



# Why every brand needs an Insight Community



The Complete Guide to  
Insight Communities in 2021

**Book 1 of 3**





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# About this book

In this book, the first of a series of three, we'll lay out the fundamentals of insight communities for busy marketers and managers. We'll describe what they are, how they work, and what they can do for a business. And we'll take you step by step through putting together the business and strategic case for one.

We don't bite! If you have questions about setting up or running an Insight Community, feel free to reach out. We are always happy to offer advice and will always try to be as impartial as possible.

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## 10 steps to creating and running the very best Insight Community

### Book 2 of 3

- How platform functionality plays a vital role in its success.
- How to engage with members and create value exchange.
- How to socialise your insights with impactful outputs.
- How to gain stakeholder buy in and deliver visible ROI.



## Turning your Insight Community into a strategic asset

### Book 3 of 3

- What Insight Communities need to do to become a strategic asset.
- How to widen the scope of effectiveness through data integration.
- Why business integration is essential for achieving business goals.
- How Insight Communities will improve and evolve in the future.

## A few of our insight community clients:



# Why you need an Insight Community



# What is an insight community?

Consumers have more choice. Their loyalty is more precious. So how can you make sure your brand is something they love and promote?

The key is digging deep and really getting to know your customers. In the past this could only be done through surveys, aggregated/syndicated data sets and various qualitative techniques. Yes, these techniques are helpful, but they also create a snapshot of one moment in time with what is often an anonymous respondent base.

An Insight Community is a way of conducting ongoing research with a group of users. They allow brands to engage with their customers (current and future) in real-time, in a safe, transparent, and secure online environment.

Communities are a versatile tool which can help you to explore new opportunities, understand the path to purchase, test your creative, validate your ideas and make crucial decisions.

There is no 'one size fits all' when it comes to Insight Communities. They can pop up for a few months or go on for years. They can be home to a few hundred members or tens of thousands. Their set up and design all depends on what you're trying to accomplish and this guide should help you to understand some of these key decisions.



**Supercharge your certainty.**  
Imagine having 10,000 customers at your fingertips helping you make key decisions.



# 7 reasons your brand needs an Insight Community

## 01 Customer closeness:

Brands want to be best buddies with their customers. They talk about “putting customers at the heart of everything we do.” yet often fall short. Insight Communities make it much easier to embed your customers and prospects into your plans.

## 02 Agility:

Sometimes you need answers and you need them fast! An Insight Community is always-on, allowing for real-time consultation without project set-up. Even better, it will also alert you to issues before you're aware of them.

## 03 Speed:

Make better decisions faster. Get useful responses from profiled members and turn questions into answers and answers into strategy. In hours not days. Spend more time analysing and less time managing.

## 04 Cost-effective:

Streamline your roster of research suppliers. Cut down the need for individual project pitches and tenders. Save time managing projects. Insight Communities are most effective when used on a long-term or ongoing basis.

## 05 Integrated:

The first generation of Insight Communities were often their own little bubble, with limited ability to incorporate wider data. This is no longer the case. A modern Insight Community is designed to be part of a greater data lake, and can integrate CRM, ERP and third-party data, making them a greater strategic asset.

## 06 Flexible:

An Insight Community can adapt to the size and needs of any brand wishing to use one. Short-term plug-and-pay communities are becoming as common as the highly managed long-term versions, and both fit a particular set of business and knowledge needs.

## 07 Customer knowledge:

This is going to sound a little obvious, but the most important reason to use an Insight Community is... the insight. If you want real, unfiltered customer views and opinions. If you want genuine customer knowledge. Then you need a platform to engage and capture it on a regular basis.



“The insights have the power to influence strategic and commercial plans at Twinings by ensuring we continue to put the consumer at the heart of what we do.”

Consumer Insights Director

**TWININGS**



# What are Insight Communities good for?





# Truly understand customers

Today's customers are more powerful than ever. There is so much information at their fingertips in the form of product reviews and price comparisons. Not only that but they have a global choice of brands to buy from. If you want to win their loyalty, you need to understand and pivot to their changing needs.

## Keeping customers happy

- Dig deeper into customer feedback to better understand your Net Promoter Score.
- Use your community to identify problems, their impact, and test different solutions.
- Find out how customers really feel about you, your competition and what brings them into the category.

