

Strategic Decision Making

Co-Creation

Market Research

Brand Engagement

Insight

Innovation

“82% of community members said they were more likely to recommend the company’s products and services”

Source: Communispace Corporation

Better Communities put brands 'in the room' with their customers to engage, learn and create together.



Why use Better Communities

- Better Communities are used to develop a long term strategy of engagement with customers and internal / external stakeholders. Putting your finger on the pulse of your audience.
- Better Communities influence strategic business decision making, marketing planning, insight discovery, innovation and new product design, saving money, resources and provide a fast track to launch new products.
- Better Communities uncover customer attitudes that can be translated into marketing collateral.
- Better Communities harness the power of the community behind brands and deepen relationships.

Feature list:

- Secure User Profile
- Discussion Forum and Comment System
- Topic and Comment System
- Online Focus Groups
- Event and Activity Calendar
- Research Surveys
- User Polls
- Bespoke Modules

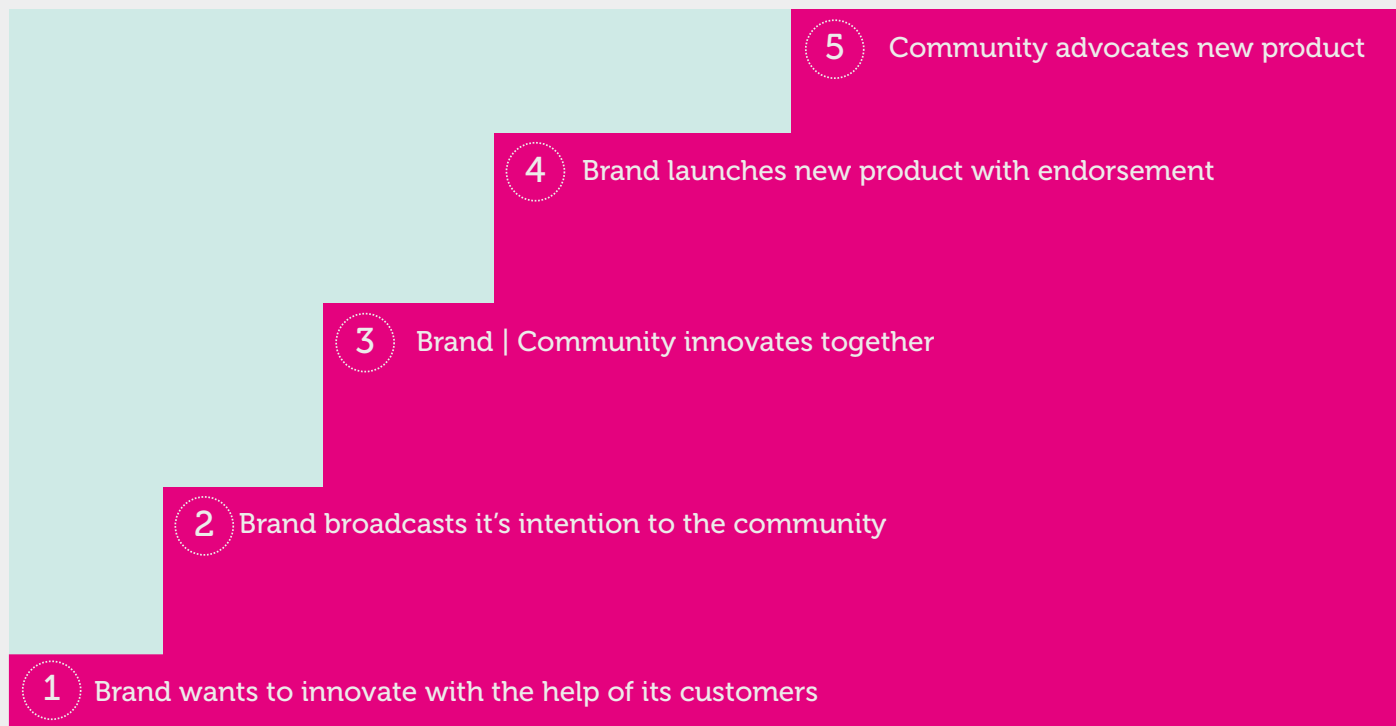
Reporting and analysis:

- User Activity Reporting
- Individual User Profiling
- Report Exporting
- Polls and Survey Reports

**“76% of community members feel more positively
towards the company”**

Source: Communispace Corporation

The co-creation process



The power of co-creation

Why co-create in Better Communities? Traditional product / service innovation and improvement requires decisions to be made on old data collected through traditional market research, huge capital investment, internal resource allocation and risk without the guarantee of increased market share.

Co-creation enables companies to significantly reduce risk and cost by engaging their stakeholders in real time to gather authentic unfiltered feedback throughout the concept development phase.

