

# SMARTER COMMUNITIES YOUR WAY

**Award winning full-service research design and category expertise meets best-in-class community platform technology. With real-time reporting and global respondent access panels – all under one roof. Welcome to deeper, richer, clearer. Welcome to Harris Interactive Communities. Now.**

**Harris Interactive Communities combine the speed, ease and cost effectiveness of your own real-time research platform with the expertise, value and impact of a full-service research partner.**

## **Working smarter, delivering more**

Our communities are not just smarter. We work them harder for you:

- Providing the thinking, guidance and tools to optimise your research activities and extract critical insights at the speed your business demands
- Blending multiple data sources to deliver the right results for your business: community opinions, transactional and behavioural data, CRM information, social media opinions, and one of the world's largest online panels can be integrated and contextualised
- Helping you identify, prioritise and implement the best initiatives for the successful development of your business
- Delivering a purpose-built, customisable, community and a suite of sophisticated real-time reporting tools tailored to your specific requirements

All seamlessly and efficiently implemented and managed under one-roof.

This is not just delivering data. This is developing deeper contextual understanding, richer insights and clearer guidance underpinned by award-winning research solutions and leading technology. Delivered exactly where and when you need it.

## **Building beyond community data**

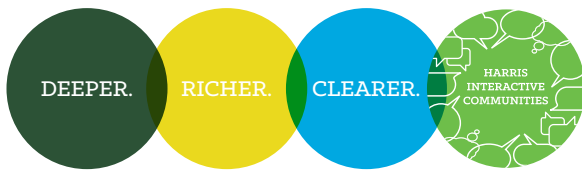
Our approach gives you the focus to cut through the wealth of data communities generate:

- Deep respondent profiling and market mapping to define, focus and contextualise research activities and outputs
- Rich, granular analysis of community activities and opinions
- Comprehensive benchmarking of your brand's performance against your category or competitive set
- A consistent and clear view across all your community research activities
- Detailed monitoring and evaluation of progress over time

Harris Interactive Communities go deeper – to tell you whether and how your products, services or potential initiatives:

- Strengthen your customers' commitment to your brand
- Meet the needs of the market or target segments
- Strengthen your brand health and positioning
- Perform versus particular competitors
- Are differentiated and optimised
- Support retention, growth and profitability goals

**And we advise you on what action to take to address any challenges.**



## COMMUNITIES – A CRUCIAL CONVERSATION

- Facilitate an ongoing conversation with your customers, putting them at the heart of everything you do
- Create a knowledge flow that empowers your business to become more responsive, more agile
- Build the most detailed picture of your customers' behaviour, opinions and intentions
- Increase the impact of your insight team, enabling better business decisions faster
- Deliver great return on investment

## A NAME YOU CAN TRUST

Harris Interactive is built on a rich heritage, leading edge solutions, state-of-of the art technology:

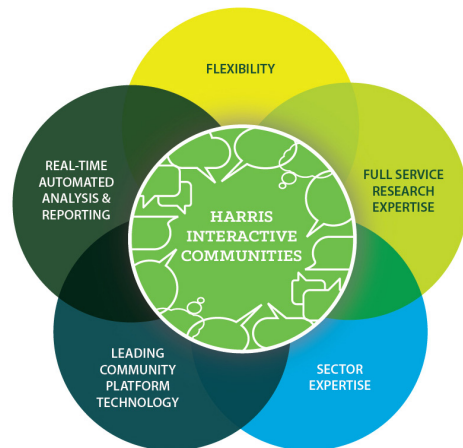
- Pioneer of online panels and communities since the early 2000's
- Over 150 online communities around the world on our technology platform
- A proven, robust, secure and scalable platform
- One of the most comprehensive community implementation and management infrastructures in the industry
- Global respondent access panels

### Big names. Big gains

The Harris Interactive team is a trusted adviser to major, high profile clients including FMCG, financial services, technology, automotive brands, charities and government public service organisations.

Our work covers everything from quick polls to complex, global, multi-year tracking studies.

Now, Harris Interactive Communities can work for you.



Contact us today to discover how we can deliver deeper, richer, clearer insight for your business.

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