Online Communities powered by iSense Solutions

Smart solutions for big ideas

iSense Solutions
THE MODERN CONSUMER COMPANY

Online communities on sensecommunities.com

- Main strengths and functionalities -

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Why use Sense Communities?

Easy – we do all the work; you don’t have to worry

Professional – we have expertise at what we do

Digital – the platform is available both on laptops/pcs and on smartphones

Complex – we can put together different methodologies to acquire well-rounded info

Agile – any change of plans can be implemented right away

Responsive – we are invested in moderating and keeping in touch with consumers

Engaging – all sorts of engagement strategies for participants are available

Fun – who said tasks can’t be entertaining and insightful at the same time? We like using gamification & creative techniques

Adaptable – the entire platform can be switched to different languages, according to your needs

Downloadable– all conversation transcripts are saved and ready to be accessed/downloaded (PDF) whenever you want

Supported – by our involved & actionable IT staff who are always available and ready to help

Personalized – you can customize it with your logo and color scheme if you rent it

All yours – if you want it to be, just rent it!

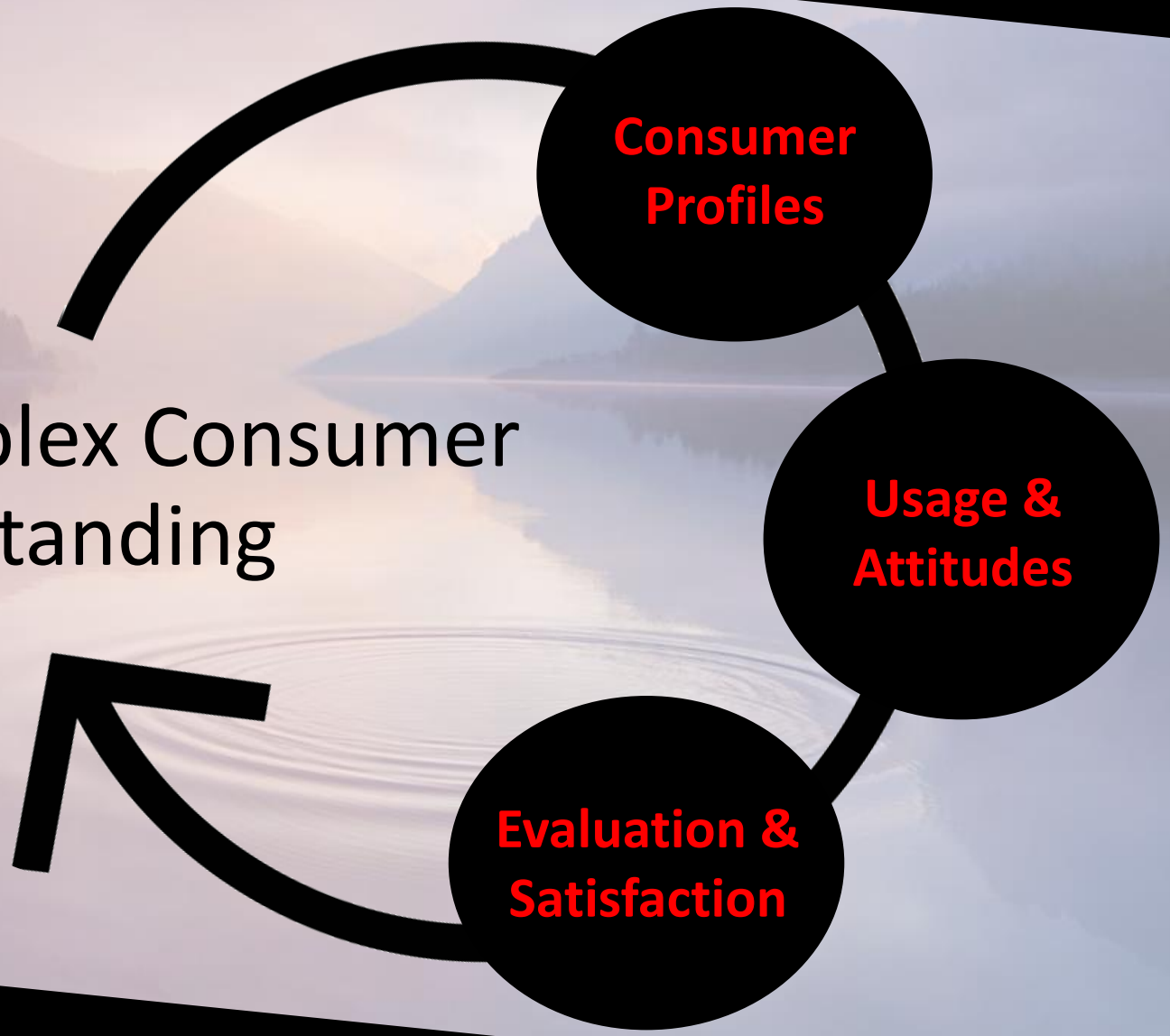
Sense Communities Answers Your Questions!

- Want to know your consumers' profiles? **Talk to them!**
- Want to know their general opinion? **Ask them!**
- Want to know if they will like it? **Ask them!**
- Want to know the good, the bad and the ugly? **Ask them!**
- Want to know where to improve? **Ask them!**
- Want to compare yourself with others? **Ask them!**

- Want to launch a new product? **Test it!**
- Want to impress from the first time? **Test it!**
- Want to see if it will stick? **Test it!**

- Want to know your competition? **Research!**
- Want to make a marketing campaign? **Research!**
- What to create a new communication strategy? **Research!**

Offers a Complex Consumer Understanding



Usage & Attitudes

What brands do they buy?

What are they looking for in a product?

What do they like? What not?

What price are they willing to pay?

What added value are they looking for?

What types of offers/discounts do they prefer?

Consumer Profiles

Who are your consumers?

What lifestyles do they have?

What are their preferences?

What are their needs? What do they fear?

How do they interact with touchpoints (ads, website)?

What do they want different? What to improve?

How important is WOM?

Evaluation & Satisfaction

How do consumers use your product?

What is their experience with your brand?

Are they satisfied with what they got?

Would they recommend your products/services?

What do your customers think are your strengths?

What do they think are your weaknesses?

How do they evaluate your competition?