## Real customer experiences

- Diary studies can highlight real buying habits, customer interactions and consumption.
- Capture in-the-moment feedback from assisted shopping trips.
- Collaborative video workshops, no matter where your customers may be.

## The bigger picture

- Rapidly analyse the health of your community and sentiment on specific topics.
- Discussion forums unlock emerging trends and topics.
- Implicit response testing helps you understand the ever-changing landscape of customer expectations.



# Fine tune your brand & comms

Your brand lives in the hearts and minds of your customers. Brand consistency is difficult in a world where technology and trends change rapidly. Dig deeper into how customers truly see you and what they really want and adapt your brand without losing core values.

## Brand positioning

- Unlock the emotional connection between your brand and your audience with implicit associations.
- Dig deeper into your brand elements using image association and metaphor tasks.
- Guided journeys through emotional and sensory brand connections.

## Refine your creative

- Discuss ideas and review creative with online qualitative focus groups.
- Dig deeper into video creative through dial tests, eye tracking and facial coding.
- Text highlighter analysis for print, advertising and web copy.

## Brand development

- Explore the impact of removing or adding to your product range to understand your brand architecture.
- Understand which channels will have the maximum impact, what media your target market actively consumes, which cultural moments are they talking about?
- Great brands grow and change with their audience and what better way to do this by having their voice at the core?

# Innovate & create

It's a jungle out there. With new competition and new products popping up, it's never been harder to get in front of customers. Anything new is always risky. Quickly learn what works and what doesn't by using continual feedback loops to ensure insight is embedded at every step of the innovation process.

## Generate new ideas

- Use co-creation workshops and collaborative tools to generate new ideas, test out concepts and validate your campaigns.
- Discover the appeal and importance of different features in your new product or service using max diff questions.
- Unstructured discussion forums can help you find trends, topics and talking points you might not have considered.

## Eye-catching Designs

- Augmented reality lets customers view designs through their device. How would that new sofa look in their living room?
- Highlighter and annotation lets you understand what is standing out and why.
- What's really drawing the audience and how do they feel about it? Use eye tracking technology with sentiment analysis to find out.

## Perfect your pricing

- Find out how consumers value different product attributes so you can mix and match the best combo by using conjoint analysis.
- Unpick price preferences to identify a range of acceptable price points using Van Westendorp techniques.
- Use Gabor Granger to determine demand curves and the ideal price for a new product or service.



# How your department benefits



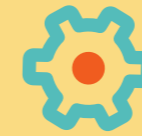
**Management:** Every brand wants to become more agile and seize opportunities. By consulting your customers you can quickly sense-check your course of action and share amongst your team. We've designed our solutions for lightning quick turnaround with stakeholder engagement and internal dashboards built in.



**Sales:** Knowledge is power and by integrating an Insight Community with a CRM, you'll get a holistic view of the whole customer journey. What's more by segmenting your target audience within the platform you can have a better idea of the motivations, pain points and messaging that will wow your prospects.



**Marketing:** Whether you want to understand how memorable your branding is or how your audience will react to your upcoming advert, you can supercharge your certainty by involving customers. Our platform, ex-plor includes a wide range of features including forums, surveys, heatmaps, scales, ratings, shelf tests, video sessions and more.



**Research & Development:** Whether it's an initial idea or product optimisation, your customers can help you to fine-tune new ideas or innovations. One community can house several different segments allowing you to drill down into the impact that your proposals will have.



**Human Resources:** From feedback programmes to satisfaction tracking or even as a platform for training, an Insight Community can help to develop and retain your key players.

**It's important to stress that the same Insight Community wouldn't necessarily be used for everything we've talked about here. Insight Communities are extremely flexible tools, but they can't do everything 'off the shelf'. The objectives of each community will lend themselves to different set-up, design and duration options.**



