

Embrace the speed, ease and cost advantages of conducting research online

PanelPortal™ is an extremely powerful yet easy to use platform which enables marketing and research professionals to manage an online panel community in-house. Using your existing customer database you can quickly and cost effectively conduct online surveys and qualitative discussions to gain honest, accurate and valuable feedback.

8 'BIG' benefits



Improved engagement, loyalty and advocacy – customers love it when you listen and respond to what they have to say



Greater ability to respond swiftly – having a group of customers on tap enables you to act with greater confidence in a fraction of the time



Gain deeper insight – create in-depth customer profiles with segmentation data and rich information such as frequency, timing and value of purchases



Extend your reach to 4 million consumers – as well as your own customer base you can tap into the minds of your competitor's customers using Toluna's global panel community



Increased brand visibility – connect your panel community direct to your company facebook and twitter page and invite others to join in the debate



Sharper new product development – improved competitor analysis, communications effectiveness, service delivery and customer retention



Share insights internally – leverage the benefits by sharing feedback with HR, R&D, Customer Services, Marketing and more



Reduce research costs and boost response rates – using your existing customer base you can keep everything in-house and have access to valuable customer feedback whenever you need it. Increases response rates by 50-70% compared to traditional surveys

5 simple steps to get the answers you need

Set up and manage your own research panel and community, create online surveys and forums, then collate the results into reports which you can use to improve the effectiveness of your business activities.

Convert customer records into a panel community. Branded with your identity, it provides a valuable source of insights

Manage the health of your panel for maximum responsiveness and reliability

Create online questionnaires and discussion forums with ease

Generate instant results from your surveys and discussions

Get insight on demand to refine different business activities

Gain valuable customer insight that enables you to act with confidence

An online panel community is a very simple and effective way to gain valuable customer feedback. This information can be used in any number of ways, but four of the most popular include: customer retention, new product development, marketing and communications and competitor assessment.

Customer Retention

- **Understand** customer experiences and create a live customer satisfaction dashboard
- **Identify and reward** your most loyal advocates, and work on improving relationships with those least satisfied

New Product Development

- Set up a **customer co-creation** platform to share with your brand advocates
- **Increase speed to market** better align products and services with consumer needs

Marketing Communications

- **Pre and post test** your campaigns and collateral to maximise results
- Instantly **explore** brand attitudes
- Get regular **feedback** on usability of your website

Competitor Assessment

- **Stay one step ahead** of your competitors and understand what their customers think, feel and do
- Create a **live competitor benchmark dashboard** so you can monitor and analyse their activity over time

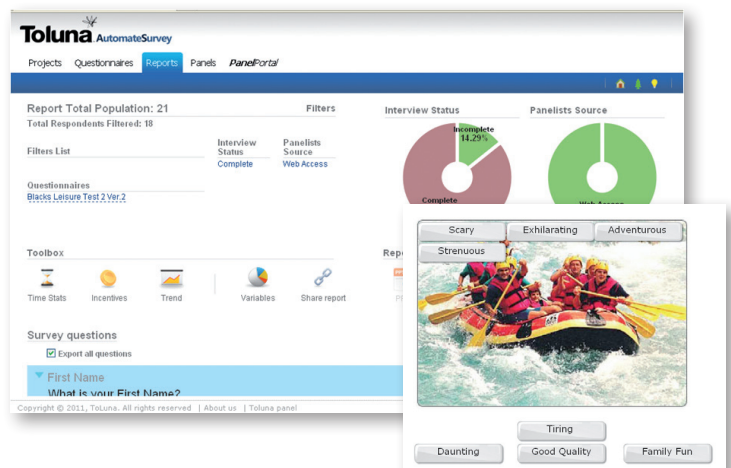
2 examples of how PanelPortal™ makes your life easier

AutomateSurvey™

This easy to use tool enables you to script and send surveys to members of your panel community. You can include rich media (audio, video, still images, animation and 1-2-1 interactions via webcams). Send to your panel in minutes and view the results in real time.

Toluna Box

A package that saves you money on your external sample costs when sending surveys to targeted members of Toluna's global panel community.



2 major organisations that are already benefiting from PanelPortal™



Royal Mail and marcomms agency Brass have used the platform to create two portals, one for business customers and one for personal customers. This has produced huge improvements in customer relationships:

- ✦ Projects completed more swiftly (up to 2 days quicker)
- ✦ Research has been conducted in areas where it was previously impossible (ie via online discussion forums)
- ✦ Staff have become more proactive in helping to resolve customer issues



This major charity needed a convenient and non-intrusive way for patients to provide feedback at times that suited them. PanelPortal™ is proving invaluable for providing sophisticated research data that delivers strong sample sizes and enables difficult questions to be asked in a forum that's accessible yet anonymous.

- ✦ A fast and cost effective way to discuss sensitive issues and achieve maximum results
- ✦ Reduced time frames from launch to completion of surveys, with marginal costs
- ✦ Enables Macmillan to build a strong evidence base around the sensitive issues facing cancer patients – invaluable for gaining hard facts on which to base campaigns



"The [Royal Mail] Opinion Forum is an excellent rapid response channel for customer feedback which allows me to make viable commercial decisions"

Senior Manager,
Royal Mail

"Toluna has enabled us to access opinions and insight in a quick and cost effective way"

Market Researcher,
Macmillan

Why Toluna?

Toluna is a global provider of online sample and survey technology solutions to the world's leading market research agencies, media agencies and corporates. Unlike other panel providers, we have developed a unique online community approach to the management of our panels pioneered through toluna.com. We have built specialist panels based on target groups and research needs of clients and translated them into successful B2B, B2C, branded and generic communities for companies including Royal Mail, Conde Nast and ITV. Through these panels we offer increased survey responsiveness and data reliability for our clients.

"The custom panel Toluna built was good quality and delivers excellent response rates. Training is excellent and they are very responsive to needs"

Head of Online, VOD & Platforms
Research & Insight, ITV



Find out more about PanelPortal™ by speaking to one of our consultants +44 (0) 20 3058 5000 www.toluna-group.com