

Building a Customer Research Panel

What is a Customer Research Panel? . . . a mix of your customers who express an interest in sharing their opinion about you, your products and services and other related topics and opt-in to participate in periodic surveys and studies.

How Are These Customers Identified and Selected? . . . you share information with customers about the panel and invite them to join; other than being a customer, there are no qualification requirements, all customers are welcome to join; there is no obligation to join, respondents remain anonymous, and members can opt-out at any time; ideally panel membership will reflect a representative mix of your customer base.

How Would a Customer Research Panel Benefit Our Organization? . . . the panel provides timely and cost-efficient access to customer opinions and insights; it also provides valuable customer profile information and affords market-by-market comparisons; finally, it can also serve a PR function by letting customers know that you care what they think and sharing select findings that might be of interest.

What Kind of Information is Collected from the Surveys? . . . survey topics are endless and can range from customer satisfaction to interest in new products or services to decision-making and prioritization of offerings/features to the evaluation of communications and creative elements for use in advertising/promotion; the insights will guide strategic planning, product development and marketing efforts and monitor the impact and effectiveness of those efforts.

How Often Are Surveys Conducted? . . . having your own customer panel offers a great deal of flexibility; study frequency can range from monthly to quarterly to semi-annually; information needs, panel size, and budget impact frequency.

How is Information Reported? . . . Studies are designed and results are processed and analyzed by MarketSearch's research professionals; findings are presented graphically with complete analytical interpretation; statistical output/frequency distributions are available with relevant cross-tabs.

For additional information, please contact:

Graceanne Cole

Melinda Mukofsky

Kathy Harsey

MarketSearch Corporation
2721 Devine Street
Columbia, SC 29205
803.254.6958
www.msearch.com