

Developing Panels



At think M we want to help our clients benefit from the latest in contemporary research techniques. This month we're exploring research panel development as a cost effective solution for ongoing research requirements.

An Ad-Hoc survey usually takes place when a client is confronted with a decision or problem and the existing data available is insufficient. With careful survey planning, implementation and analysis you can produce sound results and concentrate on delivering well-supported decisions...short term.

However a good survey does not come cheap, although some methods are far more cost efficient than others. Web based surveys are considerably less expensive than traditional mail and telephone, call personnel, or data entry.

In many cases our clients actually require ongoing intelligence (from their customers for example). Panels can be established from a combination of previous respondents, direct recruitment and acquisition from other existing panels. If a panel is representative of your customer base, a panel can help you improve connectivity with them.

Establishing a panel often adds little cost to an existing ad-hoc survey yet saves our clients significant money in the medium term.

Whether an industrial or professional service sector need, after initial research the client can return to the panel to gain an insight into competitor's awareness, to test branding and promotions, or to test price points.

'think M are managing a research panel for us consisting of industrial engineers. The panel are being used to assess ongoing R&D opportunities and support marketing planning.'

Joanne Shutt, marketing manager, Blagdon Pump.

Panels are typically managed online and most materials are delivered electronically saving time and money. As part of the management process participants are vetted, and an agreed percentage of the panel is replaced every quarter. Our team are currently managing a range of panels, complimenting strategic marketing and agile research project delivery. If you're interested in finding out more why not contact us.