## Sector by sector, use cases

Insight communities – Use cases			
	Key trends	Tactical / short term	Strategic / long term
<b>Retail &amp; FMCG</b>	Retail is still struggling to balance online portals with high street presence. Disruption comes in the form of new on-demand services in the convenience market. Brands need to leverage the database of today to futureproof their business for tomorrow.	<ul style="list-style-type: none"> <li>• <b>Maximise marketing:</b> discover the most effective messaging and measure comms impact.</li> <li>• <b>Win online:</b> Optimise online experiences and omnichannel journeys.</li> <li>• <b>Innovate easily:</b> Develop and refine new products, new ideas and new campaigns.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Personalisation:</b> One community can house many segments for ongoing research.</li> <li>• <b>Growth areas:</b> Uncover new opportunities, product extensions and target markets.</li> <li>• <b>Strategy:</b> Supercharge your certainty by involving customers in your key decisions.</li> </ul>
<b>Media &amp; Publishing</b>	Viewers are thirsty for high quality content, but every greenlit script is a gamble and there are no certainties. Media firms need to validate their content investment, refine their offering and subscription levels whilst serving up greater personalised recommendation and ad choices.	<ul style="list-style-type: none"> <li>• <b>Test &amp; tweak:</b> Develop and refine your content with a wide range of tools.</li> <li>• <b>Price is right:</b> Find the right balance between freemium, subscription and premium models.</li> <li>• <b>Erase campaign pain:</b> Understand reactions to your campaign, track and evidence performance and uplift.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Cultural insight:</b> Understand how cultural, societal, and other macro factors are influencing audiences.</li> <li>• <b>Get on trend:</b> Get ahead of the curve through active listening and easy analysis.</li> <li>• <b>Competitor know-how:</b> Map out your share of wallet and where your proposition sits in the market.</li> </ul>
<b>Financial Services</b>	Developments in fin-tech and open banking are transforming the way we spend, save and invest. Consumers expect financial institutions to be transparent, ethical and flexible to their needs. It's never been more important to dig deep into the needs of consumers, deliver a seamless omnichannel experience and win their loyalty.	<ul style="list-style-type: none"> <li>• <b>Develop your digital:</b> Improve user experience and discover real journeys and problems.</li> <li>• <b>White space:</b> Easily incorporate feedback throughout the innovation cycle.</li> <li>• <b>Segment to success:</b> You can easily house several segments within one community meaning ongoing research and insight as their needs change.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Regulation:</b> Ensure a customer-led strategy and response to regulatory changes.</li> <li>• <b>Concept testing:</b> Develop and test new offerings through</li> <li>• <b>Usage &amp; attitudes:</b> Who should you target, what drives their purchase and how can you reach them?</li> </ul>
<b>Technology</b>	Regulation is increasing. Issues around security and privacy are here to stay. While tech companies have seen big gains recently, investors are now taking a more cautious outlook. So how can tech companies ensure ROI on their activity?	<ul style="list-style-type: none"> <li>• <b>Real journeys:</b> Unlock real usage of websites and apps with mouse and click tracking.</li> <li>• <b>Compelling creative:</b> From early stage concepts through to completed creative, get real feedback and analysis on your collateral.</li> <li>• <b>Co-creation:</b> Develop and refine new ideas, new features and new products with the very people who'll be using them.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Drive purchases:</b> Compare and contrast different offerings and packages, understand the key points in the customer journey and convert more users.</li> <li>• <b>Improve engagement:</b> Serve users more of what they love by tapping into the wider cultural conversation.</li> <li>• <b>Understand your users:</b> Segments sit easily within the platform enabling testing with different groups.</li> </ul>
<b>Travel &amp; Leisure</b>	Travel was a growing sector before the pandemic hit as new destinations and new innovations opened up cheaper flights for more people. Now every travel brand is battling it out to win over cautious customers. They need to optimise every step from booking and travel to in-resort and attraction experiences.	<ul style="list-style-type: none"> <li>• <b>Land your message:</b> Test your comms to ensure they align with customer needs and drive brand 'fame' and consideration.</li> <li>• <b>Clear channels:</b> Understand omnichannel booking journeys and where you can have influence.</li> <li>• <b>Real journeys:</b> Gain 'in the moment' or post trip feedback, to understand booking, travel and trip experiences.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>A single view:</b> Have one platform incorporating CRM, loyalty card and third-party data.</li> <li>• <b>Delve deeper:</b> Understand menu choices, packages and experiences and see what travellers are willing to pay that little bit more for.</li> <li>• <b>Personalisation:</b> Use segments in your community and test personalised messages, offers and packages.</li> </ul>

**"The platform offers a range of tasks and activities which has expanded our capability to keep members really engaged."**

**Insight Manager for Customer & Commercial**

**ASDA**





# Building your business case



# Where should I start?

## The underlying purpose of an Insight Community is to drive customer-centric growth for your business.

Customer-centric, because the community will give you direct access to customers and their needs. Growth, because it will help you meet those needs better and more efficiently.

