

INTERACTIVE CUSTOM PANELS powered by IAF

The pace of business is constantly changing and more than ever before organisations need new, more flexible and more responsive communication channels to reach their customers and stakeholders. Likewise, such change also requires fast market insights so that products and services launch, not only just-in-time, but ahead of the competition.

An *Interactive Custom Panel* connects you directly with your stakeholders – your customers, employees, investors, or donors – providing you with fast research data to support decision makers while also being cost-effective and ideally suited to reaching niche populations.

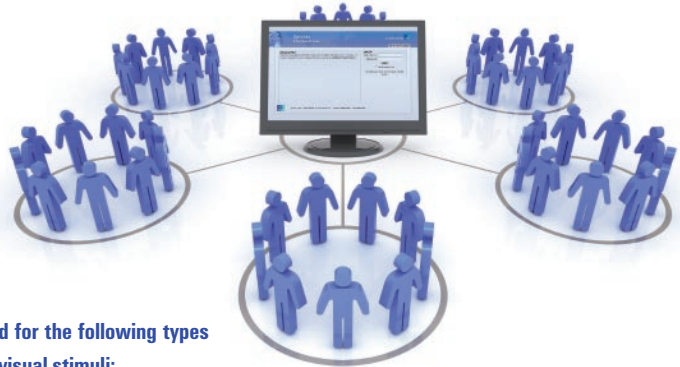
You can solicit feedback on anything from a momentary flash of inspiration to a more developed offering such as your advertising or website. Start an ongoing conversation with your key stakeholders. Discover added value from your email lists by recruiting stakeholders to join your research panel.

RESEARCH APPLICATIONS

Each *Interactive Custom Panel* is designed, managed, and maintained by Ipsos online research experts who partner with you to achieve your organisation's specific research goals. We manage day-to-day research activities and nurture the health of your unique panelist database, while you focus on the results.

An Interactive Custom Panel is commonly used for the following types of research and is ideally suited for presenting visual stimuli:

- **Add value to current research:** Results from extensive, complex research often lead to more questions – the panel forms the perfect opportunity to answer those questions, quickly and easily.
- **Get real-time data on “hot issues”:** Suppose a competitor came out with a statement or product. You can find out FAST how customers are reacting in order to develop defensive measures. Surveys can launch within 24 hours and results are almost immediate with real-time 24/7 access, allowing you to react quickly to the marketplace.
- **Track customer satisfaction:** Use the panel to gain knowledge, both quantitatively and qualitatively, on satisfaction with specific products and services, at a particular point in time or over an extended period.
- **Provide answers to your internal clients:** The panel can prove to be an invaluable tool to answering ad-hoc questions posed by internal departments, senior executive and board members.
- **Customers help build new products:** Use the panel to post “bulletin board” type questions to gather very rich, insightful, qualitative data to support idea generation and brainstorming for new initiatives and programs.
- **Add Power to your marketing materials:** The panel can provide a forum for gathering testimonials for marketing and communication pieces, newsletters and press releases.





HOW IT WORKS

An **Interactive Custom Panel** is a different way of doing research. It's designed to provide ongoing insight with shorter, more frequent studies.

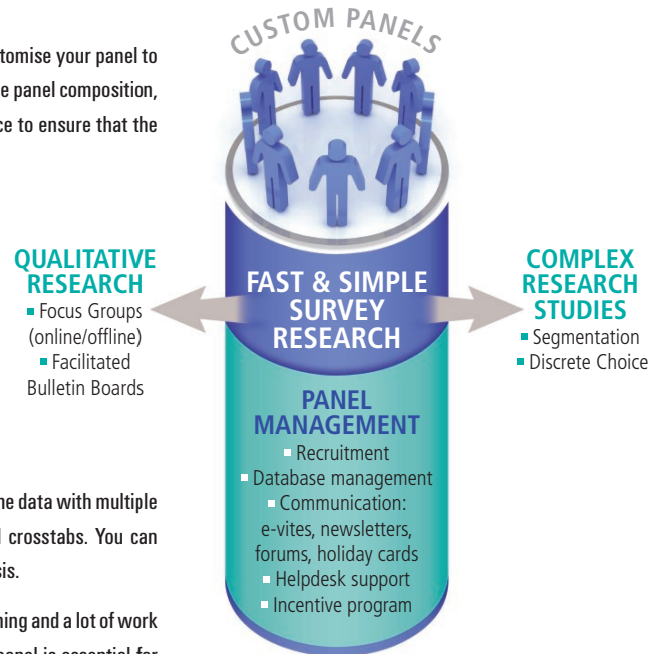
At its core, an **Interactive Custom Panel** is flexible. We customise your panel to fit with YOUR research plan. We work together to define the panel composition, recruiting options and "look and feel" of the portal interface to ensure that the panel is the right fit for your specific research needs.

A proprietary panel means you have a choice in how you do your research. Once the panelist database is created you can connect with your stakeholders through short surveys, extensive questionnaires (conducted on our Conformat software), or even use it to recruit for focus groups and one-on-one interviews (that can be conducted by our team of research experts).

An online interface means you have 24/7 access to real-time data with multiple reporting options, including top line reports, filtering and crosstabs. You can easily create a report or export your data for offline analysis.

Recognising that managing a research panel is time-consuming and a lot of work we made it part of our service. Because a well-managed panel is essential for long-term research success, Ipsos manages the overall health of your database and all communication with panelists. From keeping panelist data up-to-date to sending survey reminders and newsletters, we ensure that you retain your panelists and keep them engaged.

Collaboration with Ipsos means you benefit from our depth of panel experience and sector expertise. We coach you in research best practices, allowing you to drive your research with confidence in its validity and value.



ABOUT I-VIEW

I-view is 100% owned by Ipsos and is Australia's premier data collection and dissemination agency with over 30 years experience in market and social research, data processing and other allied services. Our reputation for integrity, reliability and quality make us the supplier of choice for researchers, government agencies and the private sector. I-view has an online panel for your sampling needs, MyView. [For more information visit www.iview.com.au](http://www.iview.com.au)



ABOUT IPSOS

Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and responses of consumers, customers, and citizens around the world.

Member companies assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media. They measure public opinion around the globe.

Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. [Visit www.ipsos.com.au](http://www.ipsos.com.au) to learn more about Ipsos' offerings and capabilities.



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