

Research Panelist Program

Offered as an enhancement to a Customer Satisfaction Survey, the Research Panelist Program (RPP™) gives your customers a way to opt-in for future online surveys about your organization or brand. Utilizing our RPP™ enhancement allows you to create a custom research panel comprised of your own customers, available to be queried at your convenience.

Other benefits include the repeat business that can be driven through use of panel survey incentives and the fact that because your panelists are also customers, they are likely to develop a stronger attachment to your company and become some of your strongest brand advocates.

Program Features

- Online, mobile ready, and with unlimited survey response data for a flat fee
- Surveys customized to your brand image
- Option to demographically sort your research volunteers
- Real time reporting through the Celestial Reporting & Analytics™ platform
 - Custom reporting options
 - Mobile-ready reporting
 - Qualitative (open ended) comments option
 - Guest Loyalty Index (GLI) report to measure brand advocates vs. detractors
 - Control what information is viewable per user
- Reward customers for participation

Program Benefits

- Research panel of actual customers available to query at your convenience
- Drive repeat business with participation incentives and develop a community of brand advocates
- Extremely cost effective vs. alternative methods of research panel creation like direct mail or newspaper advertising