While this is a lofty goal, it is a little vague. Every brand wants to get closer to its customers, but how can you identify the impact this will have?

Look at your existing business objectives and identify 'pain points' where more customer knowledge would help. Think of ways in which you are already incorporating the customer voice and the current costs associated with this.

## For example, let's say that 'maintaining premium positioning' was a key objective.

### In the past you may have carried out a number of market research activities like:

- A brand perception study to understand your place in the market place.
- A brand architecture study to understand your product line-up against consumer preferences.
- A usage and attitudes study to understand the consumer behavior around your products/brand.

From these three separate studies you would then form insight around today's picture of your brand and its products/services and recommend changes.

- You would then need to test new features/package info/branding with customers.

Where all of these studies may have sat in a silo, and been carried out by separate agencies, now all this information can sit in one place, and you can use a profiled user group for all of the above. The cost of ad-hoc research can highlight potential savings of a community.

### Workshop the pain points your brand is experiencing with potential internal users and stakeholders. This will have four benefits:

- ✓ Identifying opportunities you've missed.
- ✓ Prioritising opportunities and problems.
- ✓ Introducing key internal players to how an Insight Community might work.
- ✓ Increase buy-in for using a community by including stakeholders at an early stage and addressing any initial concerns.

# Conducting an internal audit

By this point you will have an idea of the problems you need your Insight Community to solve. The next step is understanding what solutions you're currently using to address those problems, and what data is already available to you.

Insight Communities are generally more cost-effective than traditional research methods. They benefit greatly from centralisation - the community is a highly flexible, rapid and responsive way of talking to your customers, and reduces (or removes!) the need for individual tenders or working with multiple suppliers on a project basis.

To get an idea of your organisation's current research load, we recommend an audit. How many projects in the last 6 or 12 months have required direct communication with customers? How many have used customer data? This will give some idea of the initial scope of the Insight Community, as you'll be looking to replace some or most of these projects.

At the same time, you should audit research reports and data sources that are relevant to the broad aims of your community. It's wasteful to do research (within an Insight Community or not) that simply reiterates things your business already knows.



**Existing data sources can often be directly integrated into an Insight Community, as modern tools are far more adept at data fusion than previous versions were. As for existing insights, you can use them like a sourdough starter for your community, creating a shared base of knowledge to be built on, rather than beginning again from scratch.**



# Build out your plan

You'll now have an idea of the problems you need your Insight Community to solve, and the existing resources it will either build on or replace. It's time to add detail to your plan as you start to work on specifics.

A useful exercise at this point is to write a brief for what you need the community to achieve. A brief is very useful as it forces you to clarify the goals and start making initial assumptions about the scope of the project.

## You should be thinking about questions like:

- What are the strategic goals of the community?
- What are the initial tactical objectives? What results do you want from the first three months?
- How large a community do you need and how long do you intend it to run for?
- Who will have access and make decisions about what the community does?
- Will it be run in-house or will a partner company manage it?
- What are your budget expectations?
- What KPIs will you use and how will you measure your Insight Community's ROI?

**If you don't know all the answers yet - don't worry! This exercise is partly about understanding your 'known unknowns' - the parameters you aren't sure of yet.**



# Setting out the strategic purpose

By this point, you'll have an idea of how your Insight Community can fit in with the business' current objectives and plans. That's the necessary starting point to building a business case. But what happens when those objectives change? Before getting into the details of your community and how it'll work it's worth taking a step back to get a broader perspective on how a community aligns with the business' overall strategy.

The key to turning an Insight Community into a strategic asset is integration across business functions. You'll be looking to embed it deep enough within the business that it's seen as a vital resource. Doing this is crucial if you're considering your community as a long-term asset.



# Key decisions for your community

It's now time to dig into the details of the community you plan to build. There is no set formula when it comes to communities and their set-up will very much depend upon what you're trying to achieve.

