

Start Your Own  
Customer  
Community!



**5** Are you listening to the customers *Directly*?

**4** Are you gathering *Multimedia* feedback from your customers?

**3** Are you capturing customer experience *At the very time* they are buying & using the product

**2** Are you having *Insightful Conversations* with your customers?

**1** Can you ask your customers a *Quick* question and get answers within the next day

# Be a Pioneer and a Trendsetter!

## Start Your Own Customer Community!

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Market Research Online Communities are ranked the 1<sup>st</sup> out of 17 emerging technologies

MARKET RESEARCH ONLINE COMMUNITIES

MOBILE SURVEYS

SOCIAL MEDIA ANALYTICS

TEXT ANALYTICS

WEBCAM INTERVIEWS

Under Consideration

Already in use

### How can an MROC help you?

*Conduct a survey, a focus group, solicit quick and prompt feedback*

#### Two-Way Dialogue

Facilitate a two way dialogue between you and your customer.



#### Track customer behavior

Highlight the moments of change in a customer lifecycle



#### Red Flag System

Flag immediate experience based actions

#### Idea Generation

World of collective imagination



#### Bridge the gap

Between social media and traditional research



#### Mystery Shopping

Solicit mystery shopping observations