



Online

RealCustomers™:

Create a Customized Panel of Your Own Verified Customers—Built and Managed by SSI Experts, for Optimum Value, Efficiency and Convenience

What Is RealCustomers?

A Custom Panel to Inform Your Business Decisions—Backed by SSI's Proven Panel Management Techniques to Save You Time and Money

RealCustomers is a custom panel of your own verified customers. To create your RealCustomers panel, we match SSI's full online panel against your customer list. Once we identify your specific customers, you can build in-depth profiles, using your choice of SSI's 6,000+ questions to gain insights into demographics, psychographics and more.

Use RealCustomers whenever you would benefit from ongoing customer feedback to inform your business decisions—on everything from developing product concepts to testing messages—but don't have the resources to build and maintain your own panel. With RealCustomers, you get all the advantages of a customer panel with none of the challenges.

SSI puts our proven panel management techniques to work for you, handling every aspect of your RealCustomers project—from invitations to incentives to communication strategies. You can save time, resources and money—and have total confidence your customers are enjoying positive and engaging research experiences that reinforce their bonds with your company.

Why Is RealCustomers Critically Important Now?

You Gain All the Insights of an Active Customer Community—without the Strains on Resources or Budget

With more than half of consumers blogging about their brand experiences—and social media use skyrocketing around the world—more and more companies are building on these trends to create their own online communities for market research. Organizations eager to gather ongoing customer feedback—and willing to let audience input inform their decisions—can get tremendous value from forming communities focused on specific products and services.

Although a growing number of companies understand the power of customer communities, it takes specific skills to build, manage and engage them, so they deliver on their potential. Customer panels also can take resources and budget that are hard to find in today's environment. RealCustomers offers the ideal solution. With our years of experience, SSI knows how to save you time and money, while ensuring you gain the competitive edge of an active panel to provide continuous insights and information.

(continued)



knowledge



online



offline



mixed access

What Benefits Does RealCustomers Deliver?

Deep Customer Insight...Engaged Panelists...Significant Savings...and 24/7 Support for Both You and Your Respondents

With RealCustomers™, you can:

- **Eliminate the hassle of building and managing a customer panel.** SSI handles all panel management for you, using best practices developed managing our own world-leading global panels.
- **Gain a deeper understanding of your customers.** SSI strengthens your customer knowledge, extending information from your own database—including purchase history, product usage and more—with your choice of our 6,000+ profiling questions.
- **Get 24/7 panel support.** Both you and your RealCustomers panelists can count on full customer service, around the clock, every day of the week.
- **Save time and money.** SSI experts manage the entire panel recruitment, management and engagement process, so you benefit from optimal efficiency and cost effectiveness, start to finish.
- **Reduce habituation to your survey topic.** SSI's panelists are exposed to a broad range of survey topics, so your RealCustomers panelists won't become habituated to survey content about your industry. They remain interested and engaged—so they provide meaningful and relevant responses.

How Do I Get More Information?

To learn more about how SSI can give you all the benefits of your own custom panel with none of the challenges, contact us:

- **In North America:** +1 203 567 7200 or info@surveysampling.com
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