## How long should you run an Insight Community for?

**Short-term** communities last from a few days to a few months. These communities are tactical in nature and are often designed with a specific business problem in mind. Typically used for a higher intensity of tasks from a smaller pool of members. A great way of collecting a high volume of qualitative data quickly. Less likely to be effective as a strategic asset to your organisation.

**Long-term** can last anything from 12 months to ongoing. They allow you to explore topics in more depth, get to know your members better and can be used for both tactical and strategic decisions. Perfect for exploring a wide range of objectives within one environment and can house several segments for more detailed discovery. Generally speaking, you save money vs traditional research methods when using a community platform over a longer period of time, but this does mean a bigger investment in terms of recruitment, moderation, running and handling churn.

## Should your membership be open or closed?

**Closed membership:** Most Insight Communities are private, invitation only, and commercially confidential. In a private community you can set expectations upfront, easily control and curate the conversation, get to know the patterns and personalities of your members and control who those people are. The downside of this, is that you will have to attract those members in the first place which has a time and monetary cost associated with it. Another downside is that despite non-disclosure agreements and new technology enabling the blocking of screenshots, information may still leak.

**Open membership:** Open communities are a great place for the crowdsourcing of ideas. By inviting collaboration and co-creation and product roadmap suggestions, you can assess common themes and unearth hidden gems from your customer base. Having an open community makes it easier to attract respondents but may become unfocused because of this and require more moderation and engagement.

## Which membership should your Insight Community have?

**Current customers:** For these people, the thought of contributing to a brand they love and having their voice heard is a key driver to being part of an Insight Community. As such your current customers may be easier to recruit, may need less incentives and may already have some ideas. Where people are self-described fans you may struggle to get critical feedback and they may also have higher expectations around how often the brand will communicate with them.

**Prospective customers:** Prospective customers are more impartial and so may offer better insight into your brand and where you might improve. As you might imagine it can be difficult to get engagement from a group of people who potentially don't use your service and therefore may not care about it.

**Mix and match:** Ideally your community will include current, prospective and lapsed customers so you can gain a more impartial view and map out complete journeys and touchpoints.

**Lapsed customers:** A lapsed customer can help shed light on faults with your service/product or customer service discrepancies. Most importantly they are the best people to help you understand the steps needed to win them back. It will be more difficult to recruit lapsed customers and is quite likely that a negative experience will bias research. It may be better in some situations to use an unbranded Insight Community and larger incentives when attracting this type of member.

**Employees:** Many brands use an Insight Community for employee feedback programmes, including employee satisfaction tracking and moderated forums. It can also be used for training and employee development exercises. You may need to consider if the frequency of feedback will be high enough that you can justify the costs of setting up an Insight Community.



## How big should your Insight Community be?

**Small communities:** A smaller community will lend itself to more qualitative research or intensive innovation work. With a smaller group, moderation will be much easier, and you can get to know your group and what drives them. A smaller group typically means lower costs as well. Smaller communities have a perception of being more tactical than strategic. This is because it can be a lot easier to justify action based on the insight of 5000 people rather than 50.

**Large communities:** Larger Insight Communities can produce more robust analysis which lead to strategic decisions. More voices can sometimes mean that data is mixed but, there's no such thing as 'bad answers'. One community can house several segments and with the ability to have breakout sessions you can dig deeper. The bigger your community, the more resources, moderation, incentives and data analysis you'll need and yes...that all has a cost associated with it.

## Should you brand or not?

**Branded community:** Your brand can enable easier recruitment and onboarding of participants. Where people know, use and love brands they are more likely to engage in feedback as it gives them an opportunity to shape the brand and have their voice heard. The downside to this is that strong opinions lead to bias.

A branded Insight Community allows for greater transparency. As the participants know which brand they are answering questions about, it means that product names, packaging details etc won't need to be obscured or changed. This enables you to get actionable feedback on real campaign ideas and concepts.

**Unbranded community:** You might choose an unbranded Insight Community where you're looking to obtain feedback from the overall market, or perhaps have a group of companies that many not be linked in the public's eye. Also useful where you are seeking an impartial viewpoint, or where you are particularly interested in gathering information from prospective or lapsed customers. As we said earlier a branded community may bias participants and skew data.

