GLOBAL RESEARCH BUSINESS NETWORK

APRC • EFAMRO • ARIA • AMRA

The GRBN Participant Engagement Initiative

Call for partners – End Clients – 2017 01

About GRBN

The Global Research Business Network, GRBN, is a not-for-profit organization, bringing together four regional federations and 45 national market, social and opinion research associations, who represent 88% of the global industry in terms of turnover. GRBN connects over 3500 research businesses on six continents.

GRBN's mission is to promote and advance the business of research across the globe through developing and supporting national research associations and implementing global industry-wide initiatives.

Introduction

- The GRBN Participant Engagement initiative is part of the GRBN Building Public Trust programme, the objectives of which are to:

  1. **Increase the level of trust in the research industry**

  2. **Help people identify trustworthy organisations**

  3. **Increase participation rates**

- The goal of the programme is enable better quality data and insights to be produced more quickly and more cost-effectively
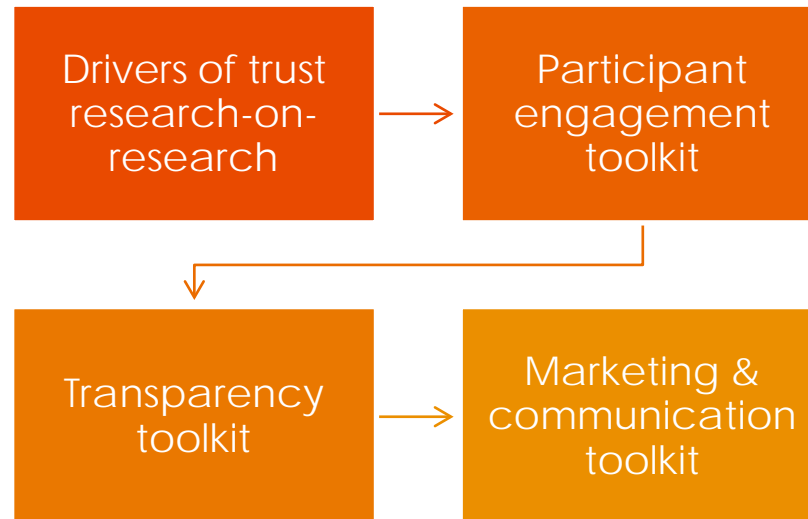
The Building Public Trust Programme

Transparency

Perceived value

User Experience

You can read more about why the programme is needed here

KEY ELEMENTS IN THE GRBN BUILDING PUBLIC TRUST PROGRAMME

- In 2017 the focus will be on the GRBN Participant Engagement initiative, which focuses on how the user experience can be improved in order to increase participant rates and positive word of mouth.

Drivers of trust research-on-research	→	Participant engagement toolkit
Transparency toolkit	→	Marketing & communication toolkit

