



REFOCUS. A POWERFUL TOOL TO MANAGE INSIGHT COMMUNITIES.

How can you build your online consumer community and why does
your company need it

WHAT ARE THE TYPES OF INSIGHT COMMUNITIES?

SHORT-TERM



It lasts from a few days to several weeks



Most often, it is part of an AdHoc project



On average, 30-40 participants (respondents)



It solves operational research tasks (such as concept testing etc.)



WHAT ARE THE TYPES OF INSIGHT COMMUNITIES?

LONG-TERM



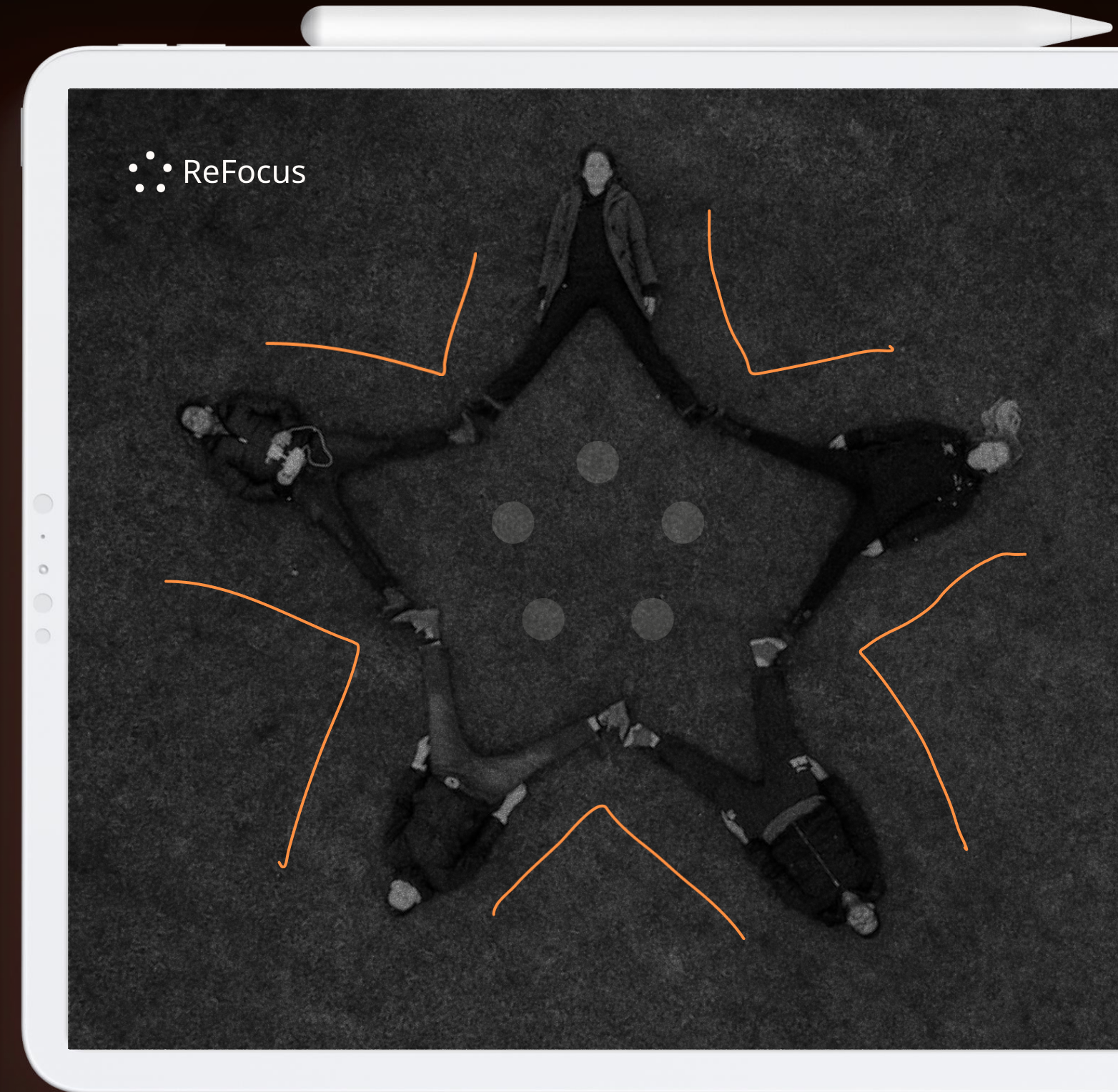
Lasts from several months to infinity



It is an almost inexhaustible source of necessary information (insights) not only for research, but also for product-, marketing-, HR- teams