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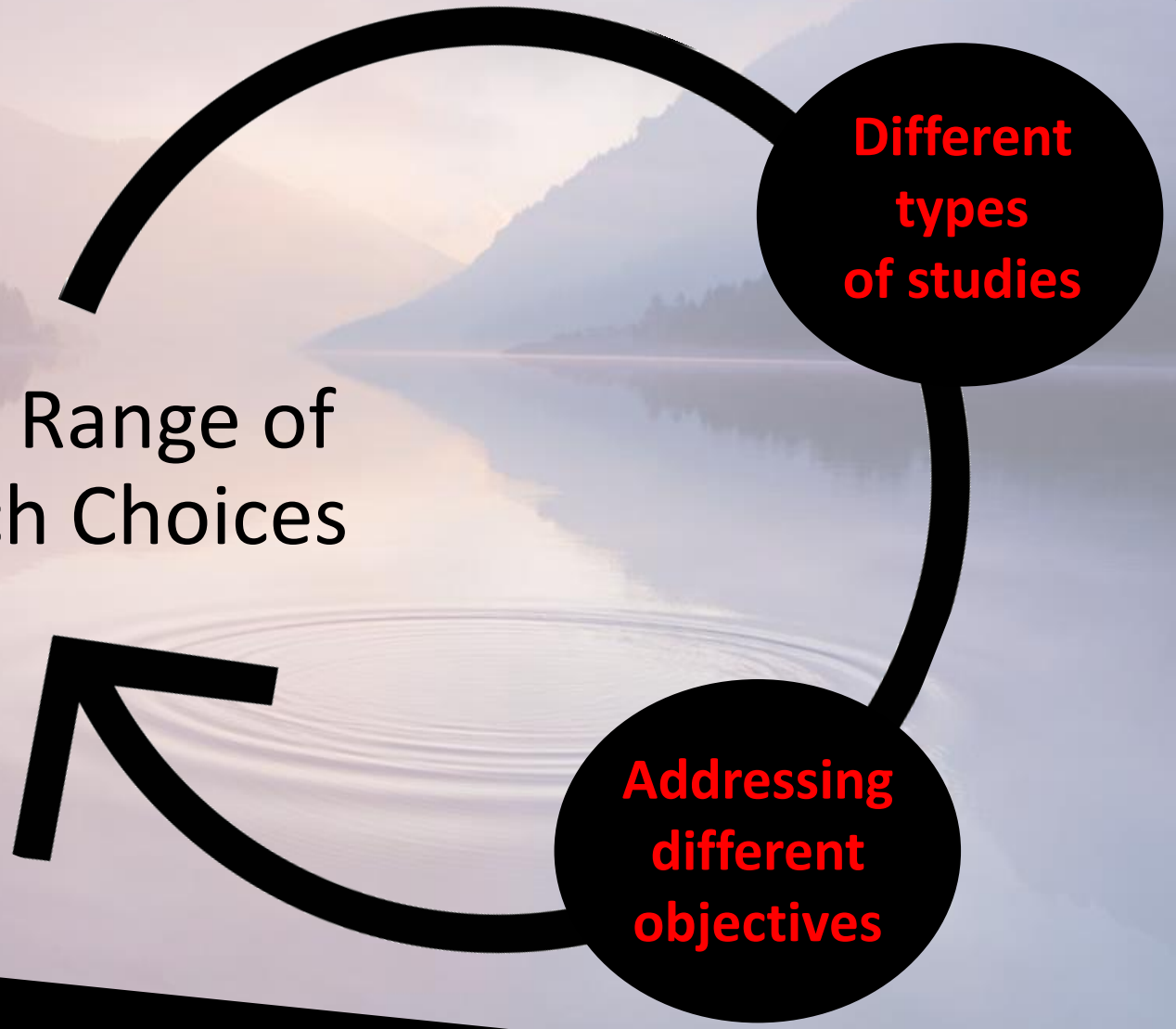
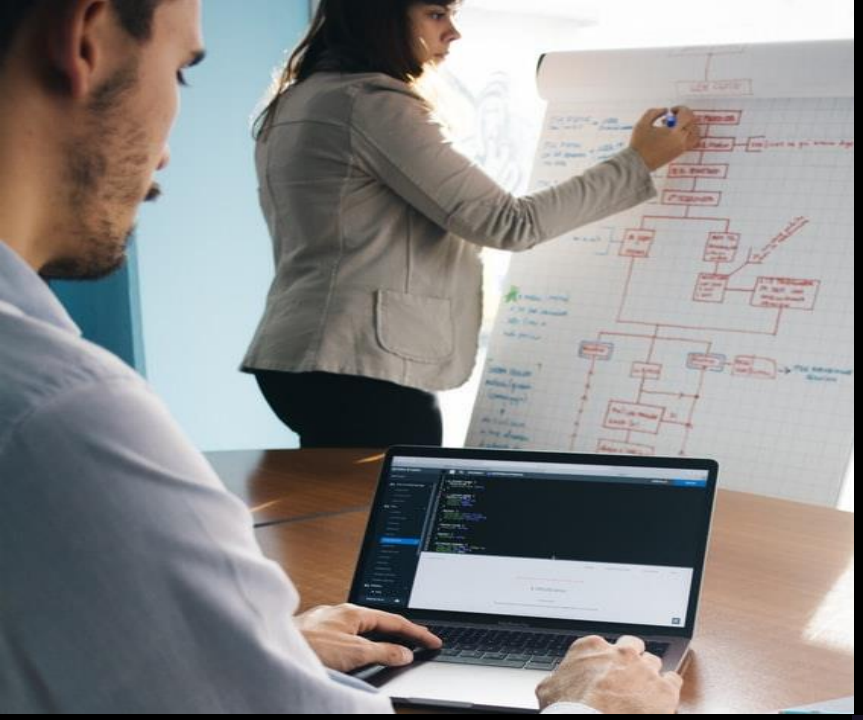
A Wide Range of Research Choices





Different Types of Studies

Strategy & Innovation

Co-creation & Ideation
Concept testing
Mystery shopping
Communication optimization
Campaign innovation

Marketing Research

Ad testing
Media testing
Brand tracking
Campaign evaluation
Communication assessment
Website User Experience (UX Research)

Product Management

Prototype testing
Post-launch feedback
Assumption challenge
Market and usage trends

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Addressing Different Objectives

Employer Branding (Internal Objectives)

Employee satisfaction
Employee engagement
Internal communication
Performance review
Management Issues

Marketing

Consumer journey and path to purchase
Customer satisfaction
Customer experience
Shopper insight
Segmentation
Web design & usability
Purchasing trends, triggers & barriers

Product Research & Development

Concept test
Co-creation/ ideation
Package testing
Crowd sourcing
Pricing research
Product test

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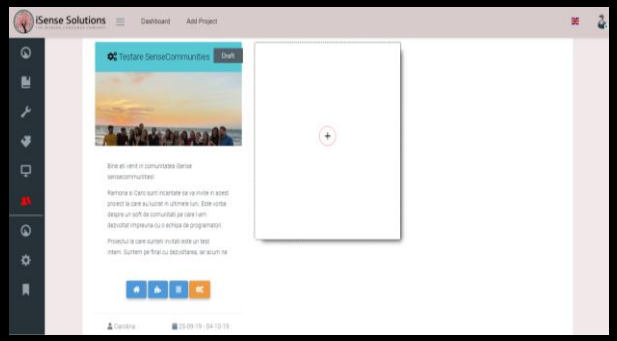
Sense Communities Functionalities

Customize your online research services according to your needs

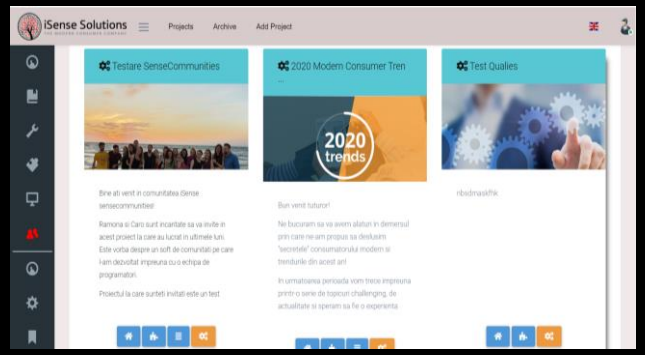
The Sense Communities software provides you with a way to build a research project faster that you expect. Let’s see what the research steps are: setup & launch, tasks & content, participants, clients, recruitment.

Setup and Launching

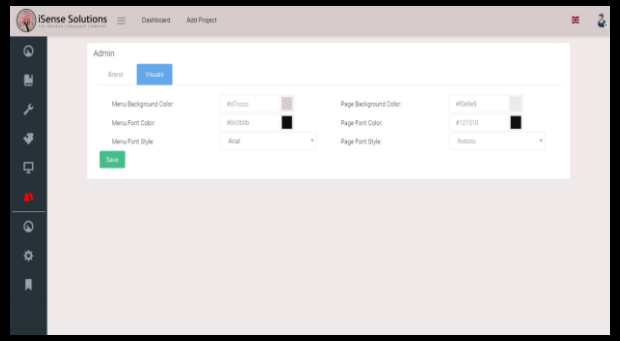
Quick launch offers the possibility to create a new platform with just a click



Multiple different studies (online communities) can be added at the same time or consecutively. iSense Solutions provides the clients with the opportunity to implement short projects or ongoing online communities.