The Participant Engagement Toolkit – End clients

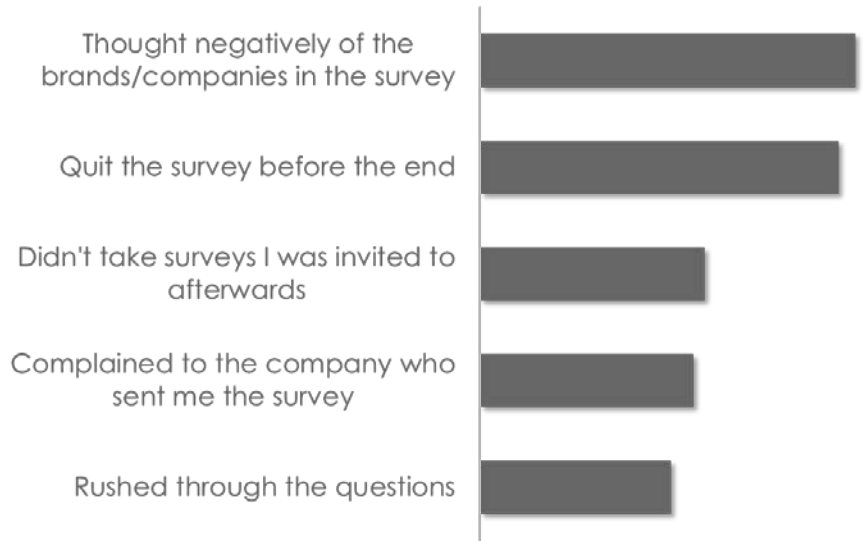| Overview of the initiative	
What's the problem?	Too many people currently get a poor user experience too often when participating in research. When they do, they tend to blame the brand(s) in the survey for this and the likelihood that they will participate again in research is reduced
Where are we going?	We want to create a user experience where the participant is respected and treated fairly and given a good experience every time
Why?	We want to increase participation rates and positive word of mouth and to decrease attrition and negative word of mouth. The end result will be that clients get better insights more quickly and more cost-effectively while research businesses improve profitability
How?	We are putting workgroups in place, representing primary data collectors, research agencies and end-clients, to design and create the toolkit. Amongst other things, the toolkit will involve creating metrics-driven behavioral change throughout the process and will contain a best (and worst) practice handbook
What we need from you?	We need your active participation in a workgroup, your input into the handbook and your participation in actively using the metrics internally and with your research partners
What's in it for you?	You will know how to create research projects which create a participant experiences that have a positive brand impact and how to avoid experiences which have a negative one. You'll benefit from a sustainable ecosystem, in which a broader, and more willing, range of people participate for years to come

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Participant Engagement Toolkit

Driving up participant rates by improving the User Experience

Why the Participant Engagement Toolkit is needed?

- Many participants feel they get a poor user experience*
  - 70% say they have had a poor experience recently

- This bad experience influences both their attitudes and their behavior
  - This has an impact on both clients and research companies

What do after a bad experience

Thought negatively of the brands/companies in the survey

Quit the survey before the end

Didn't take surveys I was invited to afterwards

Complained to the company who sent me the survey

Rushed through the questions

* These findings are from the US part of the GRBN's 2016 User Experience Survey in which 3000 people participated across 12 countries in September-October 2016.

Key Elements in the Participant Engagement Toolkit

- The workgroups will be responsible for designing and creating the actual toolkit, but the toolkit is envisaged to contain at least two elements:

  - Metrics-driven behavioral change throughout the process
  - A best (and worse) practice handbook

- These are outlined overleaf

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Participant Engagement Toolkit

Driving up participant rates by improving the User Experience

Metrics-driven behavioral change throughout the process

- Objective
  - To drive behavioral change by demonstrating the impact of a good (and bad) experience on:
    - Participants, data quality, ROI, the brand(s) in the research

- How?
  - The envisaged process is along these lines:
    - Primary data collector partners will collect metrics on how the participant rates each experience and the impact that experience has on the brand(s) in the survey
      - Primary data collectors pass this feedback to the buyer of the research along with normative data.
    - Research agency partners which buy research from primary data collectors will analyze and act upon the metrics, and pass the data onto the end clients along with recommendations for future research projects
    - End clients partners, which receive the metrics either directly from primary data collectors or indirectly from research agency partners will analyze and act upon the metrics.
  - Once enough data is collected, the aim is to be able to evaluate in advance a proposed research project's impact on both the participant and the brand(s) in the survey to order to proactively impact research before it is fielded

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Participant Engagement Toolkit

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A best (and worse) practice handbook

- Objective
  - To provide agency-side researchers, as well as client-side researchers and users of research with a handbook containing best (and poor) practices relating to the research participant experience

- How?
  - Using the findings from the research-on-research studies conducted in this area as the base:
    - Engaging partners in the initiative in sharing best practices in the area of user experience, as well as project / process management
    - Curating that content into a handbook to be widely distributed to people working in research businesses and end-clients (buyers and influencers) across the globe

- The handbook will not be distributed until the second half of 2017, giving partners first-to-market advantage over the competition.

