



iReach Pulse Research Platform Introduction

iReach developed the Pulse Research Platform to support a mix of research methods, including Online Surveys, Polls, Discussion Forums, Product Testing, UX, Groups and Idea Generation to identify how to unlock point in time and all-the-time Insights. Subscribers can use iReach Pulse to manage all forms of research internally (DIY) or in Partnership with iReach Research Analysts.

The platform can also be used to obtain inputs to projects from Staff, Stakeholders, Customers and even Prospects. Bring 'all the time' insights into the heart of all business strategy across Brand, Sales, Marketing, Support and Communications.

Key Features

- Online Surveys
- Polls
- Discussion Forums
- Product Testing
- Website Usability
- Idea Generation
- Diary and Tasks
- Video Groups
- Reward Management

Key Benefits

- Build Branded Research Communities
- Engage Stakeholders
- Connect Internal Teams to Customers for Idea Generation
- Build Community Loyalty
- Lower cost Insights with fast turnaround



iReach Pulse Research Platform Subscription Models

The iReach Pulse Platform puts cost effective research at the heart of all business decisions. iReach Pulse clients build Community Panels of targeted research clusters which can include Customers, Prospects, Stakeholders, with Team members to engage in a wide range of structured and unstructured activities to generate actionable Insights.

iReach can provide a Do It Yourself (DIY) model, a joint Do It Together (DIT) model or iReach run all elements of the research.

With a wide range of time-based subscriptions from unlimited or all-the-time research to pay-as-you-go (PAUG) for Ad Hoc projects. Bring insights into the heart of all business strategy.



Integrated Functions

- Community Rewards in Points and Prizes
- Email and SMS Integration
- Help Desk Ticketing
- Stakeholder Repository
- Survey Design and Reporting
- iReach Consumer Research Panel Integration