



InSites Consulting Press Release

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InSites Consulting launches “TalkToChange” InSites survey panel becomes an online community

InSites Consulting is launching TalkToChange, a survey panel that is now being transformed into an online community. TalkToChange used to be known as the InSites Panel. In this new initiative, members of a survey panel are seen more as participants in a survey project. Surveys amongst members have shown that they want more information on the survey results and more interaction and variation in the survey tools. The TalkToChange community wishes to meet these needs by using innovative tools on the site www.TalkToChange.com and other survey tools. If the client approves, information on the survey results is also shared. The TalkToChange community consists of more than 2 million members in 35 countries.

Panel members now become participants

TalkToChange is an InSites Consulting initiative for what used to be known as the InSites Panel. The underlying concept is to no longer rely on members in a survey panel, but on participants in a research project. The TalkToChange community has more than 2 million consumers with a clear idea of what they want, like, need, ... By participating in survey projects, they can express their opinions to help determine the future. Participants can share their thoughts on products, adverts, innovations, ... and meet different brands, companies and other TalkToChangers.

“It’s important that when people participate in a survey, they really have the feeling that their opinion counts,” says Sam Berteloot, Managing Partner at InSites Consulting. “That is also what they tell us themselves: *‘I think it’s excellent that I have finally found a website where I can give my honest opinion and feel that it is actually really important.’*”

Communication of more results, interaction and variation in the research tools

The set-up of TalkToChange is based on feedback from and discussions with participants. Surveys have been carried out amongst members in various ways using questionnaires, online discussion groups and bulletin boards. One of these surveys is the TalkToChange Lab where people of different nationalities provide permanent feedback on our way of working. All this has shown that our survey participants want more interaction with each other, more communication on survey results and more variation in the research techniques used.

What’s new?

The TalkToChange Community has taken the results of the above survey into account.

- There is more interaction with innovative tools such as Polltalk and TalkToBrands. Participants can complete or post a poll themselves or ask companies a question about a certain brand.
- The questionnaires use connected research tools such as Online Discussion Groups, Blogs and Communities. These tools allow participants to communicate with each other and make survey participation a lot more dynamic, interactive and a lot more fun, too.
- If the survey project allows it and the client has given his explicit approval, the survey results are announced on the TalkToChange website. This allows participants to see what actually happened with their completed questionnaires.

For more information on the TalkToChange community, visit www.TalkToChange.com.

More than 2 million participants in the TalkToChange community

The TalkToChange community was established from the InSites Consulting survey panel and currently has 2.013.072 participants in 35 countries. The main countries are Belgium, Romania, Spain, the Netherlands, Sweden and Italy. An average 6,000 new members join each week. Members are recruited on an online

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platform in cooperation with various websites. Visitors of these websites can subscribe to our community with a safe, voluntary and double opt-in.

Each time a participant contributes to a survey project, InSites Consulting donates money to charity. Our partners are UNICEF, Make-a-Wish and OneLaptopPerChild. Last year, we donated 27,000 Euros to UNICEF and Make-a-Wish.



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InSites Consulting

InSites Consulting is a leading market research agency in the field of online marketing surveys with a strong international position. It was established as a spin-off of Vlerick Leuven Gent Management School and carries out quantitative and qualitative market research with an online panel of more than 2,000,000 members in 25 different European countries. The Ghent head office employs 75 highly skilled and experienced people. InSites Consulting stands for expertise and consulting, driven by innovation, excellent client service and quality orientation. For more information, please visit www.insites.eu.