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Participant Engagement Toolkit

Driving up participant rates by improving the User Experience

CALL FOR PARTNERS

- GRBN is seeking end-client company partners to support and enable the creation of the Participant Engagement toolkit
  - Partners are sought to:
    - Sign the Building Public Trust charter
    - Join working groups
      - Primary data collectors, research agencies, end clients
    - Lead the implementation of the improvement in the user experience

The Building Public Trust Charter

- End-client partners are requested to sign up for the Building Public Trust Charter:

We believe that the market and social research and insights sector needs to strengthen trust in research and insight activities.
We support the goals of the GRBN Building Public Trust Programme, which are to:

1. **Communicate the value of research to consumers and citizens**
2. **Increase transparency in research and insight activities**
3. **Improve the research participant experience**

We believe that the time for action is now and encourage others to support and participate in the GRBN Building Public Trust Programme.

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The Building Public Trust Programme

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The Participant Engagement Working Groups

- The working groups will be responsible for the planning and creation of the toolkit
  - Initially separate working groups will be put in place to represent:
    - Clients, Research agencies and Primary data collectors
  - The focus of each working group will be on what they and their peers can do to improve the user experience
    - Once each workgroup has progressed sufficiently, they will be brought together to focus on the things they need to do together to further improve the participant experience

- There is no cost for this partnership
  - Spots on the working groups are however limited

Leading the implementation of the improvement in the user experience

- End-client partners are requested to sign up to:
  - Making use of the best practice handbook
  - Receiving the participant engagements metrics from primary data collectors and research agency partners, and to analyzing and acting upon the metrics.

Overview of the programme

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The Building Public
Trust Programme

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KEY OBJECTIVES OF THE GRBN BUILDING PUBLIC TRUST PROGRAMME

1. Increase the level of trust in the research industry

2. Help people identify trustworthy organisations

3. Increase participation rates

THE 3 KEY STEPS TO BUILDING TRUST

1. Improving the research participant experience

2. Increasing transparency and the level of trust around the use of personal data

3. Communicating the value of research to people as consumers and citizens

3 GROUPS TO IMPACT

PANELLISTS

AD-HOC PARTICIPANTS

NON-PARTICIPANTS

KEY TARGET GROUPS FOR COMMUNICATIONS

1
- General public
  - Current & potential participants
- The media

2
- Clients
  - Business decision-makers (buyers / users / influencers)
  - Corporate researchers

3
- Research businesses
  - Leaders
  - Researchers
  - Operations

KEY ACTIVITIES TO BE UNDERTAKEN TO PROMOTE THE PROGAMME → ENSURING THE PROGRAMME ACHIEVES HIGH AWARENESS / DELIVERS A STRONG ROI

1
- (Joint) presentations at key conferences across the globe

2
- Articles in key MR trade publications

3
- Articles in other sectors' trade association publications
  - e.g. Retail / FMCG / Finance / Telecoms

4
- Regular communications via newsletters, online and social media

5
- Press releases

Why the programme is needed?

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WHY THE GRBN BUILDING PUBLIC TRUST PROGRAMME IS NEEDED?

- Too few people currently trust market research companies*

- Many people do not see the collection and use of their personal data by market research companies as appropriate

- Many people do not see the value of market research

- Many participants feel they get a poor user experience when taking surveys, which negatively impacts their attitudes and their behaviour

These findings are from GRBN's 2016 Trust Survey and 2016 User Experience Survey

WHY THE GRBN BUILDING PUBLIC TRUST PROGRAMME IS NEEDED?

