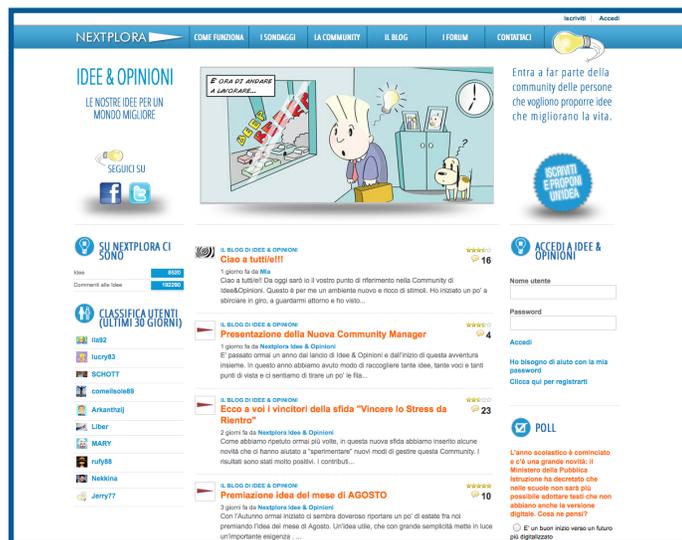


NEXTPLORA

Nextplora Drives Revenue with Social Market Research

Nextplora is a full service market research firm for companies throughout Europe that uses both traditional and social market research strategies. It engages more than 50,000 consumers online to refine brand strategies, generate product ideas and gauge customer satisfaction for leading companies, including Kraft, L’Oreal, Danone and McDonald’s.



Nextplora conducts social market research in online communities.

Challenge

Increase customer participation in market research projects

“We view social media as an opportunity to engage people differently than with traditional market research,” says Andrea Giovenali, CEO, Nextplora. “Consumers participate in questionnaires, but response rates are declining and conversion rates have been decreasing steadily for the last 10 years. Contributors don’t have a lot of freedom to express their views and ideas outside the rigid structure of a questionnaire – you get to choose from five answers, no more. The real market is much more complex and open to possibilities.”

In addition, Nextplora wanted to address changes in the types of market research available to companies. “Market research is shifting from quantitative to qualitative data,” says Giovenali. “We wanted to add another dimension to market research by increasing the depth of insights available to brands. Time spent filling out questionnaires is now spent online and in social networks. We wanted to take advantage of the adoption of social media and tools to enhance market research with more detailed analyses of what consumers want.”

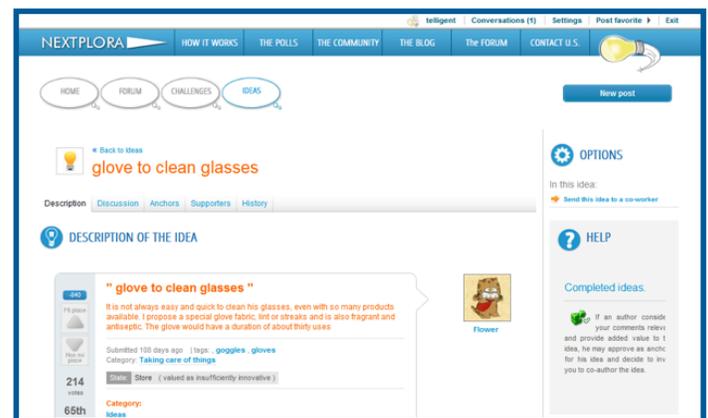
Solution

Generate new product and service ideas through collaboration

Nextplora is selling a new market research product – product ideas and consumer feedback. Built on the Telligent platform, it uses the InnovationCast™ application to gather new ideas for products or services that will change or enhance consumers’ every day lives.

Nextplora invites consumers to an innovation network where it engages and challenges people to innovate and post new ideas for product enhancements or developments. Other participants are encouraged to submit comments to further develop a new idea.

Ideas are filed into “stages of an ordinary day” instead of marketing categories. Categories of ideas include: dress, work, study, fun, food and learning, among others. Participants earn small incentives to add their comments, ratings and reviews on the ideas.



Members propose, rate and review new ideas for products and services.

Nextplora then takes these ideas to a potential client to show them what consumers want to see in their market, creating an additional avenue to generate new business. From a market research perspective, this method produces spontaneous innovative ideas about brands, products and services and helps Nextplora expand its customer base.

"We approach potential new clients with ideas that consumers have created so they understand the benefits of social market research as well as the potential of customer co-creation and innovation."

Andrea Giovenali, CEO, Nextplora

Ideas are sorted by recency, top rated and most rated so participants can quickly filter through suggestions and decide where to contribute. Sample ideas include backpacks with concealed hoods or built-in first aid kits, skincare with bug repellent and specialized gloves for cleaning eye glasses.

In addition, participants are invited to participate in challenges, which are fast innovation sessions in which Nextplora poses particular issues for the community to solve. These periodic challenges help companies solve concrete problems quickly by crowdsourcing solutions. The challenges are focused on topics assigned by Nextplora and enable consumers to contribute ideas, comments and vote on the best solutions.

Una Nuova Sfida Per Noi

Nextplora Idee & Opinioni 18 Jul 2012 18:19 VOTA

★★★★☆

Come promesso non ci siamo fatti attendere molto. Visto il successo raccolto con l'ultima sfida, oggi siamo pronti a riproporvi una nuova sfida <http://ideeopinioni.nextplora.com/idee/sfgride/default.aspx>.



Da oggi si parlerà di frigoriferi.

Sempre in linea con il nuovo concetto di innovazione che stiamo cercando di esplorare insieme a voi - ovvero quella realtà che fa riferimento alla nostra vita quotidiana e a tutto quello che in qualche modo, attraverso piccoli e grandi cambiamenti, può migliorare la qualità della vita delle persone - in questa nuova sfida l'obiettivo non sarà quello di "inventare" il frigorifero del futuro; vogliamo invece soffermarci sul frigorifero di oggi. Vorremmo infatti cogliere che tipo di conservatori siete oggi, così da poter contribuire ad innovare il frigorifero di domani.

Nextplora poses challenges for consumers to create new innovations and suggestions rapidly.

Results

Increased qualitative market research and new business development opportunities

The community has reversed the research process and engaged customers into the innovation process and created a more free structure for practical new product and services ideas.

- > **Increasing consumer participation:** Since October 2011, members are actively participating and contributing new ideas, including 8,500 valid ideas, 200,000 comments, an average of 53 comments per idea and 11 ideas per day.
- > **Developed new customer acquisition tool:** Nextplora is using the consumer insights to attract new customers. They present the research to prospective customers and demonstrate how co-creation and collaboration develops business enhancements.

Learn more about Nextplora

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Learn more about InnovationCast™ by partner welisten

- > Visit www.innovationcast.com
- > Email innovationcast@welisten.eu
- > Call (+351) 210 965 042

Custom tailor your community experience

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