

EasyPanel

EasyPanel is our custom panel product, which enables you to talk to your consumers, customers or employees as and when you desire, at a very low cost.

Many companies have databases containing consumers or customers who have provided an email address either through participation in promotional programmes or by visiting one of their websites. This information is a great source for building a custom panel. Once panelists are registered and profiled, a substantial amount of on-going, in-depth research can be conducted in a much faster and more cost efficient manner.

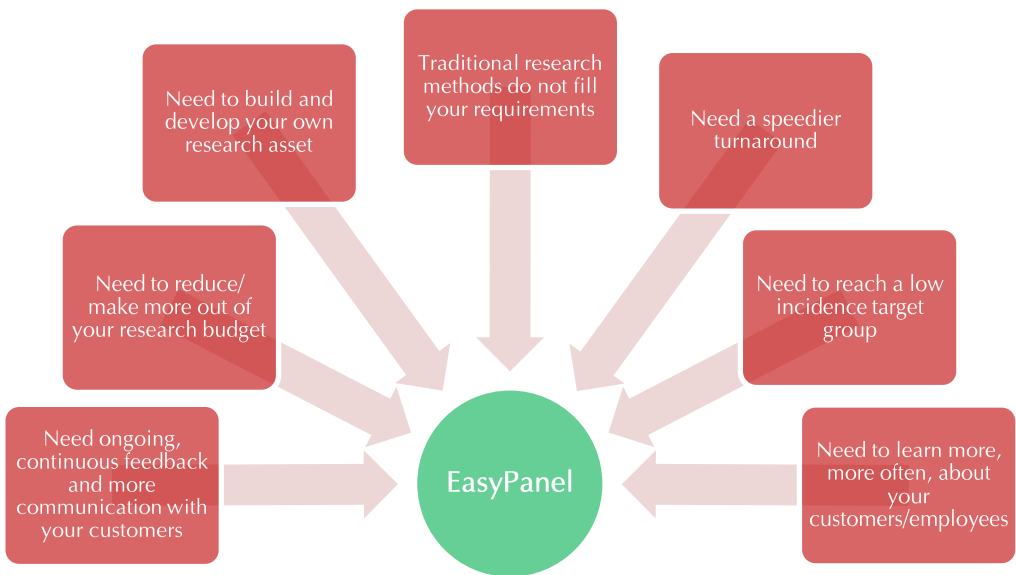
Types of EasyPanel

<i>Audience / Subscriber</i>	<ul style="list-style-type: none"> ☼ Companies with subscribers, readers or website visitors ☼ <i>Types of research include: Copy Testing, Cover Testing, Editorial Content</i>
<i>Customer Proprietary</i>	<ul style="list-style-type: none"> ☼ For companies who want continuous access and more insight into their customers ☼ <i>Types of research include: Customer Satisfaction and Brand Equity Tracking</i>
<i>Consumer</i>	<ul style="list-style-type: none"> ☼ For companies who have lists containing interested consumers who are willing to participate in research ☼ <i>Types of research include: Concept and Product Testing</i>
<i>Employee</i>	<ul style="list-style-type: none"> ☼ For companies with a broad regional spread of offices who want more regular feedback from staff ☼ <i>Types of research include: Balanced Scorecard, Employee Satisfaction, Objective Setting/Performance Management</i>
<i>Speciality</i>	<ul style="list-style-type: none"> ☼ For companies who target niche groups ☼ <i>Types of research include: Concept and Product Testing, Ad Testing</i>

For more information, please visit us at www.EasyInsites.com

Contact us at info@easyinsites.com Telephone +44(0) 1483 549 418

Why Do You Need An EasyPanel ?



At EasyInsites, we can build and manage your EasyPanel for you, or alternatively we can assist you in getting started and you can manage as much or as little of it as you would like. It only takes a few weeks to set up an EasyPanel and once in place, you can then utilise other EasyInsites products, building an effective research programme to suit your needs.

You also have the opportunity to “open” your panel to other researchers on the EasyExchange, if and when you desire. EasyExchange provides the opportunity to monetise your panelists with any restrictions and limitations set by you, the panel owner.

What is most compelling about this approach is the likelihood that you will be compensated for the costs incurred in building, maintaining and using your EasyPanel for your own research purposes. You can also choose to access other panels within the same EasyExchange platform for those instances when you need to research the larger market.

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