■ Too few people currently trust market research companies

■ Only 15% of participants* say they have a high level of trust in market research companies (top 2 box on a 7 point scale). This proportion drops to 8% in the USA
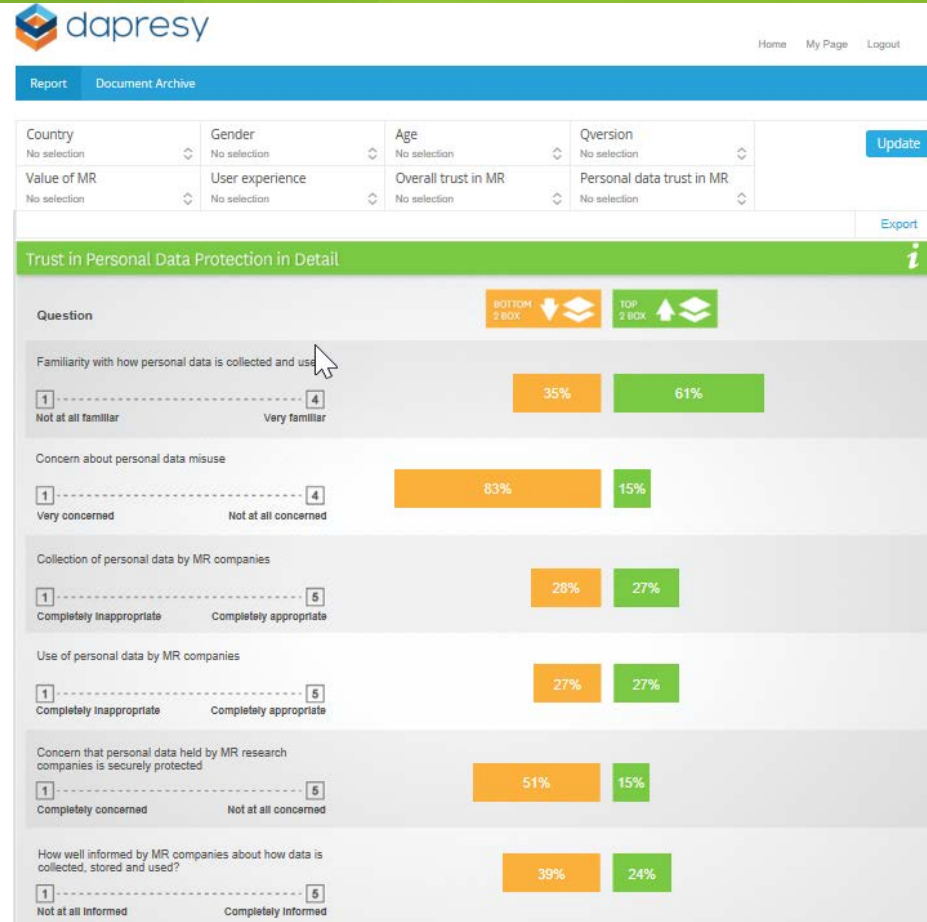
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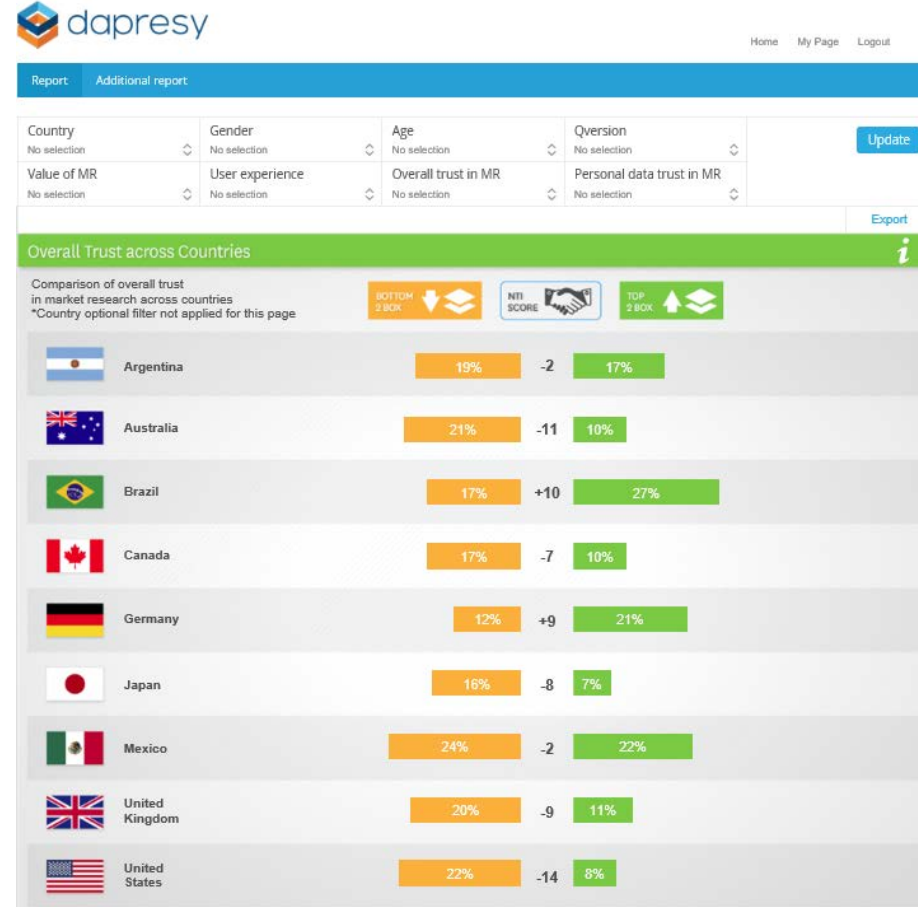
WHY THE GRBN BUILDING PUBLIC TRUST PROGRAMME IS NEEDED?