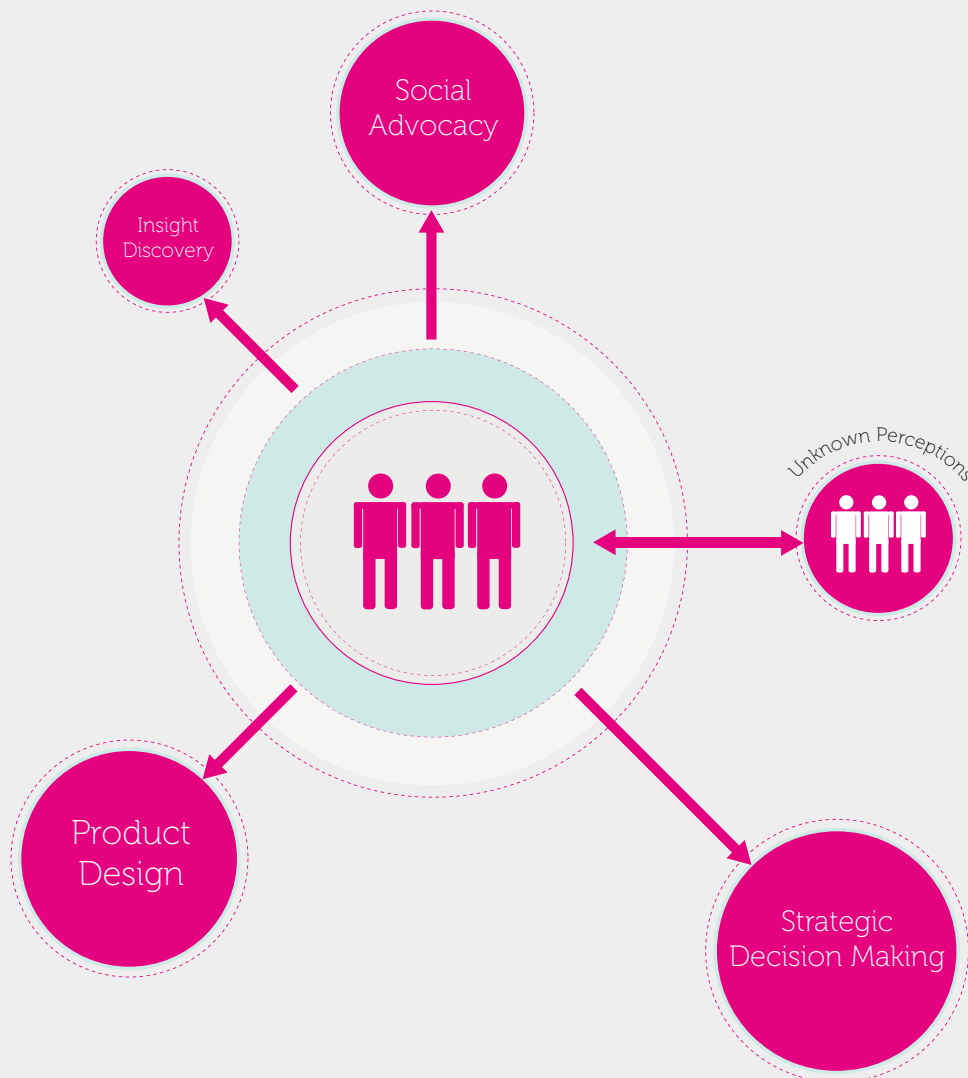
Putting stakeholders at the the heart of the innovation experience also enables companies to reduce the cost of launch advertising and marketing by increased word-of-mouth and community advocacy of new products.

“Co-creation is transforming the processes that connect customers to companies”

**“52% of community members said they were
more inclined to purchase products
from the company”**

Source: Communespace Corporation

Communities drive brand engagement



Powerful brand insight and engagement

Better Communities provide an as yet untapped source of customer insight. The value of conversations between clients and their customers brings real insight to their business.

With 20 years of customer insight experience our partners Explain use their knowledge of customer, stakeholder and employee engagement to gather insight from Better Communities through:

Focused discussions: that make it easier for people to join the debate letting companies focus on issues that will bring the greatest insights.

Understanding their language: the words Better Community members use is critical and provides a real insight into their lives and their perceptions of a product, service or issue.

Rating and voting: not everybody in an online community feels confident enough to begin a conversation or even contribute towards a discussion. We can stimulate their participation by providing alternative ways of engagement through rating and voting systems which are popular on platforms like Facebook and LinkedIn.

Rich media stimulus: images, video and simple drawings offer a real insight into what people think and also allows the gathering of opinions from people who are not as comfortable expressing themselves in words. Their reactions to visual stimulus are as important as lengthy discussion.

Discussion events: the time people spend in a Better Community follows their lifestyle pattern. They tend to go online at similar times in the evening or at weekends therefore a calendar of discussions to coincide with peak occupancy takes advantage of this and helps members feel they can contribute when they want to.

