InsightHub every day, our researchers are skilled at planning research projects, finding the right participants managing individual and group tasks and analysing fine detail.



Scale Resource to Meet Demand

A steady research schedule can be heavily impacted by just one or two large projects. Our flexible insight partnerships mean our clients always have access to additional, skilled resource during periods of high demand.



A Long Term Outlook

As forward thinkers, we're comfortable working with clients on new or bespoke methodologies. Additionally, we can provide expert advice on the best ways to achieve research goals.

