



**Small Improvements make a Big Difference**  
**Managing Enterprise Panels**

Kinesis Survey Technologies

## Introduction

Enterprise market research panels can seem like a daunting challenge. However, working towards small improvements at regular intervals can reduce stress and streamline the entire process.

How can an enterprise panel manager easily improve and maintain their panel? There are a few small improvements to help ensure best practices.



### Small Improvement #1: Refresh your panels at regular intervals

Ongoing recruitment is necessary to keep panels fresh and diverse. Through time every panel experiences churn. So, by refreshing you ensure that you are not relying solely on the responses of just the most loyal or most frequent survey takers.

### Small Improvement #2: Take the time to test

A/B testing takes very little effort. By testing a single element in every launch, such as the subject line in an invitation or an aspect of a survey, you will see improvement in many areas of your projects. A/B testing can result in reduced churn, optimized incentives, an increase in community participation, spend reduction on research initiations, and increased individual project response rates. Additionally, it has the potential to increase in overall panel participation rates.

### Small Improvement #3: Standardize your invitation format and use consistent branding throughout

Brand recognition can inspire trust and loyalty in any product. The same goes for your invitations. Creating a consistent theme will build your brand and help your respondents easily recognize you. Consistency across domain names, survey templates, incentive redemption sites, communities, and invitation design garners a higher degree of trust.



### **Small Improvement #4: Communicate with your panelists and respond promptly to support inquiries**

Reaching out to your panelists with information about changes to your research program will make them feel more like a valued part of your projects, and less like just another statistic. You can communicate changes to frequency, branding, privacy policies, new initiatives, new management, company use of research, etc. Additionally, there will be times when the panelist may reach out to you. Whether the issue is with your service or user error, giving your panelists attention and respect goes a long way towards forging a trusting relationship. Quickly beginning a dialog, and following up until the issue is resolved, is another major part of communication.

### **Small Improvement #5: Continually reprofile your panelists**

Some things will never change, but some basic information may need updating as life's circumstances change. Having background data ensures proper targeting of invitations to guarantee that they are appropriate. Similarly, the background data that you need to collect also changes through time. For instance, staying attuned to the social media used by your panelists is very germane today, but this wasn't necessarily the case five years ago.

### **Small Improvement #6: Invite selectively**

While the idea of having an infinite pool of respondents may seem beneficial to getting a large number of results, it ends up being very detrimental to obtaining useful and accurate data. Do not invite more respondents than you need, also, always set up background-running rules on who to invite, and under what circumstances.

### **Small Improvement #7: Don't under-invite**

Respondents need to be engaged. If they don't have a sufficient number of research projects they will forget about you or opt out. Communities, minipolls, apps, and games can help keep the dialog going in between projects.

### **Small Improvement #8: Keep your panel relevant and treat it like the asset it is**

Panels must be managed strategically. They won't self-sustain in between projects or eagerly await invitations without frequent nurturing. Panels need to be combined with communities, apps, big data, etc. Every panel should have objectives for its use.



### Small Improvement #9: Refresh your website

Just as it is important to update any website, keeping your panel website current indicates you are invested your image and commitment to being on the leading edge in all aspects of your company. This gives your current and potential panelists a positive feeling and instills confidence in your dedication.

### Small Improvement #10: If it grows, think about monetization options

As the number of panelists increases, you may find you are underutilizing potential respondents. There are many options that allow you to monetize excess panelists during times when you don't have a need for their services. Reach out to other departments and combine initiatives into a single panel.



### Conclusion

Ultimately, processing the functions of the panels in small, frequent increments will assure the health, prosperity, and welfare of the panel. Using these ideas as guidelines and including objectives specific to individual panel needs will help establish procedures for high quality panels into the future.

***For more information about enterprise panel management, contact the Kinesis Sales team:  
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