Up to several thousand participants (respondents, representatives of client teams, moderators)



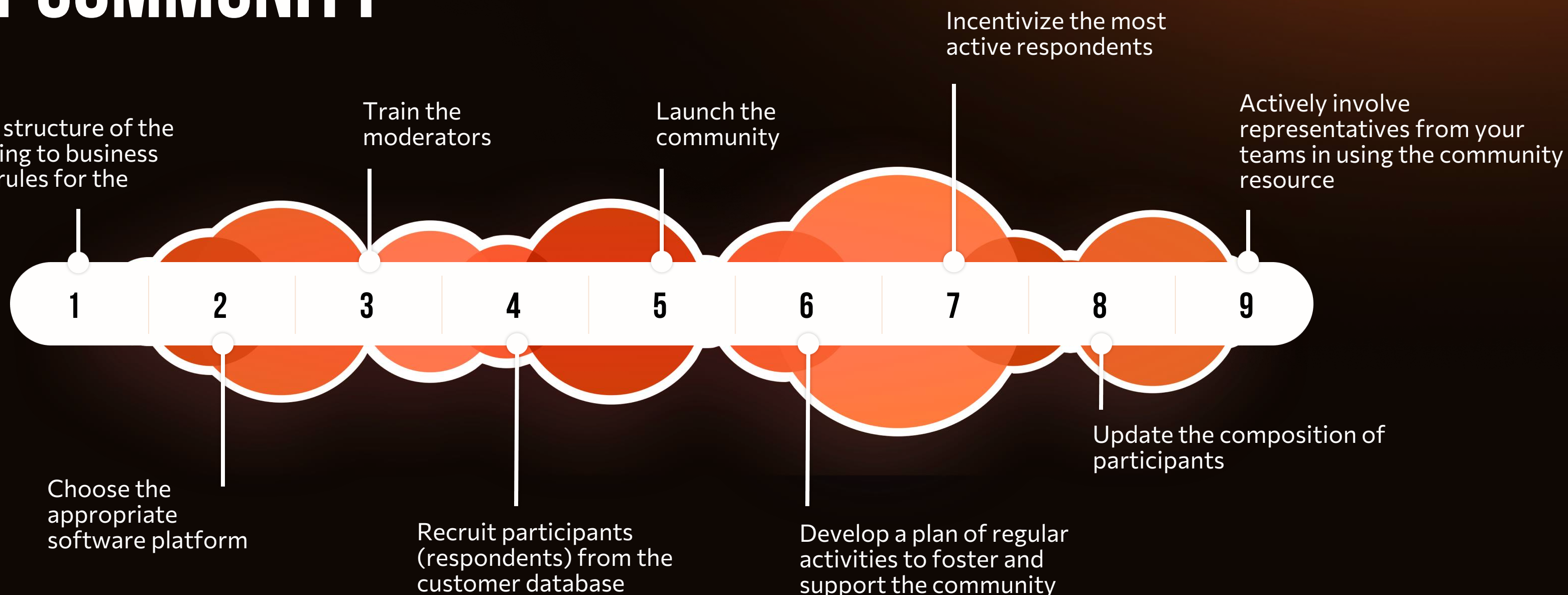
WHY DO YOU NEED AN INSIGHT COMMUNITY



HOW TO BUILD **YOUR OWN** INSIGHT COMMUNITY

STEP BY STEP:

Define the optimal structure of the community according to business objectives. Create rules for the participants



ESSENTIAL **TOOLS** OF THE PLATFORM



Different types of activities
(discussions, polls, IDs, news etc.)








Different roles (levels of access):
“Respondent” / “Moderator” /
“Administrator” / “Observer”



Flexible system of rewards and
incentives

ADVANTAGES OF REFOCUS

ALL NECESSARY THINGS, PLUS:

-  Licenses not only for DIY usage, but also for full service
-  Segmentation of respondents based on any desired parameters
-  The ability to fully customize the branding of the platform (logo, fonts, colors etc.)
-  Mobile-oriented solution (dedicated mobile App for each project)
-  Full 24/7 support: technical support, trainings “Online Communities Moderator School”
-  API





MAKE CUSTOMERS PART OF YOUR TEAM!

To learn more, please contact us

hello@refocus.community