People will be more sceptical of how their personal data will be used where there isn't a brand associated. This may make it more difficult to find appropriate respondents, and you may need a larger incentive in order to attract people. You may have to change/hide who the end client is (if for example you were showing a new product design) which can add additional cost.



## Who should run your Insight Community?

Is it better to simply buy a platform and have your internal team run the day-to-day or have an external agency handle everything? Here are the pros and cons of both.

**Self- service:** Your inhouse team will always have a better understanding of your brand history, company values, competitors, and goals. Understanding both the data and the realities of day-to-day business will more easily allow an internal team to create actionable insights that are achievable. It will be a lot quicker for them to identify the internal stakeholders, insight they are likely to need and format they'd prefer.

Sometimes the very fact that an inhouse team understands the practicalities of the business may lead to ideas being overlooked from communities or conclusions being developed despite conflicting research. Time is obviously the biggest challenge for an inhouse team and where there are other priorities, it is not uncommon for a community to lose traction and for churn to increase.

**Combined:** Friendship is magic. An agency can definitely compliment your own team. They can bring their specialised knowledge around the set-up and running of an Insight Community with your existing team's knowledge of the brand and its challenges.

**Outsourcing:** Most of the time, the agency that builds the platform will be the one's running it. This reduces the amount of time and training needed in terms of running the platform from a technical point of view.

Where an inhouse team may understand the company better, an outsourced agency often offers a greater breadth of research knowledge and will naturally be more objective in their findings.

No matter how closely an outsourced agency works with your brand, they ultimately are not part of your organisation and may have a harder time connecting with stakeholders and gaining visibility. In having a smaller remit, it is easier for outsourced agencies to get side-lined or fail to deliver impactful work.





## What are the roles and responsibilities?

**Development:** A lot of Insight Community platforms come ready to 'plug and play' and will only need a little technical support to get going. If you only need the standard setup then this can make things easy, but most of our clients require some level of customisation, bespoke features, links to other platforms, links to APIs etc. As such you should ensure that any platform you choose has its own in-house developers and consider any points of customisation you might need.

**Community management:** The bread-and-butter of running an Insight Community. This includes recruitment, retention and churn management, responding to feedback, moderation, and monitoring the overall community activity and health. This is critical for any community and the larger and longer-term it is the greater the need for an experienced team to handle it.

**Data collection:** This includes survey programming, data processing, tabulation and charting, and overall project management, including handling the task load and flow on the community. These responsibilities can be easily handled by a community supplier but might also be taken on by existing research agencies or in-house teams.

**Advanced analytics:** Beyond simple data collection are the more complex research functions. Particularly in large-scale communities, advanced analytics can add immense value. Machine learning can unlock deeper insight into member data, analytics can produce new customer segmentations. Your Insight Community can also be used for pricing analysis and predictive modelling. All of this requires specialist resource, which many community platforms lack. If you want to use your community to its full potential, these capabilities should be a requirement.

**Insight and consultancy:** Data is only half the story - to turn it into insight you need experienced qualitative and quantitative researchers who can take Insight Community outputs and find the most impactful and actionable results for your business. This needs a team with sector or brand knowledge and whether you have someone inhouse or outsourced, they need to be aware of your business goals and problems.

**Creative and design:** Insights are useless unless they are noticed and acted on by your business. You need to produce eye-catching and memorable assets in the form of videos, infographics, reports, images, posters, memes. These will help socialise the insights among the community's stakeholders above and beyond a standard dashboard and can be the difference between a high-impact community and one that fails to reach its potential.

**Community strategy:** The final key role is the most strategic - the community needs an overall owner or leadership team, whose job is to make sure the community is in continual alignment with the wider business strategy and to keep stakeholders engaged. The most vital part of this role is defining and tracking KPIs and measuring the ROI of the community.



# Ensuring ROI

The whole point of having an Insight Community is to make better informed decisions. The problem is that it can be tricky to put a monetary cost against this.

## Here's 7 ways you can measure ROI:

**Stakeholder impact:** How has the Insight Community and the projects run through it helped stakeholders? Have its insights been valuable? Has it provided strong findings for negotiations with buyers or suppliers? Has it made senior people's job easier? Have processes changed because of it? This might be a bit tricky to measure but by looking through the different projects you've used your community for, you'll soon have a good idea on the impact it might have had.