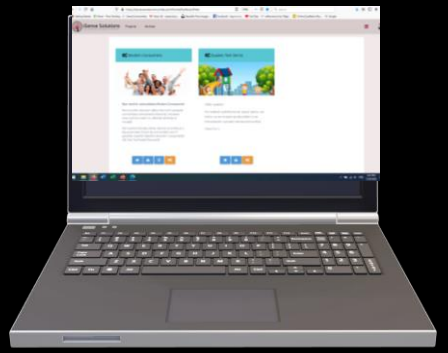


Branded online and mobile platform
Personalize the appearance of the studies according to your and your client's need: fonts, colors & logo can be personalized



The platform provides the option to **choose the preferred language of the interface and topics throught the duration of the community**

The platform can be accessed from both laptops/PCs and smartphones



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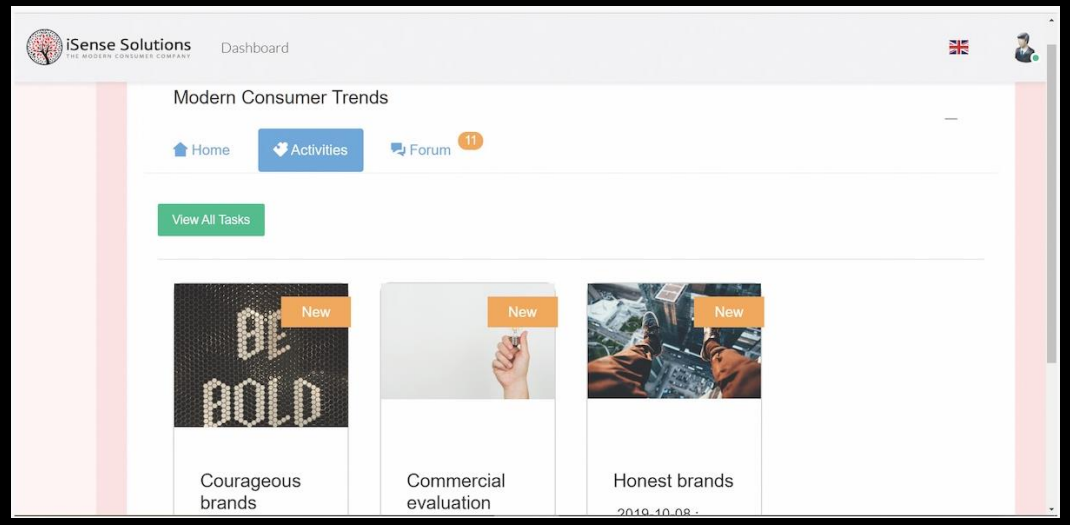
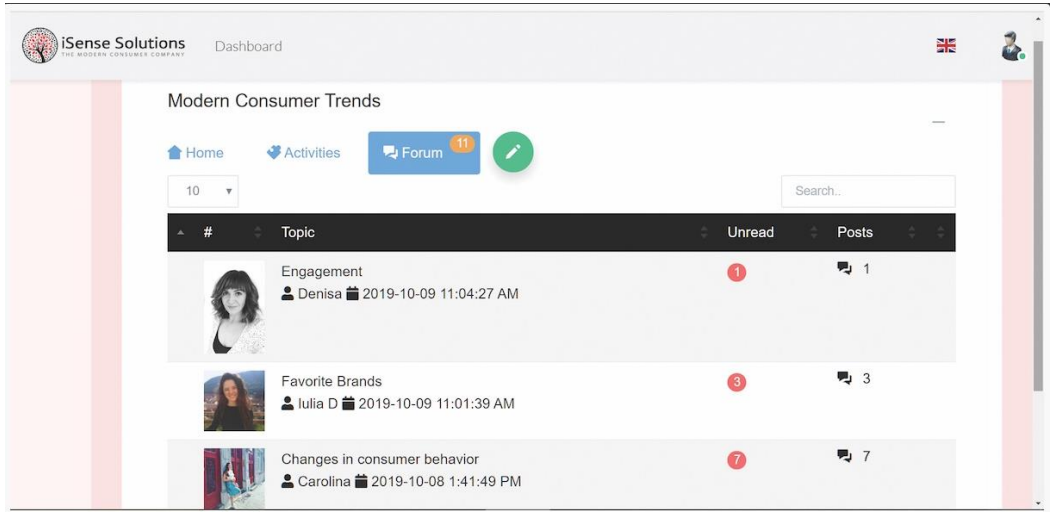
2 main areas to help build engagement and get deep insights.
Unlimited number of activities & discussions

Research area with dedicated tools for intuitive and engaging simple quantitative studies and fast dashboards



Ongoing socializing in the free area where members engage in ways similar with **social media:** allowing 24/7 interaction, sharing of multimedia, creating new topics of discussions.
This area is highly important for user generated content ("after study" discussions among participants, their peers' opinions questioned, etc.)



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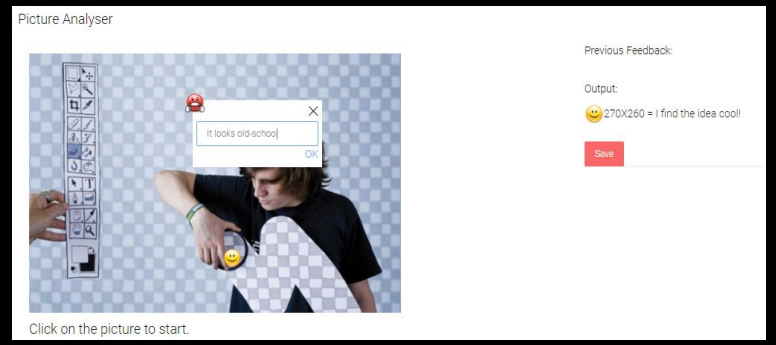
A Wide Range of Research Task Types

Foster the engagement with the participants by using different types of tasks and questions.

1. **Interactive testing of stimuli** – heatmap and deep dive on visuals

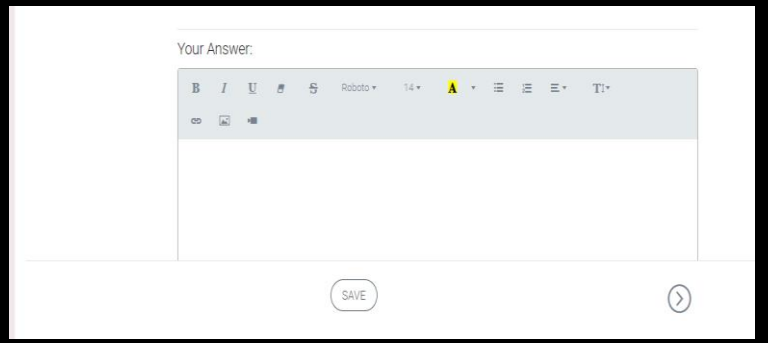


2. **Open questions**

3. **Multiple answer questions**

4. **Closed questions**

5. **Single answer questions**



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Multimedia Content

The platform allows using **all types of media content:**

- Photo and video uploads
- Quick links
- Gifs

This serves as **added value for more complex types of research**:

- Ethnographies – where participants can upload any relevant media materials
- Diary entries – U&A diaries that participants submit
- Visuals Testing Research (Ads, concepts, packagings etc.) – where clients can test and find

