

PREDICTSM PANEL RESEARCH ENGAGEMENT DATA INSIGHT COMMUNITY TOOL



Ask



Listen



Learn

START PAYING ATTENTION

TODAY'S CUSTOMERS ARE MORE INSISTENT than ever on receiving value in exchange for their hard-earned dollars. This puts incredible pressure on product and service providers to deliver.

To make the situation even more challenging, every customer perceives value differently. So in order to succeed, you need to initiate and sustain a robust two-way conversation.

PREDICTSM WHAT'S NEXT

This is no casual feedback mechanism we're talking about. You need to identify upward and downward trends, capture your customers' thinking and coax them to reveal unspoken needs and desires. That means you have to ask better questions, listen more intently to the answers and be prepared to learn what your audience thinks and feels.

creates one or more INSIGHT COMMUNITIES, using online research panels of customers, internal as well as external. These communities offer tremendous flexibility and can be:

- » **Global or Local**
- » **Targeted or Broad**
- » **Short-Term or Long-Term**

They can also consist of hundreds, thousands or even millions of people. PREDICTSM helps you get to the heart of how they think and understand why they do what they do.

PREDICTSM (Panel Research Engagement Data Insight Community Tool) is Beta Research's latest innovative solution for intelligent, directed dialogue. PREDICTSM

PUT CUSTOMERS AT THE CENTER

Powerful things happen when you commit to structured dialogue with your audiences. Organizations that do this consistently:

- » **Get meaningful feedback** in real-time.
- » **Make smarter decisions** because they recognize what is important to customers.

- » **Speed up processes** related to marketing, product enhancements and new product development.
- » **Build a more loyal customer base** by demonstrating genuine interest in customer concerns.
- » **Maximize return** on their market research investment.

RIGHT-SIZE YOUR APPROACH

BETA RESEARCH OFFERS PREDICTSM AT TWO LEVELS to meet your specific needs.

PREDICTSM is powered by advanced market leading technology. To this community panel platform, Beta adds critical expertise in four areas.

- » **Insight Community Planning** to simplify the process and maximize strategic effectiveness.
- » **Community Management** to build an ongoing and reliable resource for consumer insights through authentic member experiences.
- » **Community Research** to explore the spectrum of research possibilities, quantitative to qualitative, simple to complex.
- » **Industry-Specific Context** to fine-tune your insight community activities and conversations in the light of broader industry trends.

PREDICTSM is most effective for organizations that serve large or geographically diverse audiences, have established customer research programs and are already aware of potential returns from strategically invested research dollars.

PREDICTSM ESSENTIALS leverages Beta's proprietary portal approach. Like PREDICTSM, it offers robust features for survey authoring, community management, discussion forums and reporting. It provides easy customization, near real-time results and one-click export to Excel and SPSS.

- » **PREDICTSM ESSENTIALS** is attractively priced, with lower initial and ongoing financial commitments than PREDICTSM.
- » **PREDICTSM ESSENTIALS** is especially effective for organizations that are just initiating structured customer dialogue, have limited audiences or are working within tight financial constraints.

BETA RESEARCH is a family-owned, full service provider of custom research that helps organizations make smarter strategic choices. Beta was founded in 1970, and has offices in New York, Boston and Philadelphia. Our experienced employees use a range of methodologies — quantitative and qualitative, traditional and cutting-edge — to obtain information our clients need when making key decisions. Beta Research is a certified woman-owned business with a demonstrated commitment to sustainability and social responsibility.

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