

# COMMUNITIES247

## WHAT DOES IT DO & WHY DO PEOPLE USE IT?

### WHAT?

An online community gives you the ability to connect with users of your products and services to gain true insight into their opinions and motivations.

### WHY?

#### TOOLS

Communities247 has all the tools needed for a successful community. For a successful community, you need a range of tools that allow you to interact with your participants.

These include:

**Chat Groups - Interactive Bulletin Boards - Photo or Video Diaries - Poll Questions  
Surveys Tool Integration - One-to-One Engagement**



#### MINIMAL INVESTMENT

You can get started quickly with minimal investment. Communities247 is easy to use & most of the tools within the platform are intuitive to use. Unlike most online community platforms, you do not need to guarantee a steady stream of work. You can sign up for one community for as little as one week, reducing your risk and find out for yourself how an online community can benefit you and your clients.

#### FIND OUT MORE

You can find out more from an online community. Online communities have shown that they offer more than traditional qualitative research. An online community opens up the possibility of working with your participants in a variety of ways rather than just one. Further, you can make use of social media tools such as photo and video sharing.



#### ANALYSIS & INSIGHTS

It allows for more time on analysis & gaining insights. With Communities247 there is no need for transcriptions as data is instantly downloadable. This means you can spend more time analysing the data collected and gaining insights. You can then, if you wish, use text analysis methods and tools.

#### COMMUNITY MANAGEMENT

Communities247 includes everything you need to manage your community effectively & look after your panellists. To manage your community effectively, you need a complete set of tools to add & remove members of the community. You need tools to view the activity of members & to send reminders as well as the ability to encourage & engage with participants, sometimes on an individual basis. Communities247 has all these tools as well as having an adaptable system for offering rewards and incentives for participation.