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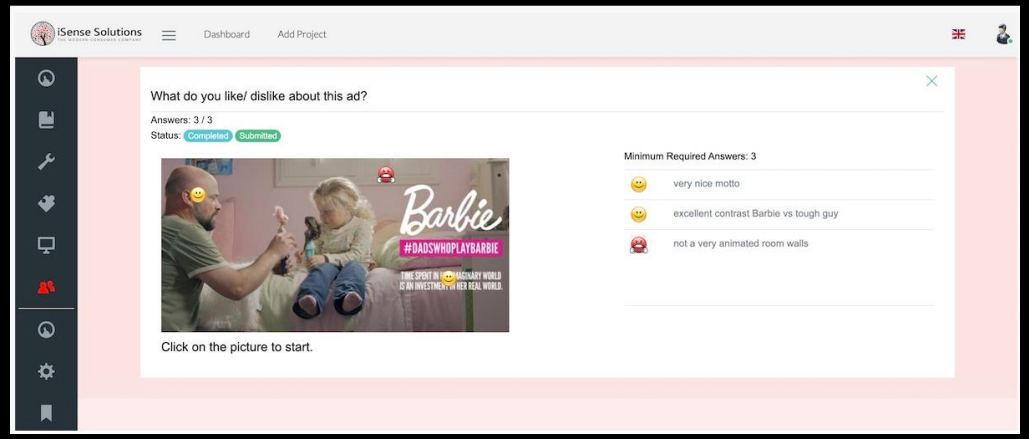
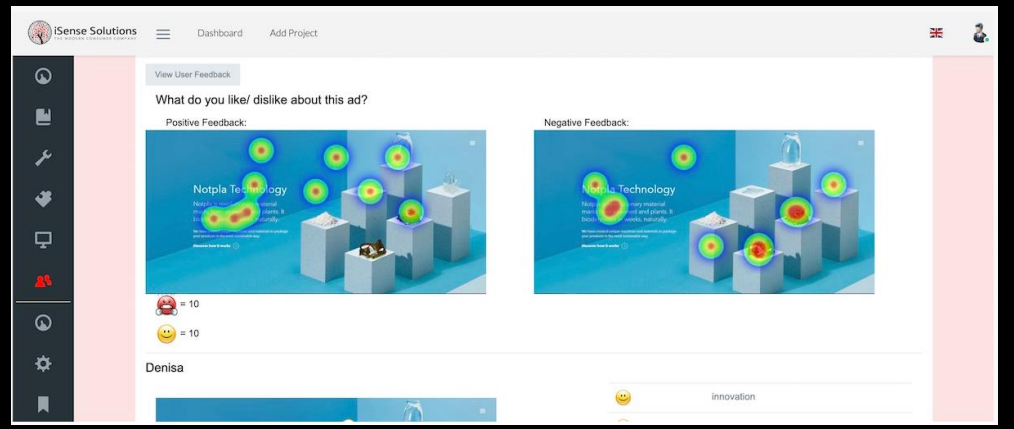
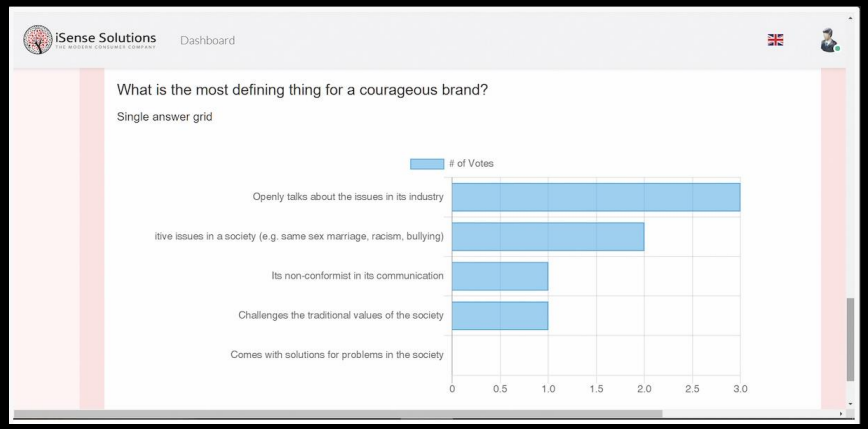
Output Examples

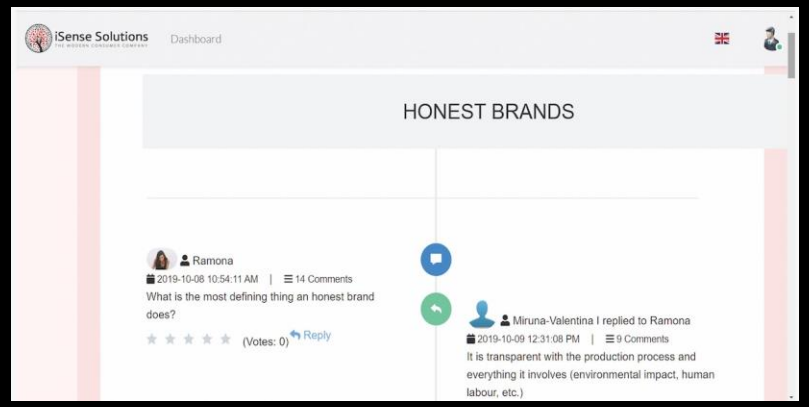
Complex tools for insightful research experience





Real time results with individual & aggregated answers.
Real time dashboards for clients





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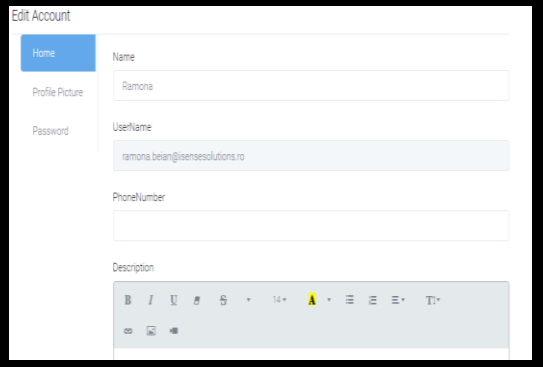
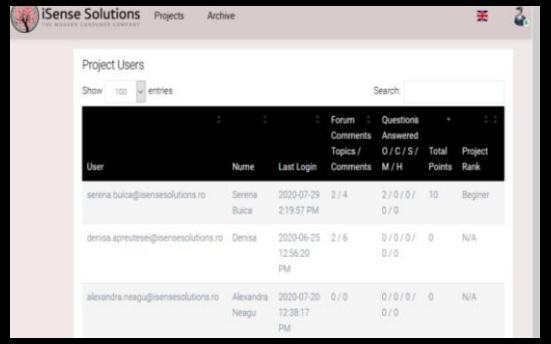
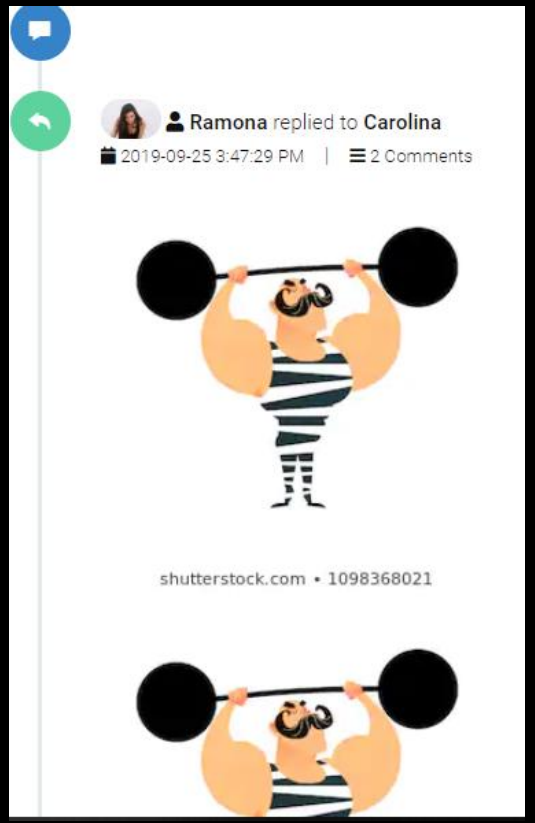
Engaging Features for the Participants







Participants can **personalize their profiles** by adding profile pictures/avatars, writing personal descriptions etc.

