



CUSTOMERS WANT TO BE HEARD. ARE YOU LISTENING?

COMPANIES LIKE NESPRESSO, AHOLD
DELHAIZE AND COCA-COLA ALREADY DO.

A close-up photograph of a hand holding a clear glass. The hand is positioned in the foreground, with the fingers gripping the glass. Through the glass, a person's eye is visible, looking directly at the camera. The background is blurred, showing another person's face in profile. The overall composition is artistic and emphasizes the human element in a customer's experience.

**YOU ARE A
CUSTOMER!**

IMAGINE...

WHAT'S YOUR FAVORITE FASHION BRAND?

TOP 10 MOST POPULAR FASHION & CLOTHING BRANDS



**ARE YOU OPEN TO GIVE
FEEDBACK ABOUT YOUR
FAVOURITE BRAND?**

“YES” HAND IN THE AIR

**ARE YOU A MEMBER OF
THIS BRAND'S INSIGHT
COMMUNITY?**

"YES" HAND IN THE AIR

**WOULD YOU TAKE
PART IF YOU WERE
INVITED?**

“YES” HAND IN THE AIR

**50% OF MEMBERS WANT
TO THINK ALONG WITH
AN ORGANISATION**

AND 34% WANT TO RECEIVE FEEDBACK

**55% OF MEMBERS VALUE
AN ORGANISATION
HIGHER**

**AND 15% EVEN HAVE A MORE POSITIVE
IMAGE OF THE ORGANISATION**



TODAY'S GOAL

SHOW YOU WHY AN **INSIGHT COMMUNITY** IS THE PERFECT ENVIRONMENT TO ENGAGE CUSTOMERS WHO ARE SCREAMING TO BE HEARD. AND AT THE SAME TIME HELP YOU OVERCOME YOUR MARKET RESEARCH CHALLENGES.

NEVER-TO-BE-FORGOTTEN 3
KEY TAKE AWAYS!

Profile name

Joost



Profile name

Daniel

MY PROFILE



Profile name

Daniel

About me

My name is Daniel, Managing Director at Crowdttech. Worked in the field of data, tech and marketing for the last 15 years. I am a father of 2 sons (James and Ben). I married my highschool sweetheart Sarah one year ago (after being a couple for 20 years). I am a passionate footballer, football supporter, football father and board member at a football club. And I love hiphop music.

Profile data

Member since	1 March 2023
Name	Daniel Nokes
Age	35 – 44
Gender	Male
Company	Crowdttech 
Role	Managing Director 
Country	The Netherlands 
City	Amsterdam 
Family composition	Wife and 2 kids 
Favorite brand	Nike 
Favorite music	Hiphop 
Favorite supermarket chain	Albert Heijn 
#1 Passion	Football 

MY PROFILE












Profile name

Joost

About me

My name is Joost, Director of Customer Success at Crowdtech. My field of expertise lies in DIY Tech (SaaS) and Commerce (Customer Success). In my personal time I'm into endurance sports with cycling as my main sport, but currently found new challenges in triathlon. I recently moved to Hilversum together with my wife Nadine after living in Amsterdam for over 10 years, so we can live closer to some beautiful nature.

Profile data

Member since	28 February 2022
Name	Joost Korse
Age	25 – 34
Gender	Male
Company	Crowdtech 
Role	Director of Customer Success 
Country	The Netherlands 
City	Hilversum 
Family composition	Married 
Favorite brand	Zwift 
Favorite music	80's & 90's 
Favorite supermarket chain	Jumbo 
#1 Passion	Cycling 



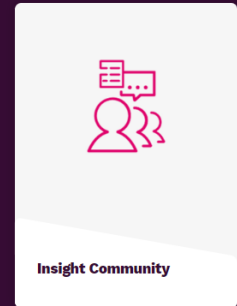
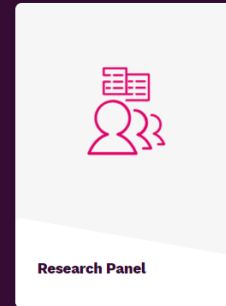
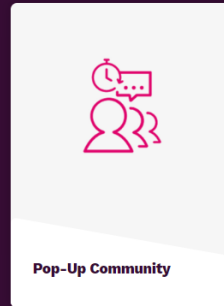
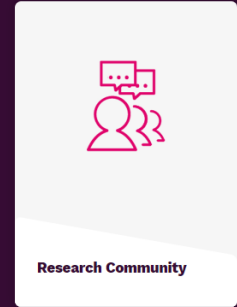
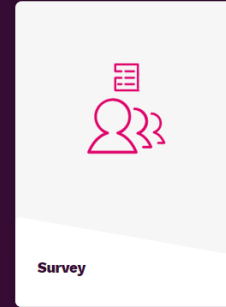
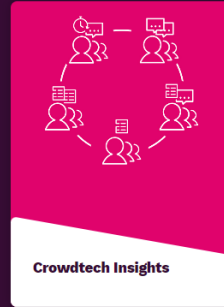
WHY DO WE EXIST?