- People do not see the collection and use of their personal data by market research companies as appropriate

  - Only 27% of participants* say that it is appropriate.

  - 51% worry whether their personal data is securely protected by market research companies

  - Only 24% feel well informed about how their personal data is collected, stored and used.

These findings are from GRBN's 2016 Trust Survey in which 9011 people participated across 9 countries in March 2016. More findings from the survey can be found here

WHY THE GRBN BUILDING PUBLIC TRUST PROGRAMME IS NEEDED?

- **Many people do not see the value of market research**
  - Only 41% of participants* say that market research benefits them, whilst 69% say that it benefits business.

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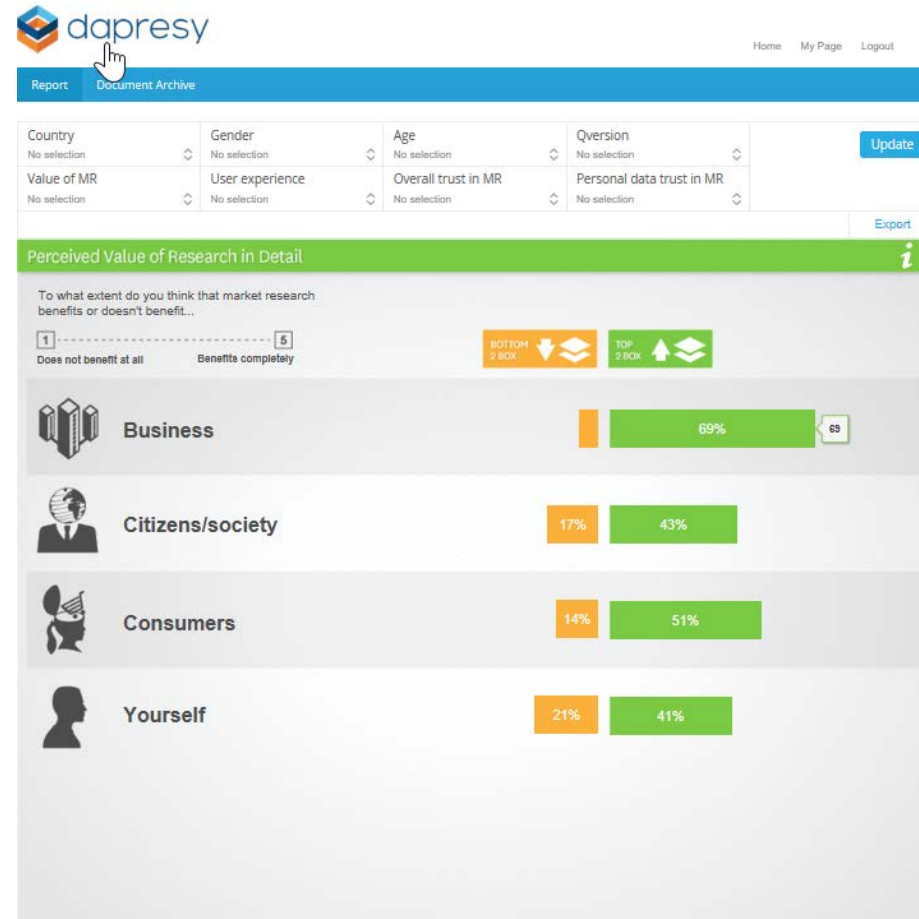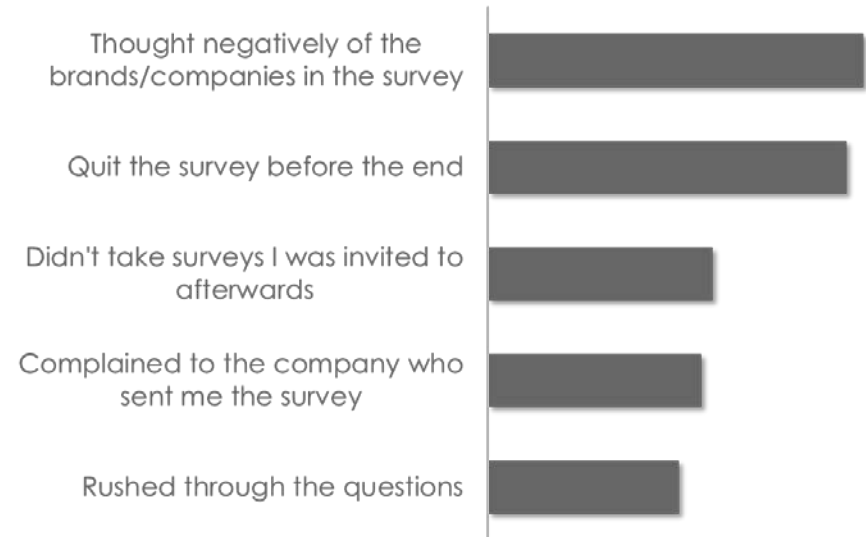
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WHY THE GRBN BUILDING PUBLIC TRUST PROGRAMME IS NEEDED?