They can **create new topics of discussion** in the free discussion area (forum area)

The platform uses a **gamification system** – a comprehensive incentive system based on points allocation according to task completion, user generated content and other general assignments

Participants can **vote the answers/comments** of fellow participants in the community

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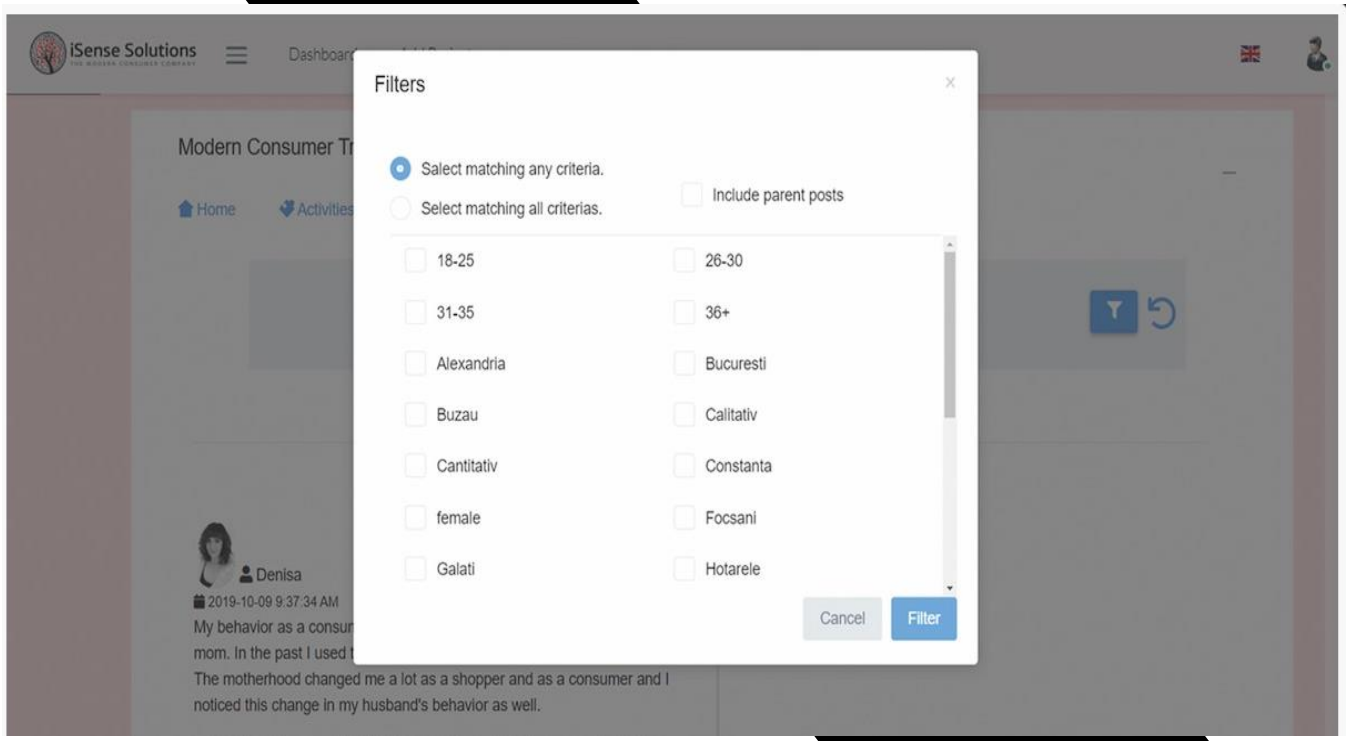
Segmentation

The platform offers the possibility to **filter the participants, according to different criteria**, for relevant & fast analysis.



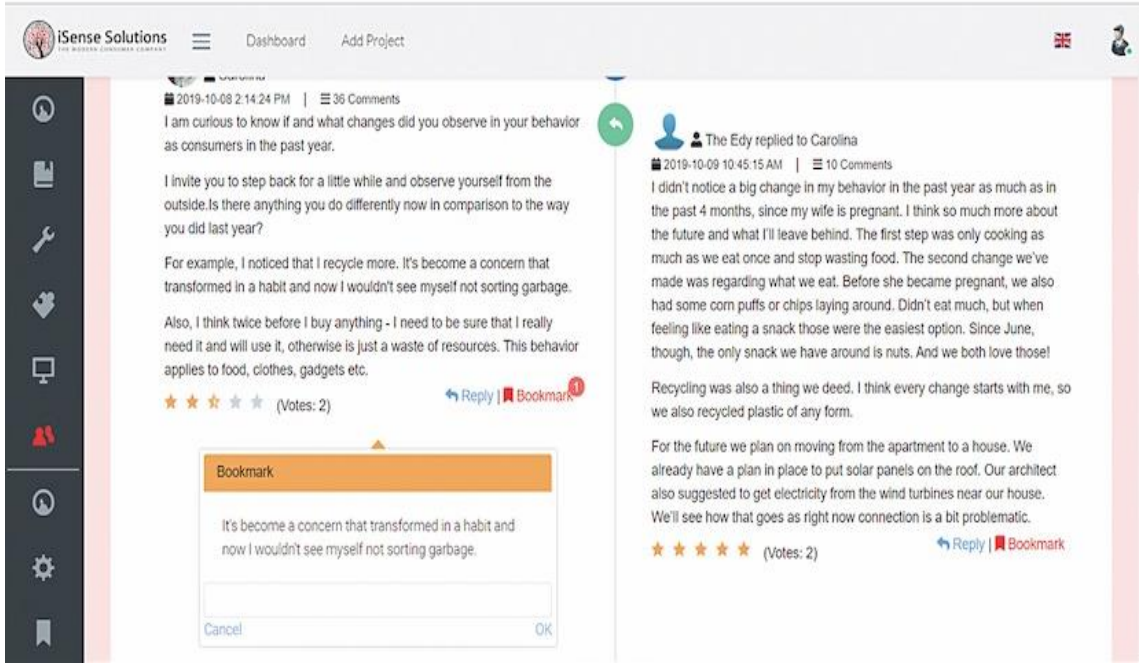
Observational Accounts For Clients

Clients will have access to:

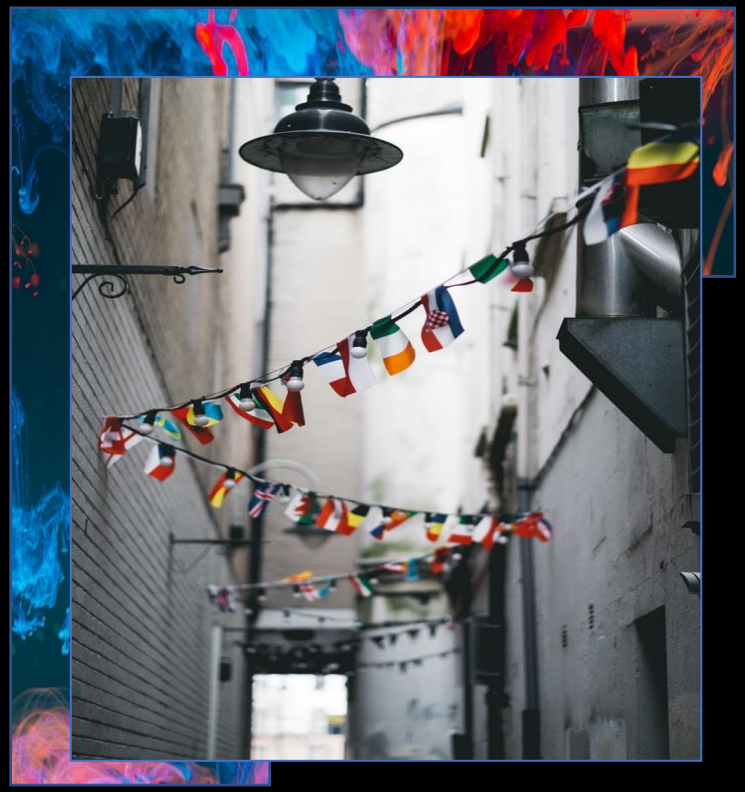
- **Online real time dashboards with participants' answers**, as well as moderator's notes done in the platform backroom are available.