Quick polls: are simple insight tools. They are a great way to take the pulse of a Better Community on any given topic, be that a reaction to events that shape people's lives, such as the economy, or getting their first impression of new products or advertising.

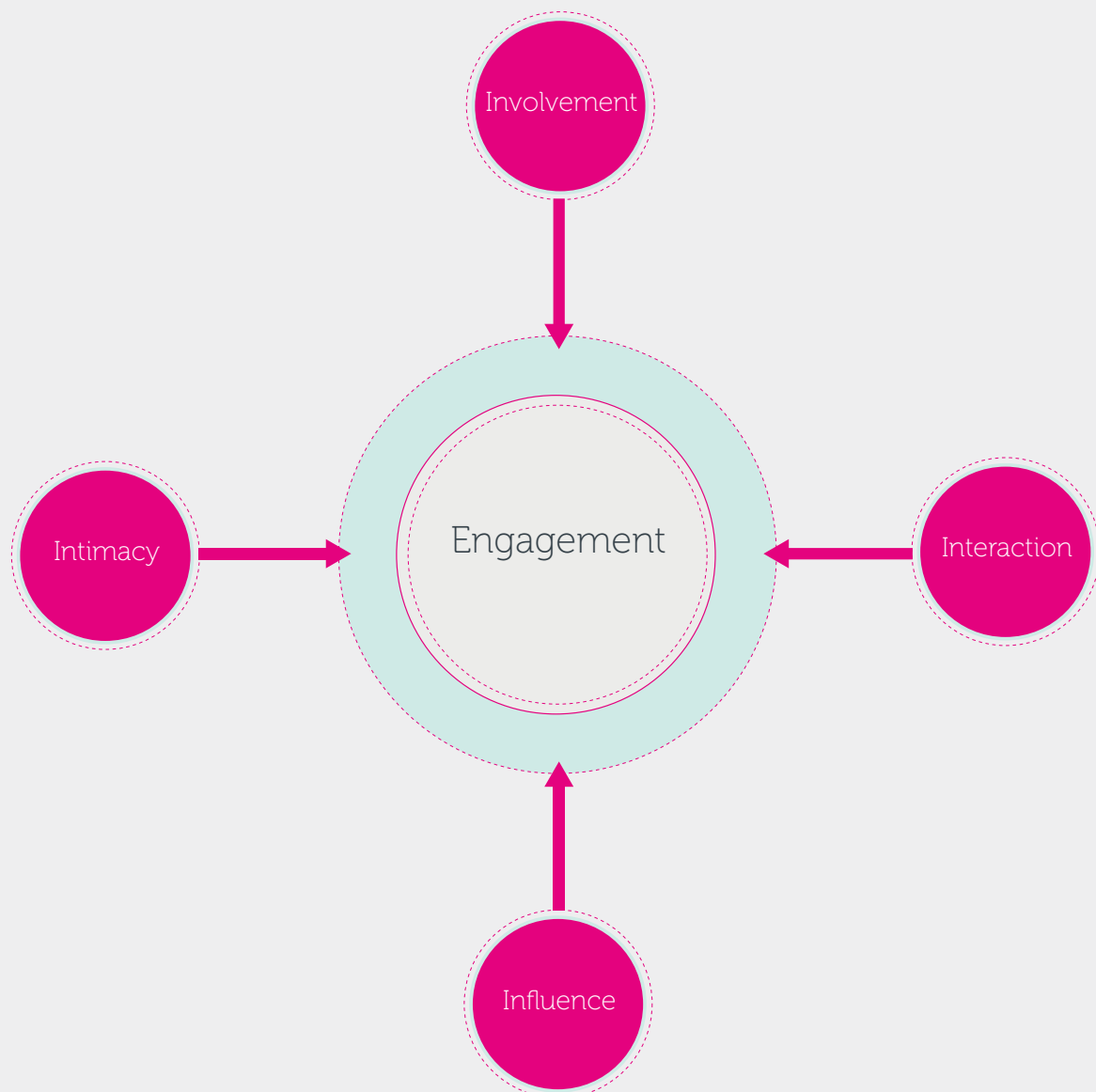
Profiling data: at the outset of a Better Community it is essential to gather profile information on Better Community members that can be analysed throughout the lifetime of the Better Community to see how member perceptions change over time.

Find out more

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Powerful brand engagement



Better.

Better is an award winning brand and digital agency. We have big agency capability with small agency hunger and customer focus.

We significantly improve how businesses talk with their audiences across their marketing channels through our brand, design, marketing, social media, web and digital services.

Telephone 08451 222 611 and ask for Declan Metcalfe or Mark Easby.

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Explain is an award winning team of people with diverse skills and a wealth of experience – a fusion of academic excellence and practical expertise. They provide a complete range of research methods using qualitative and quantitative techniques to understand and measure behaviour and perception. Their mission is to uncover essential insights that will facilitate new interventions and pathways leading to proven strategic direction.

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