Customer Inside

A practitioners guide to online insight communities.
EXPERT INTERVIEWS

20x in-depth interviews with insight, marketing & innovation professionals from a broad range of sectors...

LIVE CO-CREATION

15x industry practitioners & industry journalists meet with consultants, strategists, designers & technologists to co-create the big picture...

INDEPENDENT VALIDATION

Over 100 independent industry professionals validate our hypothesis through online surveys, distributed by the MRS.
Customer Inside

A practitioner's guide to online insight communities.

cspace.com/customerinside
Online Communities: A 21st Century Trojan Horse for the insight department

“Where we see our online community unexpectedly add value is as a Trojan Horse to market insight in the organization. This has helped us move ourselves from reactive unit to a source of strategic value.”

-Insight Manager, Hospitality Company
1. Duty of care
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<th>Price</th>
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**Payment**: A0000000031010
**Name**: VISADEBIT
NEXT STEPS

You're now only a few short steps away from becoming a Bupa member.

STEP 1
Please check all your details carefully as it's vital these are correct, if there are any errors it may affect your summation, cover and/or ability to make a claim.

STEP 2
The quickest way to start your membership is to call us. We can then check your details are correct on the phone and discuss your quote with you.

STEP 3
Alternatively, if all your details are correct, you can post your application form back to us in the envelope provided. If you have received more than one quote, don't forget to indicate which quote you wish to proceed with.

To start your cover or if you have any queries on Bupa health insurance please call

0000000000

Your healthcare consultant is

Jack Comley

Your quote is only valid for 14 days

Visit us at

bupa.co.uk/bye

---Calls may be recorded and monitored---

Your Healthcare Consultant is
Jack Comley
You can call your Healthcare Consultant on
0000000000

Dear Mrs

Thank you for your interest in Bupa. I hope the information enclosed will help you to take the next step to becoming a Bupa member.

Flexible health insurance from Bupa

Our flexible product, Bupa By You, lets you tailor your health insurance options around your health priorities, allowing you to create cover that's right for you.

Why choose Bupa?

- You'll be treated by consultants who are experts in their field
- With no shareholders, we can invest our profits back into the services we offer so that we can continue to help improve your health and wellbeing
- Our 24-hour anytime HealthLine provides access to Bupa nurse and GPs when you need it
- Our specialist outpatient support teams can advise on life-changing conditions such as cancer and mental health issues

---LIKE THE COLOURED HIGHLIGHTS ON THIS LETTER---

- GREAT TO KNOW WHO YOUR CONSULTANT IS BY NAME!
Quinoa salad
Quinoa
Pears
Spring onion
Lime
Pomegranate
Avocado
Mango seeds
Mango salad
Spinach
Mango
Black beans
Lettuce
Onion
Cherry tomatoes
Mustard
Mango
Настольная игра "Впереди в McDonald's"

Схема движения фигурок, соответствующих McDonald's символу.

Концепция рюкзака с магнитными буквами и предметами для творчества.

Комментарий: "Сердечко".
Ready?

Hi!

I'm FANNY

I am 23.

I live in Bordeaux.

I'm studying neuroscience.

(I don't know)

TV series

K-dramas

Makeup

Video games

I like...

1. To secretly take pictures of my crush

2. To look at the pictures

3. To print everything and build a shrine

Bonus: To beat people on Draw Something

1. I can avoid awkward situations

2. I can feel like I'm in a music video

3. I can feed my internet addiction all day long

So yeah... why should you pick me?

Well... if you don't...

... I'll turn to other devices ;)

Hope you liked it. Bye!
Welcome to a more modern way to invest

Investing based on your goals
Robo-advice and 1:1 professional guidance
$4.95 online equity trades + transparent pricing
Low cost index funds with no minimums

"Highest in Investor Satisfaction With Full Service Brokerage Firms, Three Years In a Row" J.D. Power, 2018 Full Service Investor Satisfaction Study

Schwab Market Perspective: Rough Waters for Summer?
June 8, 2018 – by Liz Ann Sonders, Jeffrey Kleintop, Brad Sorensen

We encourage your questions. Here are top questions from investors like you.

READY TO START

Don't see the answer
1. Duty of care

2. Measuring impact
Three simple questions to measure the perceived value of your community...

Ask these questions after every project. Track results over time

Do you better understand customers than you did before this project?

Did this project help you make a more informed business decision?

Would you recommend the community to other business stakeholders with a similar insight need?
We’ve been tracking the success of Global Consumer Insights and the Community to show traceable impact

- **GCI NPS Score** –
  How likely is it that you would proactively recommend the GCI Team to a colleague?

  8.85

- **Community NPS Score** –
  How likely is it that you would proactively recommend using the Community to a colleague?

  9.10
1. Duty of care
2. Measuring impact
3. Build a brand
Having a great insight is only half the battle...
1. Duty of care
2. Measuring impact
3. Build a brand
ASK YOURSELF...

Are you buying tech?

Are you buying change?