- **Backroom conversations between themselves and the moderator** that are not visible to participants.

Therefore, you will **receive real time insights from the participants** and **real time analysis from the moderator.**



Fast Recruitment, Anywhere in the World
iSense International Research Panels



Studies performed in over 20 countries with project management and consultancy from Romania

iSense International Research Panels

- More than 100k panelists recruited in iSense Panels
- Additional access to over 40 million online respondents in 80 countries trough partner panels
- Detailed information about panelists for precise audience selection
- Reliable and superior feasibility

Our International Panels:

✔ Germany	✔ Bulgaria	✔ Slovenia
✔ US	✔ Croatia	✔ Albania
✔ UK	✔ Serbia	✔ Romania

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sensecommunities.com

Triple functionality:

1. Online Community - Full Research Projects -

2. Online Community - Soft rental -

3. Modern Consumers Community - Fast answers -

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1. Online Community
- Full Research Projects -

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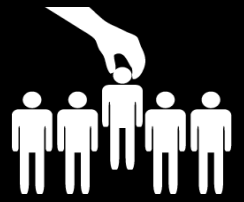
1. Sensecommunities
- Full Research Projects -

iSense Solutions Online Communities provide you with more than just a modern and agile research tool.

The full services we offer include:

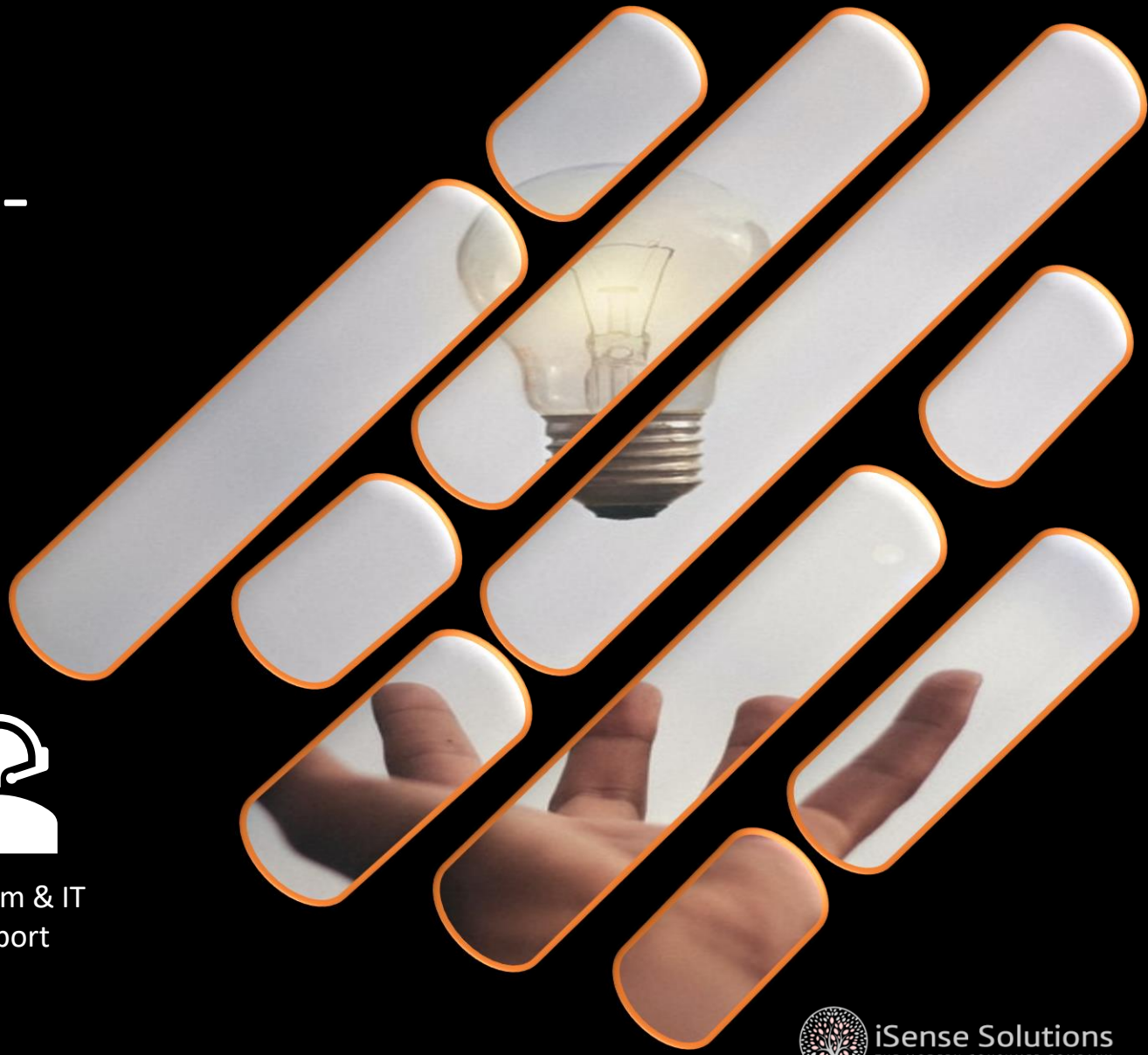
Research design advice



Recruiting services & incentives

Project management support, moderation and report

Platform & IT support



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We have extensive experience with managing online communities

Some of our clients:

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Dedicated team for online communities

Denisa Apreutesei
Qualitative Research Director

- Over 9 years experience in qualitative marketing research.
- 9 years experience in marketing research, all classic and online methods, cross-industries experience. methodologies employed: communities, bulletin boards, mobile ethnography (pre-tasks/ diaries), customer journey mapping etc.

Alexandra Neagu
Qualitative Research

- Over 4 years experience in qualitative marketing research
- 4 years experience in conducting both classic qualitative studies and online communities

Mara Folcic
Qualitative Research

- Over 3 years experience in qualitative marketing research
- 3 years experience in conducting both classic qualitative studies and online communities

Serena Buica
Qualitative Research

- Over 2 years of experience in qualitative marketing research
- 1 year experience in moderating both classic qualitative studies and online communities

Ionela Gancea
Qualitative Field

- Over 2 years of experience in qualitative recruitment process
- Both for classic qualitative studies and online communities

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2. sensecommunities.com
- Soft Rental -

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2. Sensecommunities
- Soft Rental -

The iSense Solutions Online Community Platform provides you with more than just a modern and agile research tool.