- **Many participants do not enjoy the user experience of taking surveys**
  - 29% find few of the surveys they take to be enjoyable
  - 42% find most of the surveys they take to be too long

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GRBN Building Public Trust Programme
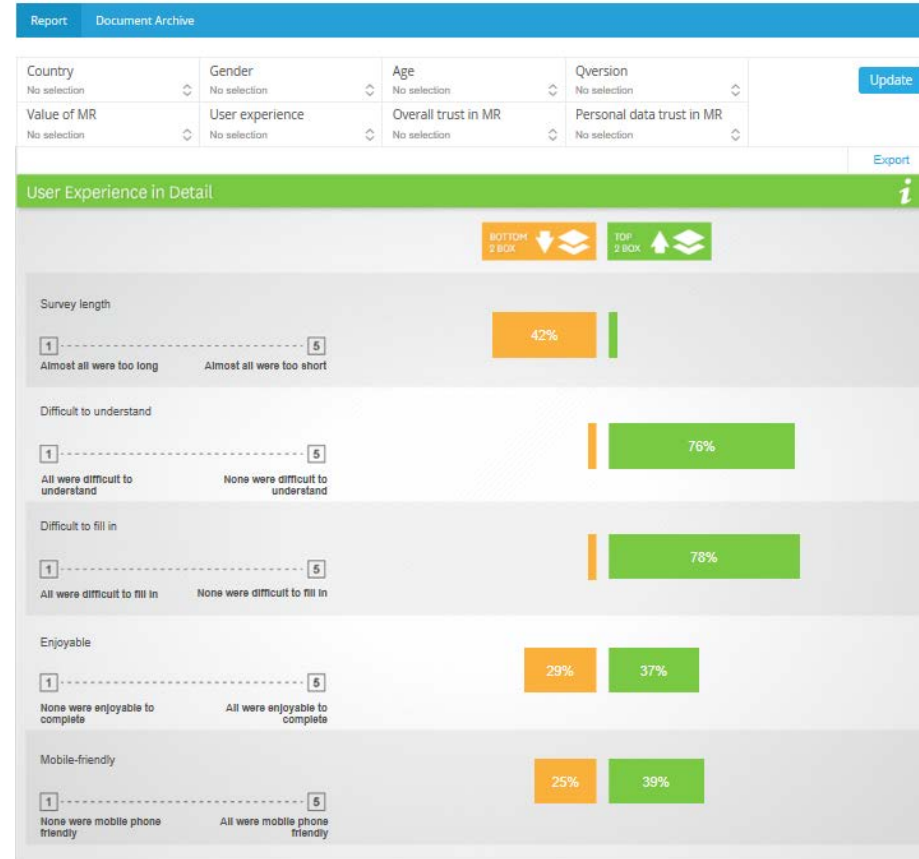
The world we want to create....