CROWDTECH HELPS ORGANISATIONS BRIDGE THE GAP WITH CONSUMERS.

WE ENABLE RESEARCHERS TO REALLY UNDERSTAND THE CONSUMER. CROWDTECH INSIGHTS ENABLES ORGANISATIONS TO CONDUCT ALL FORMS OF RESEARCH INDEPENDENTLY, AT ANY TIME AND WITH EASE. WE FOCUS ON ACCESSIBILITY. CROWDTECH INSIGHTS ENABLES EVERYONE TO CONNECT WITH EACH OTHER.

CROWDTECH INSIGHTS

SHORT TERM RESEARCH.
LONG TERM RESEARCH.
QUANT RESEARCH. QUAL
RESEARCH. QUANT AND
QUAL RESEARCH.





**CUSTOMERS WANT
TO BE HEARD. ARE
YOU LISTENING?**



MR-CHALLENGES

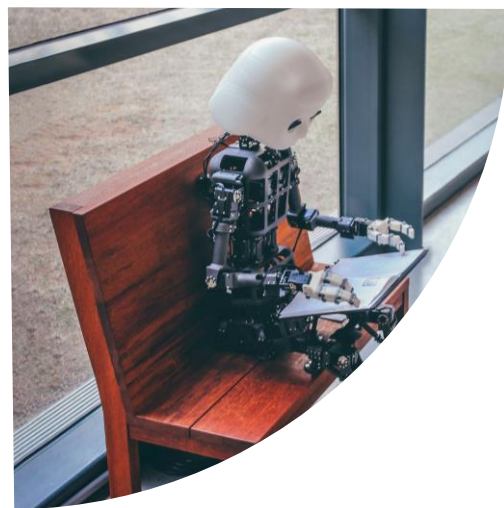
SO ... AN INSIGHT COMMUNITY

FROM A TO Z!

A young child wearing a cap and a striped shirt stands on a wide set of stone steps in front of a stone wall. The child is looking down at the steps. The scene is brightly lit, with shadows cast across the steps and wall. The overall composition is clean and modern, with a focus on the child's perspective of the large, empty steps.

MARKET RESEARCH CHALLENGES

DATA QUALITY IS THE KEY TO SUCCESS



-27%

**RESPONSE RATES
DECLINE**



DATA QUALITY ISN'T
SOMETHING THAT CAN BE
SOLVED WITH A SIMPLE
CHECKBOX

TIME TO MARKET
EXPECTATIONS HAVE
INCREASED SINCE CHANGED
BUYING HABITS AND TECH
INNOVATION SUCH AS AI

CUSTOMERS WANT TO BE
HEARD. **ENGAGE THEM.** INVEST
YOUR BUDGET IN YOUR
CUSTOMERS!

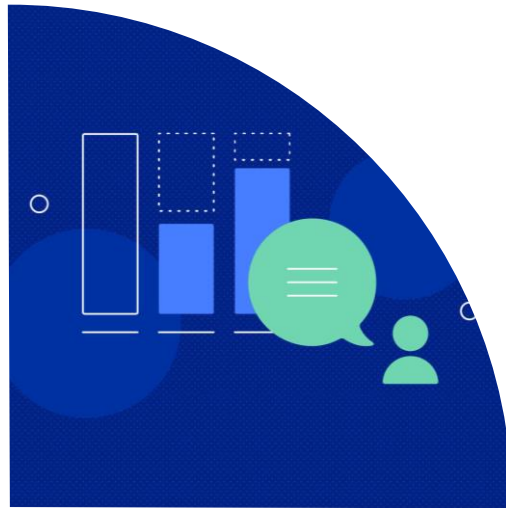


SO... AN INSIGHT COMMUNITY

WHAT, WHEN (NOT), HOW

AN INSIGHT COMMUNITY IS A WAY OF CONDUCTING RESEARCH WITH A GROUP OF PEOPLE OVER A PERIOD TIME. THIS GROUP CAN BE VERY LARGE (THOUSANDS OF PEOPLE), VERY SMALL (LESS THAN A DOZEN), OR ANYWHERE IN BETWEEN. INSIGHT COMMUNITIES CAN LAST A FEW DAYS OR CONTINUE INDEFINITELY. THEY CAN BE CLOSELY CONTROLLED OR THEY CAN VERY OPEN AND ORGANIC.

