

# “ ONLINE COMMUNITIES WHAT FOR ?

*Earlier this year, Crowdtech and OpinionWay have signed an exclusivity contract, making OpinionWay the only distributor of Crowdtech's on-going insight community packaged solutions in France and French speaking Africa. Let's find out more about these communities with Hemmo Vriend, Managing Director of Crowdtech !*



**COULD YOU TELL US  
A BIT ABOUT YOUR  
EXPERIENCE WITH  
ONLINE COMMUNITIES ?**

*We started running insights communities 10 years ago, initially as an extension of online surveys but then we started to realise the real potential for deep rooted insights, our Clients supported this view and it really grew organically. We are market leader in the Dutch market with over 150 communities and panels at any one time and some of these for multiple years.*

**WHAT ARE THE MAIN  
BENEFITS OF ONLINE  
COMMUNITIES  
TO CLIENTS ?**

*We run so many it is hard to pin it down to a few as they range from 100,000+ customers with a wide range of research subjects to much smaller ones. They all offer much deeper insights than traditional online research. I think we are very proud of the work we have conducted with ABN AMRO and the agile research techniques we support, this has made a radical change in their internal processes but it is also quite unique in the Insights industry, we say it is 'research in one day' and it is actually quicker even than that. We are offering genuine customer feedback that is actioned that day.*

**ANY EXAMPLES OF  
SUCCESSFUL COMMUNITIES  
YOU HAVE BEEN MANAGING ?  
WHY DID THEY SUCCEDED ?**

*Well, our Clients tell us they truly believe that communities bring their consumer into their organization, they hear the real voice of their consumers. With communities you know who you are talking to, that's different compared to buying in sample. These are people that care about Client brands and give honest feedback. Clients also are demanding quicker and more agile turnaround, and Communities offer this, often in a significantly more cost effective manner than other research techniques.*

**WHAT ARE  
THE DOS AND DON'TS OF  
ONLINE COMMUNITIES ?**

*Since we manage over 150 communities we have a lot of experience with what to do and what not to do. Every year we invite community members to participate in our community survey. This survey offers a lot of insights in why people join a community and why that is important to them. The list is too long for me to share here, but the key things are: keep members involved by using creative research methods, share outcomes back to them and offer ongoing dialogue. Never forget that your community members are actual human beings and not generators of KPI's.*