Increasing trust in research... greater participation...
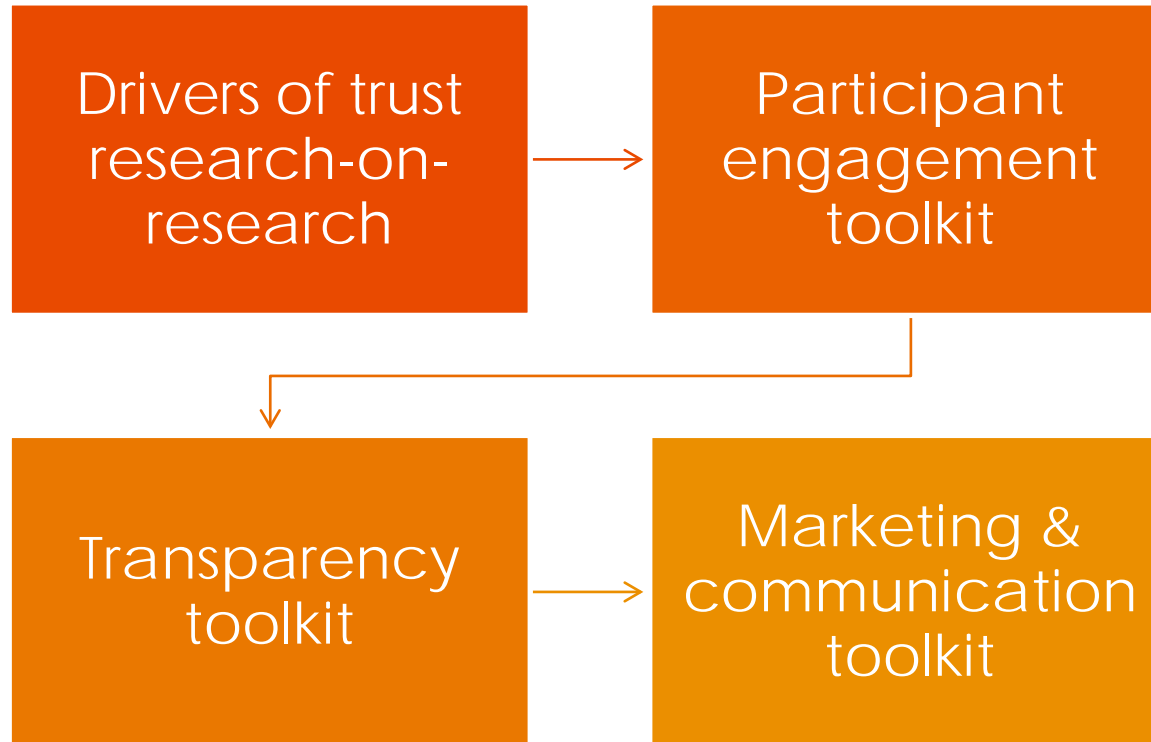
Research ≠ social media ≠ marketing.

Increased research quality... increased return on investment...

The GRBN Building Public Trust Programme
A Time To Act...

...TOGETHER
... NOW

About GRBN

GRBN's mission is to promote and advance the business of research across the globe through developing and supporting national research associations and implementing global industry-wide initiatives.

45 national research associations representing over 3,500 research businesses on 6 continents, which generate US $25 billion in annual research revenues

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AMRA
African Market Research Association
Promoting Quality Market Research in Africa

The Global Research Business Network

AMRA became a GRBN member as of 01.09.2016. AMRA is still in the process of finalising its incorporation after which individual African assoications will join GRBN as well