CONFUSED?



**HIGH QUALITY DATA
ENABLES STRATEGIC
DECISION MAKING**

**INSIGHT COMMUNITIES ARE
ONLY RELEVANT FOR
BRANDED COMMUNITIES**

“YES” HAND IN THE AIR

CHALLENGE

CONSUMER VIEW ON SODA DRINKS IN GENERAL FOR PRODUCT DEVELOPMENT AND TESTING

facebook



Blik op Fris



CHALLENGE

NATIONAL GOVERNMENT WANTS GEN Z FEEDBACK AS PART OF FORMULATING POLICY PROCESS

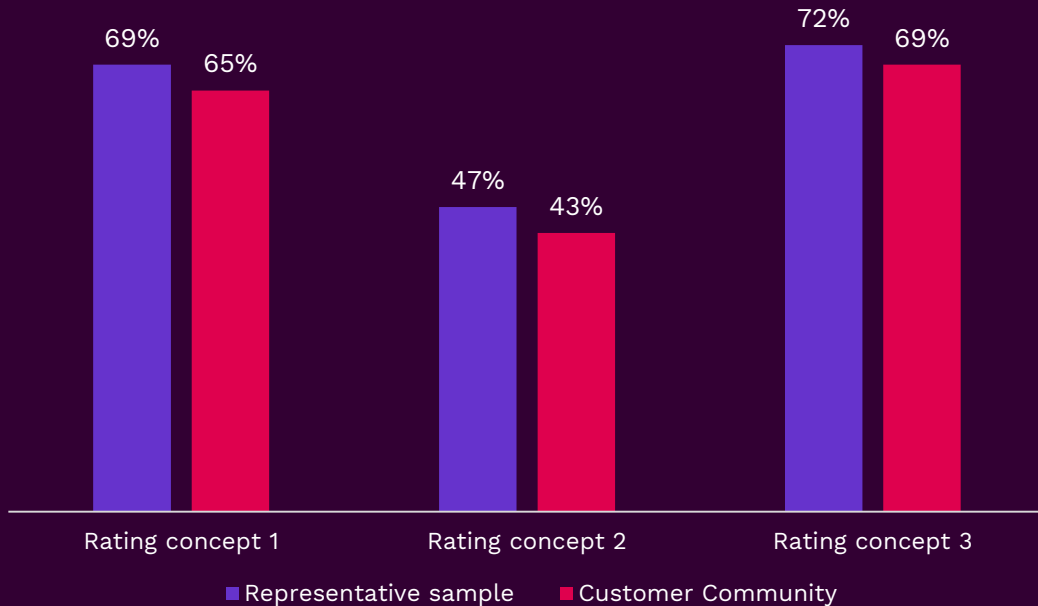


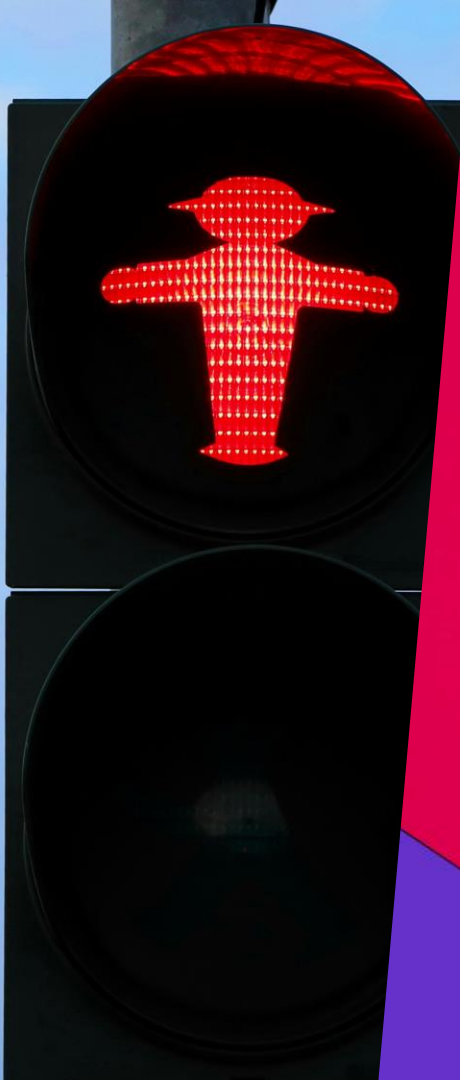
**INSIGHT COMMUNITIES ARE
NOT REPRESENTATIVE AND
MEMBERS ARE NOT CRITICAL
ENOUGH**

