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A photograph of three business professionals in a modern office setting. A man with a beard and glasses is pointing at a whiteboard covered in charts and sticky notes. A woman with curly hair is looking at the board, and another woman is looking towards the man. The whiteboard has various diagrams, including a bar chart and a pie chart, and sticky notes with handwritten notes like 'SEO', 'Online marketing', and 'Marketing'.

ALWAYS ON CUSTOMER WISDOM

What is an **ONLINE INSIGHTS COMMUNITY**?

An Online Insights Community is a flexible, fast, and budget-friendly way to deliver the knowledge your teams need to make better decisions. We recruit community members from your customer base and/or target audience and members agree to participate in a variety of research projects over an extended time frame.

Compared to traditional research approaches, our online insights communities typically deliver the knowledge you need at twice the speed and half the cost!

Why choose an **ONLINE INSIGHTS COMMUNITY**?

Think of an Online Community as your own exclusive insights laboratory, providing a framework for capturing the "Voice of the Customer" through ongoing collaboration and iteration. A few examples of the types of research you can do with a community:

- Polls & Forum discussions,
- Surveys
- Bulletin boards, focus groups & IDI's,
- Video/photo diaries & in-home testing
- Co-Creation (CrowdWeaving®)

All activities are optimized for access across all devices, including desktops, tablets and mobile phones to ensure that your customers can continue their conversation with you wherever they go.

About our **AGENCY**:

KLC delivers always-on customer wisdom. We help our clients make progress by providing them with rich, continuous customer knowledge at half the cost and twice the speed. This knowledge accelerates innovation and drives better customer experiences, better marketing, and better products. We have been successfully building and running online insights communities longer than almost anyone else and our proprietary CrowdWeaving® methodology regularly helps our customers find new ways to win.

Our flexible offerings mean we work the way you need to work. We offer both full service and flexible service models and have worked with some of the world's leading brands across all industries such as Aflac, Delta, Sony, Hormel, Verizon, Nestle, Time Warner, Con Edison and more.