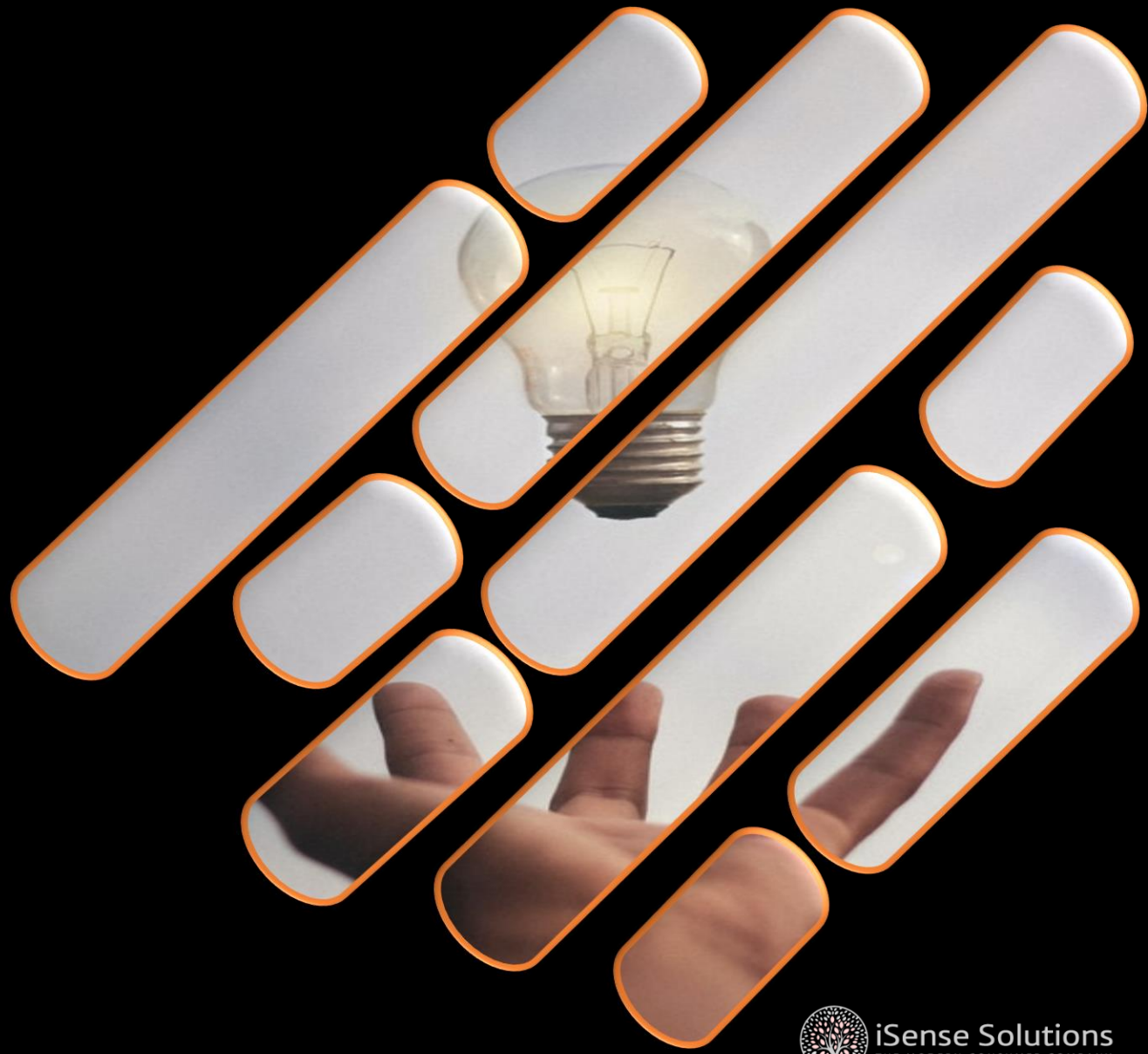
Choose the services according to your needs:

Software rental
for autonomous research

Internal research –
communities for employees
Brainstorming sessions

Platform support

Video demos
Full training
Helpdesk support
Full IT support



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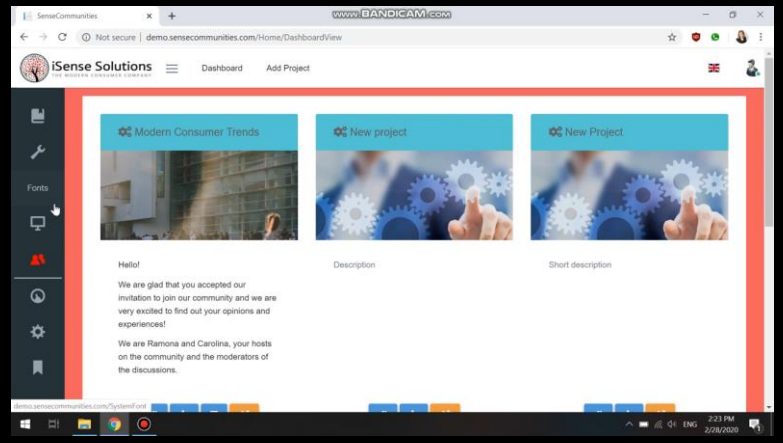
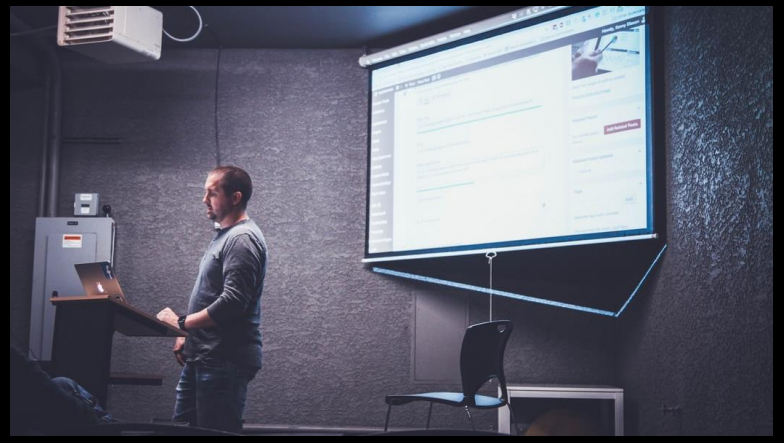
SENSE COMMUNITIES Soft Rental

Get a Demo



Get a Full training



Get Helpdesk support

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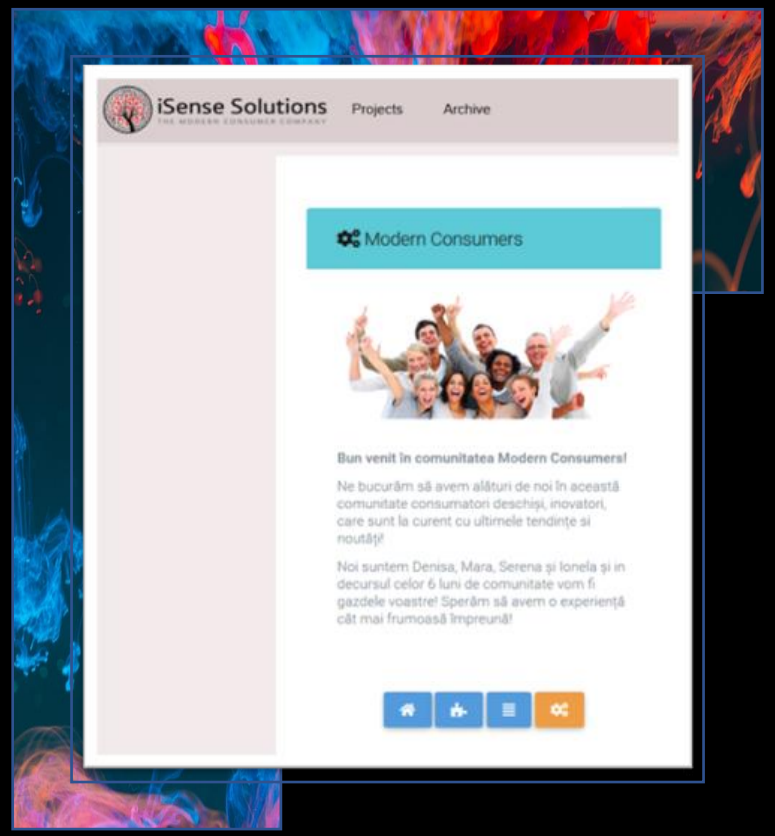

SENSE COMMUNITIES is an online qualitative research tool

- A fully equipped research platform, ready to support any kind of tasks: open discussions, quick polls, grids, image and video mark-up, journals, pictures and video uploads and more.
- We know that keeping participants engaged can be challenging, so we used our expertise in designing a tool that solves this issue.

