

# Management Services

Streamlined platform management that delivers a closer partnership and research success.



## What are Management Services?

We've been building engaging insight community and panel programmes for over a decade. In that time, we've learnt a lot about what leads to success.

While we pride ourselves on the flexibility that comes with choosing a hybrid partner, we also have an experienced team who offer a range of supporting platform management packages.

### Working With Us

Managing an insight platform requires a broad set of skills. But the reward is an always-on, engaging environment that consistently delivers return on research investment. That's what our team do well.

By working with us to manage your InsightHub platform, you're not just getting access to a dedicated Account Manager, in-depth partner development and Client Support credits. You're receiving decades of advice condensed into a streamlined support package.

From managing a database of participants to minimising churn and regularly communicating with members, there are a number of activities that contribute to the success of a platform. Let us handle these so you can focus on what matters most - quality insight at the speed of business.

## Key Benefits

All of our supportive management service packages include the following benefits as standard. You can find out more about the each package on the following page.

### Account Director

A named, single point of contact to facilitate two-way communication between our team of experts and yours.

### Priority Support Access

Receive priority assistance from our top-rated Client Support Desk team with technical and research queries.

### Partnership Development

A premium programme of activity, run by your Account Manager, that helps to foster a close working relationship, understanding of your business and a tailored service.

### Database Support

Our team complete regular management of your InsightHub member database - including cleaning, churn management, CRM matching and re-profiling activities.

*An itemised breakdown of each specific service package can be found on the following page.*

“Efficiently managing an insight platform requires a broad set of skills. But the reward is an engaging environment that consistently delivers return on research investment.”

Maria Twigge, Research Director at FlexMR

## Database Management

*Database cleaning* - In order to provide a platform that upholds consumer privacy best practice and delivers quality data, our team synchronise data between insight and CRM platforms - adding to profiles and removing details of old members.

*Churn management* - To maintain a healthy and active platform, we identify members with low engagement rates or at risk of dropping out to target with custom designed re-engagement emails every year.

*CRM matching* - We ensure that analysis is accurate with a twice per year CRM data matching update.

*Re-profiling* - Our team update re-profiling data on an annual basis.

## Participant Engagement

*Homepage management* - In order to foster regular member login habits, our team regularly update the platform homepage with new content.

*Monthly planning calls* - Frequent touchpoints help ensure content and engagement alignment.

*Monthly prize draw management* - We fully manage schemes that contribute to better engagement.

*HTML newsletters* - To maximise engagement, we create & distribute quarterly emails to members that share vital feedback and future activities.

*Member customer service* - As online experts, our team is perfectly placed to answer any questions, concerns or technical difficulties members have.

## Premium Community Engagement

*Daily moderation of forums* - To foster regular engagement, we don't just moderate scheduled research tasks, but also the shared spaces within an insight platform in which natural discussions grow. This helps to drive response rates, member interest in core topics and delivers regular, active listening on behalf of your research team.

*Dynamic rewards* - Predictability and stagnation are two of the most significant factors that influence churn rates. To address this, we regularly surprise members with ad-hoc incentives such as double points weeks and delight members with occasional special touches for participation or valued contribution.

*Fortnightly posted activities* - We engage participants through regular forum posts and topical community polls, ensuring there's always new activities to engage with and conversations to participate in. Activities and community-centric content is posted every two weeks.

*Fortnightly email updates* - We send curated emails to all platform members every two weeks, sharing the latest research tasks and activities to encourage participation. This keeps members informed and encourages higher rates of participation.



### **In-House Focus on Insight**

An effective insight platform requires regular database maintenance, communication with platform members and creative engagement. Our management services take care of these tasks, leaving in-house teams free to focus on generating, analysing and activating insight.



### **An Engaging Environment**

Participants determine the success of any insight platform. We ensure the right people are available within a platform, are aware of research tasks and motivated to take part; leading to higher quality and more detailed feedback.



### **Return on Research Investment**

Management services contribute to creating a space members want to engage with, even outside of scheduled activities - stimulating greater return on investment.

