CROWDTECH COMMUNITY

A research community is a self-contained research platform, bringing your customers into your organisation. The Crowdtech All-In-One solution services all research needs (such as surveys, polls, diary studies, discussions and individuals chats) and is suitable to use across all devices.

Our technology has an integrated panel management system executing seamless respondent communication and management.

Research Communities thrive when working with customers recruited from your own databases. Having these 'in-house research panels' provides your organisation with a pre-qualified and willing group of respondents to participate in research on an as-need basis.

An eager group of consumers not only guarantees richer and more valuable data, it also enables you to create the brand experience your consumers desire. Whilst also cheaper than other recruitment sources, a research community allows integration with known customer profiles and segmentation enabling more targeted and personalized research.

CROWDTECH

RESEARCH PANEL

Continuing, flexible and repeatable surveys opens the door to a wealth of knowledge. Testing concepts, attitudes and opinions is simple with the versatility of our technology all delivered in an intuitive manner. Aligning with your customer databases and segments is simply supported by our panel management software.
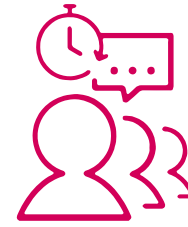
POP-UP COMMUNITY

A perfect short-term setting for deep insights and unparalleled customer engagement. Typically lasting 1 week up to 3 months and using either customer or externally recruited participants. Our integrated platform facilitates anything from singular campaigns, test one product/service, to short term diary studies.
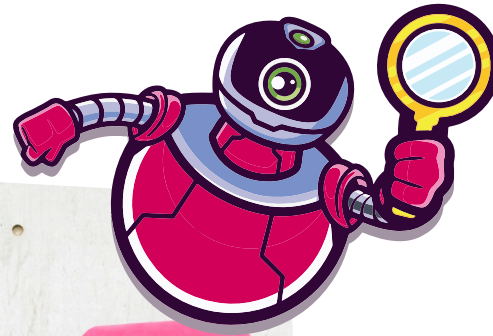
RESEARCH COMMUNITY

The gold standard of Communities allowing a continuing blend of qual or quant techniques. The most flexible and agile methodology, these can last anywhere from 6 months to multiple years. Totally branded and customisable to your requirements, you can conduct all your research in a cost-efficient manner.
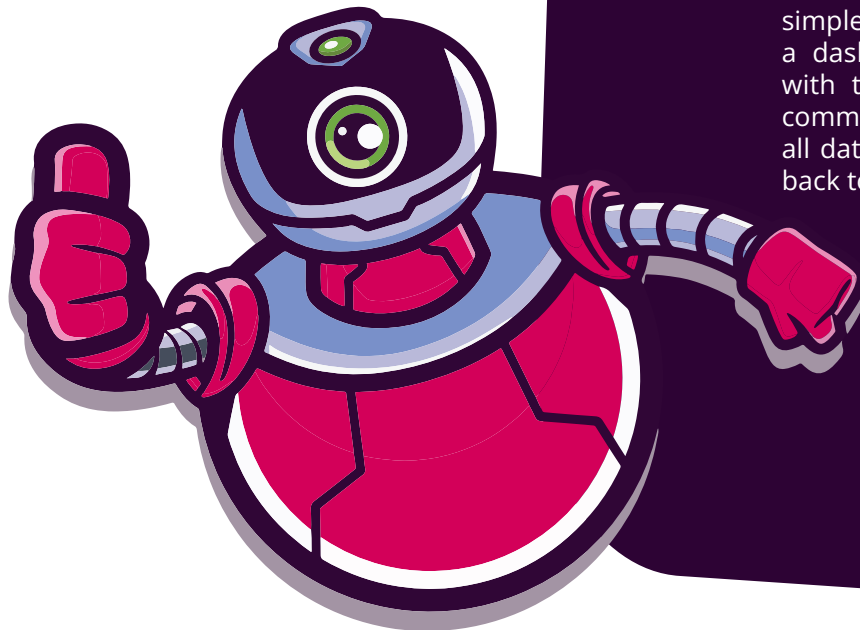
CROWDTECH

WANT TO KNOW MORE ABOUT CROWDTECH?

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WHY CROWDTECH?

The platform can be used for any market research need. For example, in addition to sending online surveys, many brands choose to start a community and ask questions via the Research App. The results are then automatically linked back to the organisation and displayed in a visually appealing dashboard.

ALL-IN-ONE PLATFORM

All modules are interconnected so that all data is available within the entire platform. This makes it very simple to process survey data into a dashboard or to start a survey with the Research App through a community. With Crowdtech Connect all data is then automatically linked back to your own systems.

HIGHER RESPONSE RATES AND ENGAGEMENT

Crowdtech always puts the respondent first when developing its technology. This means that the modules within the platform are all visually appealing, intuitive and, of course, suitable for use on a mobile phone. Crowdtech researches the respondent's needs and uses UX techniques such as eye-tracking to achieve the best possible experience for your customers. All this results in fewer dropouts and a higher response rate.

DEVELOPED FOR AND BY RESEARCHERS

The Research Platform was developed through a far-reaching collaboration between Crowdtech's IT specialists and MWM2's market researchers. For this reason Crowdtech has been able to develop the platform in such a way that it is tailored to the needs of market researchers. This makes the platform easy to use, while a variety of advanced features are available. These include extensive routing, variable management and meta-analysis.