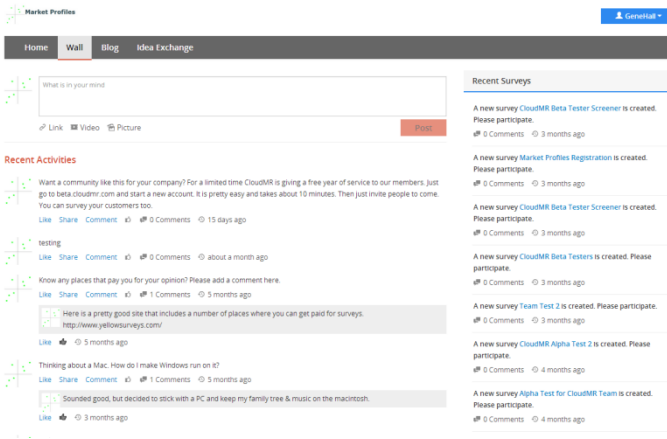
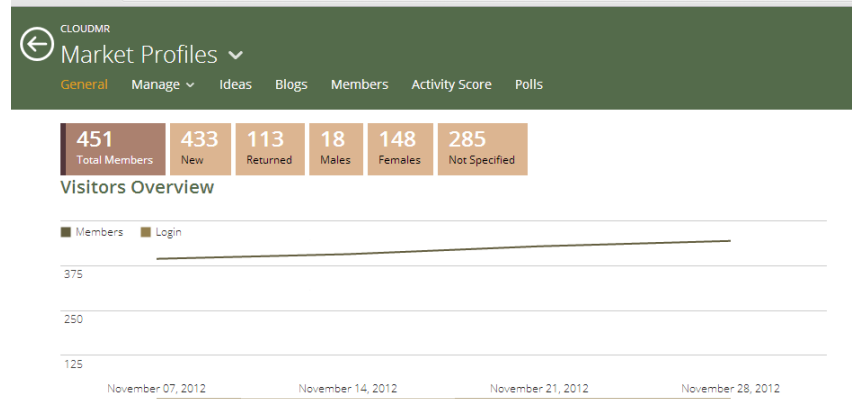


- A private online community with all the tools you need to learn from customers
 - Set up and manage communities
 - Conduct Adaptive Surveys®
 - Define segments
 - Develop personal relationships
 - Reward & recognize

- Companies define, monitor and manage
 - Community content & appearance
 - Ideas – Automatic notice of status changes
 - Quick Polls
 - Badges and incentives to participate
 - Close loop process – individuals or groups
 - Registration questionnaire – eliminates need for repetitive demographic questions
 - Adaptive Surveys® - Dynamic online surveys that deliver prioritized ideas
 - Integration with social networks



- Customers participate via a familiar Facebook-style interface
 - Post links, videos, pictures
 - Comment on posts/blogs
 - Add ideas & vote on existing ideas
 - Participate in quick polls and Adaptive Surveys®
 - Manage profile, preferences, avatar
 - Register key segmentation info to reduce survey size
 - Automatically get status updates for their ideas
 - Earn badges and recognition for participation & ideas
 - Learn from each other

Insight Community™ Benefits...

- Companies get...
 - Actionable insights to improve business
 - Increased customer loyalty & NPS scores
 - Systematic idea prioritization that resolves internal conflicts
 - Iterative learning from give-and-take conversation
 - Prioritized improvement ideas from customers
- Customers get...
 - Better products and services
 - Good feelings from making a difference
 - Prioritize themes, sub-themes and comments
 - Recognition
 - Appreciation for a company that respects their opinion