“YES” HAND IN THE AIR

CHALLENGE

IS OUR CUSTOMER INSIGHT COMMUNITY REPRESENTATIVE?





X LIMITED ACCESS TO AUDIENCE

X COMPLEX METHODOLOGIES

X ONE-OFF RESEARCH

X LACK OF RESOURCES

X SENSITIVE TOPICS

A close-up photograph of a vintage typewriter keyboard. The keys are arranged in a grid. Several keys are highlighted with colored boxes: a pink box around the top row keys, a purple box around the second row keys, a yellow box around the third row keys, and a red box around the bottom row keys. The keys are labeled with letters and symbols. The background is dark and slightly blurred.

A TO Z

HOW TO START TOMORROW

E

R

T

Y

U

I

S

D

F

G

H

J

K

X

C

V

B

N

M

FROM START TO NEVER FINISH

IT TAKES TIME, EFFORT AND FOCUS



5 STEPS TO SUCCESS

1. **DISCOVER**
2. **CREATE**
3. **RECRUIT**
4. **ENGAGE**
5. **OPTIMISE**

1. DISCOVER

KICK-OFF

PROPOSITION

COMPOSITION

RECRUITMENT PLAN

PLAN OF APPROACH

RESEARCH CALENDAR

TEAM (BROAD SUPPORT!)



ALBERT HEIJN

MAKE BETTER FOOD TOGETHER ACCESSIBLE.
FOR EVERYONE.



What do you think of your AH-store?



You & Albert Heijn

Every day is full of choices. Eating better is different for everyone. Those who make the right choices for themselves are more comfortable in their own skin. Albert Heijn understands this and, as a trusted and inspiring partner, we like to help our customers do just that. In a fun and positive way, we want to contribute to a healthy, social and sustainable society. To make this happen, our colleagues use their talents and knowledge every day to *Make better food together accessible. For everyone.*

135.000+

We are also constantly looking for new ways to do things faster or better. Because there is always room for improvement. And who better to ask than our customers? So we are curious: what do you think can be improved in your shop? How do you experience the colleagues in our shops? What do you think of our products? Sign up for the You & Albert Heijn customer community and tell us.

With your help, together we can make better food accessible for everyone. **Will you help us?**



2. CREATE

BRANDING

ONLINE CHANNELS

COMMUNICATION

INTERNAL TRAINING!





Daniel



271
Members



4
Polls



1
Online
members



17
Topics



Survey: your ideal holiday

What is your ideal holiday in terms of destination and activities? Please let us know by participating in the survey.

[PARTICIPATE](#)

3. RECRUIT

CRM DATABASE

SOCIAL CHANNELS

ONLINE CHANNELS

WHATSAPP

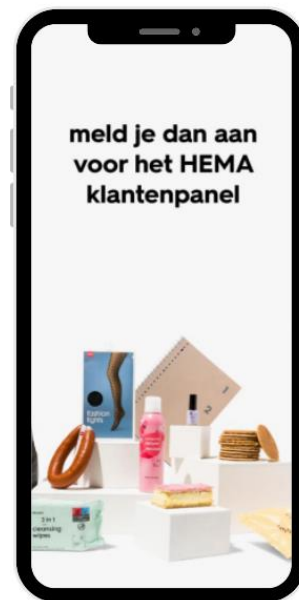
OFFLINE

ONGOING



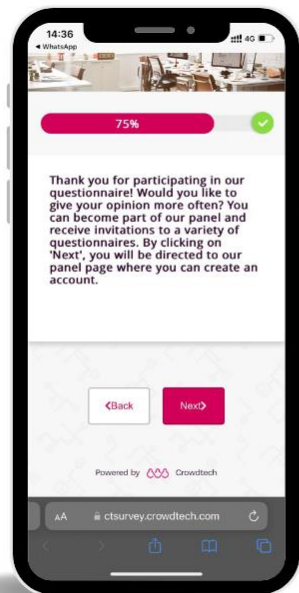
HEMA INSTAGRAM STORY

6.000+



ONGOING RECRUITMENT, BE SMART!