**Value creation:** Creating value. Saving money. Preventing losses. These are the three broad ways in which insight can help you to support profitability and growth. Value creation is the most eye-catching of these. Has the Insight Community led to decisions which have created new value for the business – for instance product launches, changes in policy, or other customer closeness initiatives?

**Cost efficiencies:** Has an Insight Community identified efficiencies and saved the business money? In many cases an Insight Community will itself be a long-term cost efficiency compared to the cost of the many research pieces it replaces. The feedback from the community can also be vital for identifying areas of low priority for customers where money can be saved.

**Loss prevention:** Prevent your brand from making mistakes and bad investments. Whilst Insight Communities can help with this, it's the hardest to prove the value of, since it's tricky to measure predicted losses. In some cases, though, the advice of an Insight Community will have been critical preventing such errors.

**Insight accessibility:** A community that makes insight more accessible and more embedded within the business is doing a good job, and this can be measured in multiple ways - views of outputs, internal email open and click rates, qualitative or survey feedback, and requests for user access.

**Volume & value of insight:** One major reason for running an Insight Community is to replace and expand on existing research work while saving money in the long term. Run more projects and deliver more results, while reducing the cost.

**Cross-charging:** Some brands run their Insight Community as a chargeable internal resource, with other units/functions paying to conduct projects through it. If this is the case, ROI will be whether the community is paying for itself via internal usage.



These are some of the measures you can monitor as a way of demonstrating ROI. But in themselves they don't prove that the Insight Community has been a business success. This is where you need to connect your measures to business issues and provide evidence that the community has had a beneficial impact.

# End note

Hopefully this book has given you a sense of how Insight Communities work and what they're good for. By reading it you've gained an understanding of the framework of a community - the essential parameters and KPIs that define one.

**You should be in a position now to build a powerful case for using one in your business. You might also want some expert advice. Researchbods is here to provide it - we'd love to answer any questions you have coming out of this book and help you put together a plan for an Insight Community of your own.**

If you've found this book useful, be sure to get hold of the other two books in our series, which will take you through running a community and go into more detail about turning it into a strategic business asset.

Thanks for reading!



## About Researchbods

Researchbods is a STRAT7 company that helps brands and agencies find their insight edge. It blends powerful, innovative insight technology and vast in-house experience to fuel its clients' strategic decision making and competitive advantage.

Working across Retail & FMCG, Financial Services, Media & Technology, Travel & Entertainment, and Pharma & Healthcare, Researchbods help brands engage with millions of consumers in real-time. This enables organisations to understand what customers really think of them, want from them, and how emerging trends might alter their strategies.

Thanks to unique tools like ex-plor, Researchbods' market-leading Insight Community platform, brands can uncover greater levels of customer closeness; stress-test their brand strategies; stay on top of a changing world with fast access to millions of global consumers; maximise campaign impact; innovate and create better products and services by identifying what works and what doesn't. Researchbods is a game-changer for brands who want to move ahead of the competition and stay there.

For more information visit [researchbods.strat7.com](https://researchbods.strat7.com).





# Demo the ex-plor platform **today**

**Bring the customer voice to life. Get 24/7 insights from deeply profiled consumers in a safe and secure online environment. Gain a single view of your customer's changing needs, by combining your data sources to truly supercharge your strategy.**

## **Massive quantitative toolkit**

Dig deeper with hundreds of question types at your disposal. From brand affinity, heatmaps, media evaluators, to complex pricing/statistical techniques such as Gabor-Granger and Van Westendorp, we've got you covered.

## **Immersive qualitative modules**

Discover what's driving customer choices with tools such as discussion rooms, forums, diary studies, interactive maps and online focus groups. We make it super easy to pull out trends and themes your customers are talking about.

## **Reporting and analysis**

We make it effortless to interpret, understand and visualise the data you're collecting. These include live cross tabs (with sign testing and weighting), automated PowerPoint charting and interactive dashboards. Share insight across your organisation with just a few clicks.

## **Intuitive admin site**

Manage the key metrics of your community's health and learn about your members past and future behaviours. AI and machine learning gets you those key metrics quick and our team help you to understand what actions to take to keep your community engaged.





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