SENSE COMMUNITIES is a research tool suitable for developing research studies of any duration and length, not being limited by a certain number of participants or page uploads.

- Available on mobile and desktop in English and Romanian, SENSE COMMUNITIES makes it easy to use anywhere in the world. The platform can support any languages, on request.

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3. Modern Consumers Online Community by iSense

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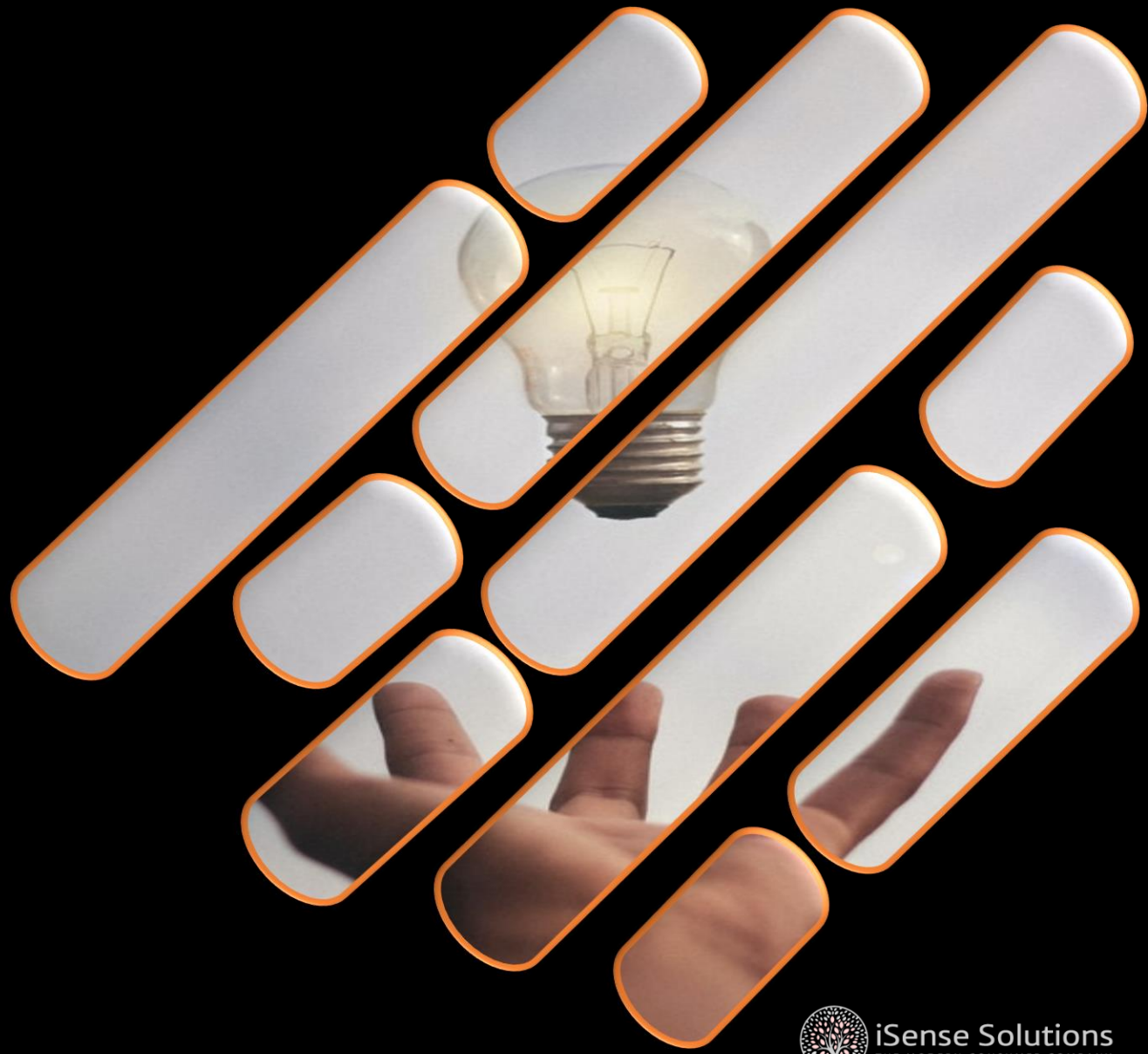
3. Modern Consumers Online Community by iSense

Our own ongoing online community with 50 participants in which you can add tasks according to your needs and purposes.



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Why do we have an online community?

- To stay connected with our consumers
- Find out in real time the hottest topics and trends among consumers

Who is part of our community?

- 50 participants
- Mix of women and men
- 18-55 years old
- National spread
- Sociable, creative and curious people

Modern Consumer Powered by:

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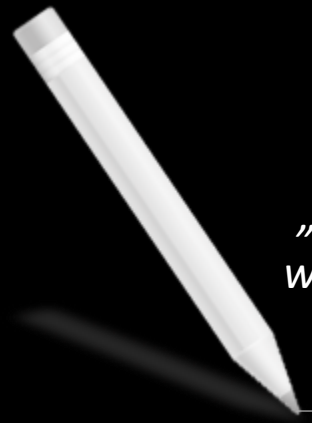
What do we get from our community?

- Over 30% answers in the first 24 hours
- Full week discussions on the proposed questions/tasks
- Moderation of all interactions within the community, by the researcher

How does our community work?

- On our own iSense Solutions community platform
- Weekly questions, tasks and challenges
- Opened questions, closed questions, picture analysis, journals etc.

Testimonials of participants about SENSE COMMUNITIES



„I would like to thank you one more time. I'm very excited about the prize I won after the raffle. It was a pleasant and interesting experience and I hope my answers will help to create the marketing strategy for the potential products that are going to be launched." (Participant in sensecommunities.com studies)

„Thank you for all your support, for the clear information we have received and for your prompt responses." (Participant in sensecommunities.com studies)

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ALONG WITH GETTING DEEPER INSIGHTS, ONLINE COMMUNITIES BUILD BRAND ADVOCACY

AND CO-CREATE IDEAS

MAIN TEAM:

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Dr. Traian Nastase
Managing Partner
Experience: 15 years

Dr. Andrei Canda
Managing Partner
Experience: 14 years

Denisa Apreutesei
Qualitative Manager
Experience: 10 years

Ana-Maria Nastase
Mkt Manager
Experience:12 years

Alina Zelezneac
Research Manager
Experience: 8 years

Andrei Elvadeanu
Client Service Manager
Experience: 10 years

Alex Dudau
Data Analysis Manager
Experience: 15 years

Alexandra Pintilie
Sr. Researcher
Experience: 13 years

Laura Nastase
Quantitative Res.
Experience: 2 years

Diana Farcas
Quantitative Res.
Experience: 2 years

Vlad Suta
Quantitative Res.
Experience: 4 years

Simona Vlasie
Field Manager
4 years experience

Madalina Soroiu
Online Dev. Specialist
Experience: 2 years

Alexandra Neagu
Qualitative Research
Experience: 4 years

Mara Folcic
Qualitative Research
Experience: 3 years

Serena Buica
Qualitative Research
Experience: 3 year

Raluca Caplescu
Senior Data Scientist
Experience: 8 years

Miruna Ilie
Data Analyst
Experience: 3 years

Irina Moise
Data Analyst
Experience: 2 years

Ionela Gancea
Qualitative Field
Experience: 1 year

Andra Dobroiu
Researcher

Angela Stolnicu
Operations Manager
Experience: +15 years

Mihaela Tincu
Operations Specialist

Georgiana Pipan
Panel Manager
Experience: 3 years

Thank you!