500+
(MONTHLY)





4. ENGAGE

RESEARCH ACTIVITIES

FEEDBACK

FUN

VARY

KEEP YOUR PROMISE!



ENGAGE



Morning coffee

Every morning, there's that familiar routine: the aroma of coffee filling the air, the comforting warmth in your hands. But where do you like to enjoy that first cup? Is it at your kitchen table, watching the day begin? Or maybe it's at a local café, surrounded by the hum of conversation. Wherever it is, we want to know: where's your go-to spot for morning coffee?



Moderator

Nikkely

Hi everyone! Very curious to know where you drink your first cup of coffee in the morning. Post a photo or video below with a short explanation of the setting.



Gabriel

On Mondays I like to work from home. I'll have my first cup of coffee at my desk at home while reading through my emails. 👍



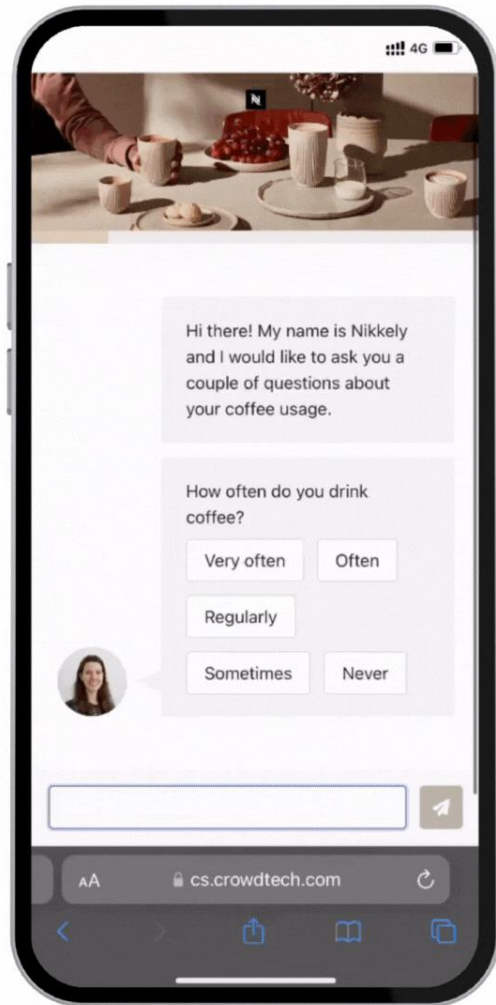
Rose

Usually, I set my alarm early to make myself a cup of coffee in the morning, snuggle up in bed again and drink my coffee while reading a book.

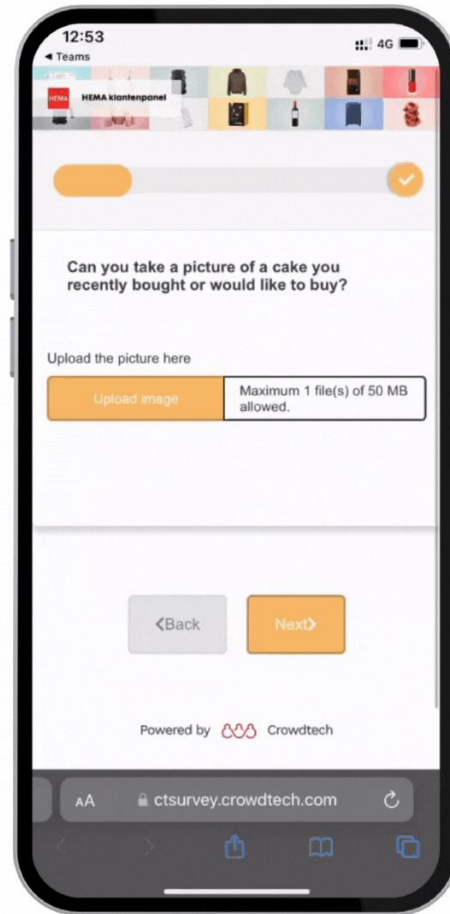


AI DRIVEN SURVEY

8,3
(18 - 34)



FUTURE OF CAKE



CUSTOMER COUNSEL



FIRST-HAND FEEDBACK

ACTUAL CUSTOMERS

ENGAGE YOUR COLLEAGUES





FEEDBACK AND INSIGHTS

ARE IMPORTANT INCENTIVES FOR
COMMUNITY MEMBERS



Results

Read the results of the surveys you participated in, as well as the surveys you did not participate in.

