



## Case Study: Research Concepts for Kinesis Panel™

### Challenge

As a full-service market research company, led by principles with more than 40 years of combined research experience, Research Concepts ([www.research-concepts.com](http://www.research-concepts.com)) is among the best firms at executing comprehensive panel-based research projects. Research Concepts has been utilizing panel management solutions since their emergence as a key research tool more than five years ago.

When a healthcare industry client approached Research Concepts with a new project designed to capture industry intelligence from a broad spectrum of healthcare executives, Research Concepts advised building a custom panel. For projects that require respondents to be highly knowledgeable about the research topic(s), and when feedback needs to be solicited on an ongoing basis, the development of a custom panel is the ideal solution. After years of using a competitive panel management product for its clients, Research Concepts decided that the technology and functionality of that product no longer met its needs, and elected to search for a new product that could better support its research objectives.

“In my experience, many of the panel management solution providers oversell and under-deliver,” says Ann MacKay, Managing Partner at Research Concepts. “We sought not only a product that is robust, but also a vendor that is forward thinking in terms how best to implement customer-driven feedback.”

Research Concepts identified three key areas where better functionality was needed: Portal development; Survey programming; and Final deliverable options.

### Solution

With the depth of research experience possessed by Research Concepts, the firm desired a do-it-yourself solution that would enable its team to fully manage the project, yet also provide automated execution of advanced panel and survey functions.

Research Concepts conducted an extensive evaluation that included panel management solutions from eight vendors.

Its primary requirements for selection were the ability to self-manage the panel, the ability to program highly functional surveys with ease, and ready access to a knowledgeable and helpful customer service team.

After weighing all of the solution options, Research Concepts selected Kinesis Survey Technologies' panel management solution: Kinesis Panel™.

#### Kinesis Differentiators

“Kinesis Panel™ provides all of the advanced functionality we desired, packaged with a very user-friendly interface, and at a highly competitive price.”

“It offers the best value, and is ultimately the best overall solution.”

- *Ann MacKay, Research Concepts Managing Partner*



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## Research Concepts' top reasons for choosing Kinesis

### Functionality:

"We are extremely impressed with depth of functionality offered in the Kinesis Panel™ software. As we evaluated the features of the various vendor solutions, it was obvious that a lot of thought went into the development efforts of the Kinesis product."

### Return on Investment:

"In these challenging economic times, budget is always a factor and the Kinesis platform offers excellent value for the money."

### Customer Service:

"The staff at Kinesis is highly committed to its clients throughout the entire panel process -- sales, panel build, and day to day operations. They have a 'can do' attitude and every staff member we interface with is knowledgeable, responsive, and helpful."

- *Ann MacKay,  
Research Concepts  
Managing Partner*

## Results

Kinesis Panel™ is enabling Research Concepts to realize its panel management goals. The solution makes managing panelist data, survey projects, and behind-the-scenes reporting both effective and efficient. Through the Kinesis platform, Research Concepts also achieves its primary functional objectives to enhance portal development, survey programming and final deliverables.

The panel solution comes bundled with Kinesis Community Portal™, which enabled Research Concepts to create a custom community website designed for its healthcare industry panelists. It provides direct access to surveys, as well as real-time communications to further engage the panelists and increase response rates. Through a vast library of automated plug-ins offered by the tool, Research Concepts is able to customize not only the portal content, but also the look and feel of the website so that the branding matches that of its client.

Utilizing the Kinesis Survey™ solution (which is fully integrated with Kinesis Panel™), Research Concepts achieves its enhanced survey programming goal as well. Kinesis Survey™ offers all of the highly-advanced functionality that is necessary to generate complex surveys, and provides its programming capabilities via an intuitive, easy-to-use interface. Research Concepts designs its surveys internally, but also has direct access to the skilled Kinesis customer support team whenever questions arise.

Research Concept's third goal of enhanced deliverable options is also achieved via the Kinesis platform. Both Kinesis Panel™ and Kinesis Survey™ offer highly flexible options for client deliverables through advanced reporting functionality. Via the user interface, custom reports are automatically generated by simple point-and-click execution. Reports include dynamic charts and graphs that can easily be incorporated into research presentations, and data can be exported using a variety of file formats. Top line reports provide a summary overview of the project status, and drilldown menus allow for detailed information about specific respondents or subsets of respondents.

Research Concepts' healthcare industry panel is active, and continues to add new panelists. The project is highly successful thus far, and its client is extremely satisfied due to the outstanding level of service and expertise provided by Research Concepts.

In turn, Research Concepts is extremely satisfied with the panel management platform it selected to execute its healthcare industry project. Research Concepts plans to utilize Kinesis Panel™ for all future panel needs as well. "Kinesis has fully met our expectations," says MacKay. "After thoroughly evaluating eight panel solutions, we are confident we made the right choice."



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