

# CORE4 RESEARCH



Constellation Research awarded CORE4 Research the 2011 SuperNova Award for pioneering disruptive technology in social business.

## Invalidate market research with an online community

CORE4 Research is a full-service research provider specializing in qualitative and quantitative shopper research. Its experienced staff helps clients develop a stronger understanding of their buyers' desires, needs, motivations and actions to better market their products in the retail industry.

With the use of Livebranch market research online communities (MROCs), built on Telligent Community, CORE4 Research generates deep insights about consumer buying behavior for its customers through a cycle of ongoing feedback.



CORE4 Research conducts quantitative and qualitative market research with its Livebranch online communities.

## Challenge

### Generate market research and brand insights quickly and cost effectively

CORE4 Research conducts market research for its customers through traditional methods, including consumer panels, surveys and interviews. Driven by their clients' needs to hear from shoppers and consumers on an ongoing basis, Core 4 worked to provide a cost effective and timely insight solution resulting in Livebranch online communities.

CORE4 Research realized that consumers increasingly prefer to discuss brands online and via mobile devices, which creates significant opportunities for market research. The company decided to conduct research using social tools (blogs, videos, forums, surveys and more) that are familiar to shoppers and intuitive to use. In addition, CORE4 Research needed to quantify the value of market research for its clients. Its customers, including many Fortune 50 companies, expect continuous and deep insights about consumer preferences that they can use to deliver on sales targets.

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*“Changes in market research were occurring rapidly. We wanted to position ourselves competitively in the industry by offering our customers the most modern methods in market research – online communities that glean immediate and ongoing insights into consumer opinions.”*

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**Suzanne Clark, Operations Manager at  
CORE4 Research**

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**Solution**

**Deploy online communities for targeted market research and actionable business analysis**

CORE4 Research considered building its own platform for market research, but also explored available options from software providers.

*“We chose Telligent because of its scalable social platform full of built-in social features as well as its analytics offering for business intelligence.”*

**Suzanne Clark, Operations Manager at CORE4 Research**

Built on Telligent Community, Livebranch online communities provide an ongoing feedback loop where researchers can engage shoppers. With communities, social tools transform research techniques for shelving, packaging, new product feedback and shopping habits.



Within Livebranch, researchers gather quantitative and qualitative feedback; they ask and follow up on product questions in forums or via live chat, evaluate consumer preferences using polls and discuss shopping trips and products in online focus groups.



Livebranch researchers use diverse tools to engage shoppers in market research.

Researchers frequently update the community with new questions and measure participation levels. Their targeted market research strategy is to evolve traditional research methods into an open, ongoing dialogue about product feedback and ideas.

For example, one U.S. beauty manufacturer wanted to assess key merchandising periods during the holiday season. Researchers asked shoppers to take pictures of their favorite products in stores and then upload them into the community for analysis.

*“This research provides our customers with unique perspectives that create actionable insights and can be implemented into their business strategies.”*

**Suzanne Clark, Operations Manager at CORE4 Research**

CORE4 Research also caters to mobile consumers with Field Agent™. With this mobile app, participants use their iPhones to take pictures at retail stores and then share them in the community.

**FIELD  
AGENT™**



Field Agent, an app designed and created by a sister company of CORE4 Research, enables community members to contribute photos and feedback via their mobile devices.

*“We improve market research by bridging the gaps between online discussions and live shopping experiences. Community members are captivated by this new research method and become invested in the community.”*

**Suzanne Clark, Operations Manager at  
CORE4 Research**

## Results

### Effective market research that increases customer satisfaction

With Livebranch, CORE4 Research empowers its customers with market research that improves go-to-market strategies and increases sales. The company helps brands strengthen relationships with consumers, increase retail shelf space, create new product ideas and better understand shoppers.

### Faster Results at a Lower Cost

Whereas traditional research requires weeks and even months, researchers can conduct projects in a matter of days using online communities. Shorter delivery cycles for shopper studies mean faster results at a lower cost. Combining a Livebranch community with a Field Agent shopping task is half the cost of a traditional focus group with in-store shop-alongs.

### Greater Agility and Flexibility

Online communities enable CORE4 Research to stay agile and flexible to the research needs of its customers. Prior to Livebranch, survey panels were the only option for gathering the same amount of feedback as an online community but without the same depth.

### Better Market Research

Online communities open doors for consumers to provide timely, candid market feedback. CORE4 Research delivers more effective, efficient market research because Livebranch uncovers honest, detailed consumer feedback that brands can use to develop more strategic and influential marketing tactics that drive sales.

### Contact CORE4 Research

- > Visit [c4research.com](http://c4research.com)
- > Follow @CORE4Research on Twitter

### Custom tailor your community experience

To learn more about Telligent Community, visit [www.Telligent.com](http://www.Telligent.com) or email [Sales@telligent.com](mailto:Sales@telligent.com)

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