Member Portal Early 2018

- Online member portal
  - » Update profile & answer additional questions
  - » See and apply for open studies
  - » View past activity
- Wanted more log-ins, activity, and other engagement

Moderated Usability Studies

Interviewed and ran moderated usability studies/interviews with

» 5 "Actively engaged" Participants

» 5 "Moderately engaged"

» 5 Inactive Users

The Aha Moment(s)

This is bigger than usability.

New Research Initiative

- What **gets participants engaged** with marketing research in the first place?

- Why do participants **stay engaged**?

- How do participants view our industry as a whole?

- What are the emotional ties to marketing research, and L&E in particular?

L&E research

Existing Research

▸ We read up!

  » Hooked, Nir Eyal

  » The Science of Why, David Forbes

  » The Participation Game, Norty Cohen

  » GreenBook GRIT CPR Report 2017 Global Respondent Engagement Study

▸ Focus on **brand** engagement

  » FEELING > THINKING

Don't Forget Participants!

PRINCIPLES	IMPLEMENTATION	CX FOCUS
Build brands & relationships	Leverage technology	Put the respondent first
Be transparent	Make it mobile first	Let respondents set the terms of engagement
Engagement is key	Keep it short	Be respectful
Make it simple & clear	Deliver flexible & real-time rewards	Make it rewarding
UX matters	Ensure 100% data quality	Create win/win relationships

L&E research

Online Qualitative Research Technology

- Video Segment
- Collage Exercise
- Sentence Completion
- Write a letter to the moderator
- Helped us dig deeper into how participants **feel** about L&E and MR in general

Video Analytics

▶ Sentiment Analysis

▶ Asked participants what they like/dislike about participating in MR

▶ Helped us view trends in attitudes toward MR

Motivational Emotions

▸ Sentence Lead-ins/Completion

▸ Emotional response imagery selection

▸ Dig even deeper into emotional ties.

▸ Brains don't lie.

SO WHAT DID THEY TELL US?

Participants *crave* community.

▸ Signing up for a study isn't about that single incentive; there are many factors.

» Incentives shouldn't go away.

▸ Feeling a part of a larger community is incredibly rewarding.

People *want* to be involved.

▸ The most common reason to actively disengage is frustration from not being included in studies.

» "Why would I try a third time if I get nowhere?"

▸ It feels like we ask a lot of them (personal information) and don't give much back.

L&E research

And want to have an impact.

▸ Participants want to be heard. They like tangible evidence of their participation;

　» "I told them to do that!"

　» "I noticed what you changed from last time; that's so great!"

　» "What we said really mattered!"

L&E research

MR is easy to ignore.

▸ There are MANY inputs to attention and it's easy for participants to get oversaturated with requests.

▸ Participants don't need to have any sort of negative experience to end up disengaging.

L&E research

Trust and security are key.

▸ People are nervous to share personal details and have the information used nefariously.

▸ Once they establish trust, people will share nearly anything about themselves.

L&E research

WHAT TO DO?

Improvements

Sped up sign up

▸ Streamlined sign up process and focused on explaining why and how we use the information we ask for.

Portal Updates

▸ Increased usability and clarity of completing profile, provided context to how doing so benefits members.
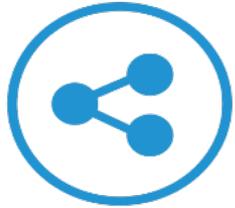
Personal recommendations

▸ Focused on providing more personalized offers and suggestions based on individual information.

Communications improvements

▸ Improved email templates and communications cadence to optimize. Streamlined the prescreening and screening processes.

L&E research

Outcomes

- Member logins **tripled**
- Profile updates **tripled**
- Email opt outs decreased 20%
- SMS opt outs decreased 55%

What are we **doing now**?

▶ Continue investigate respondent behavior

　　» How does sample impact qual research?

What can we **all** do?

▸ How **can grow community ties** among our participants?

▸ How can we work together to **show participants the impact** of research?

▸ How do we **reduce our asks** of participants?

▸ How do we **soften the blow** of being disqualified from a study?

▸ How do we **maximize respondents' opportunities** to participate?

L&E research

Let's talk!

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- Come find us and let's chat!

Thank you!

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- RECRUITING SERVICES
- PROJECT MANAGEMENT
- CLIENT PORTAL
- FOCUS GROUP FACILITIES
- L&E VIDEO STREAMING

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- USABILITY ASSESSMENT
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