i·Link

| the online research company

Panel Management

Introducing
Panel Management Services
from i-Link

i-Link Research provides services from concept to implementation of your online community panel. Founded in 2001, i-Link is an independent Australian owned and operated company accredited under ISO 20252, the international standard for social, opinion and market research services. Our extensive experience in online communities and in data base management means we understand the requirements for establishing and deploying your online community. We know that not every community panel will have the same requirements or purpose. As a result, we design an approach specific to your needs.

Panel management services include:

- Initial panel strategy and planning, where we assist you to define the purpose of your community panel, its composition, it goals and guidelines.

- Design services establish the tone of voice, look and feel of your panel member portal, and can include your logo, banners and images according to your needs and specifications.

- i-Link will help produce your panel content including webpage information and essential portal content such as privacy policy, terms of membership, about us and welcome text, amongst others.

- You can leave the preparation of your panel's legal notices, terms and conditions, and statutory permits to the i-Link team who understand the requirements in various regions across the world.

- i-Link will prepare a comprehensive recruitment strategy for your target audience. This may include identifying customer lists or opportunities for advertising, agreeing on appropriate timing of invitations, consultation on wording of the recruitment invitation and coordination of advertising in-house, in store, online or media.

- Once your community panel is established i-Link can assist with ongoing management services including member management, member support, forum moderation and prize distribution.

Panel Management Technology

The intuitive Panel Manager system is provided by i-Link's technology arm, completeMR. Developed to ISO standards (ISO 26362) for panel management and established on fast, highly secure and reliable servers. i-Link is preferred reseller for completeMR systems.

Panel manager provides you with a complete arsenal for panel and project management:

- Easily manage every aspect of the panel and its membership.
- Profile members and match data.
- Reward members for participation.
- Members can link to their social network to receive invitations and notices.
- Unlimited number of panellists.
- Easily configured to suit any corporate style or linked from an existing website.
- Setup as a hosted domain or sub-domain on secure fail-safe servers.
- Setup in multiple languages.
- Wide range of panel reporting: activity levels, by project, panel health, recruitment source amongst others.

Select from over 120 predefined profile questions covering major topics:

- Includes a range of automated demographic questions.
- Setup bespoke profiling needs during deployment stage.
- Upload additional data at any time to match and store for members.
- Select sample based on matching to regional statistical data for age and gender by location.

Select from a range of modules to use with your panel:

- Polls with optional rewards.
- Moderated members forum with news feeds.
- Recent winner display.
- Competitions modules.
- Social networking.
- Member referrals.
- And more coming...

Rewards with flexible solutions:

- Points based reward: set the points awarded for various activities.
- Prize draws*: setup and run single or periodic prize draws for single or multiple winners.
- Direct reward: reward each participant in an activity, for example, $20 voucher.
- The numbers game*: members play to win a prize.
- Donations: setup a beneficiary with a rolling total or a direct donation.

* Note: May require permits in certain jurisdictions.