May 2024 – Study about quilt prints

In early May, we asked your input on the design of quilts. Read the results of the survey below.

[Read more](#)



April 2024 – Study about chocolate

In April, we asked your opinion about chocolate. Below are the results of this survey.

[Read more](#)



FEEDBACK



Hello all! Last year we were again able to conduct many great studies in our customer panel

FEEDBACK



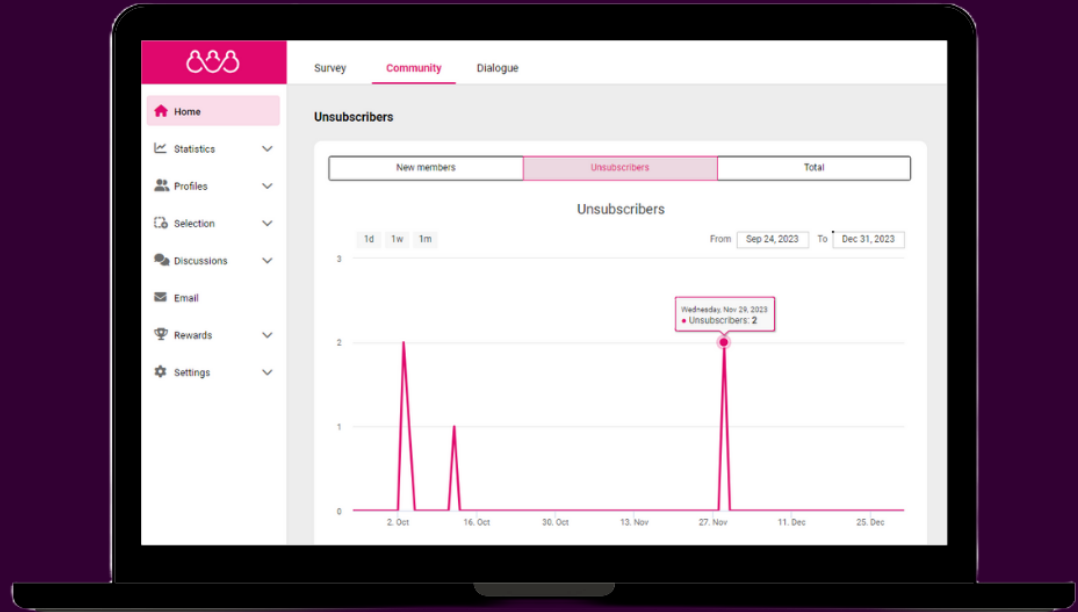
And that's why we asked you to take a look at it last year.

5. OPTIMISE



COMMUNITY MANAGEMENT
MAINTENANCE
ASK FOR FEEDBACK!

**IT TAKES TIME
AND NEEDS FOCUS!**





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NEVER-TO-BE-FORGOTTEN **3**
KEY TAKE AWAYS!

WHY?

ESTABLISH A ROBUST BASIS FOR STRATEGIC DECISION-MAKING, VALIDATE BRAND AND MARKETING PLANS, AND EXPEDITE THE DEVELOPMENT OF NEW SERVICES AND PRODUCTS.

THE MEMBERS OF YOUR INSIGHT COMMUNITY SHARE A COMMON OBJECTIVE: TO MAKE A POSITIVE IMPACT ON IMPROVING THE PRODUCTS AND SERVICES THAT MATTER TO THEM.



KEY TAKE AWAYS

1 IMPROVE YOUR DATA QUALITY WITH A CUSTOMER COMMUNITY

2 INVEST IN THE FIRST MONTH(S), AND LOWER COSTS THROUGHOUT

#3 YOU ARE A CUSTOMER. BE A CUSTOMER IN YOUR OWN RESEARCH. KEEP IT FUN AND ENGAGING!

AND: IT NEEDS FOCUS!

CUSTOMERS WANT TO BE HEARD. ARE YOU LISTENING?

VISIT CROWDTECH AT BOOTH AZ2

