

VISIONCRITICAL®
global partner program

ADV Market Research

Partner: ADV Market Research B.V.

Location: The Netherlands

Partner since: 2010

“The confidence we have in the relationship and the technology is unquestioned, and our clients are equally impressed.”

Wim Woning, Community Consultant, ADV Market Research

INTRODUCTION

For a small market research company in a small country, access to emerging technologies can be difficult. Not so for ADV, taking cues from its clients to seek out and implement the best solutions possible for their research needs. When owner Niels de Vries first heard of Vision Critical® and became enamored with its innovative and highly engaging online community panel platform, his peers warned him of the challenges of working with a solution provider from across the Atlantic Ocean. But he persevered and reports nothing but very positive experiences from the start. Most importantly, his customers are happy.

ADV Market Research is a small firm located outside of Amsterdam, serving clients in the Netherlands, Scandinavia and Europe. Established in 1995 by Niels de Vries, ADV offers a mix of technology and research services to its clients, with a propensity for using cutting-edge technology solutions. The goal is not to be different, but to take advantage of new and improved ways of gathering data and sharing insights. Says de Vries: “We help our clients make choices, and technology is simply an enabler. New technologies can be flexible, adaptable, smarter and more efficient.”

ADV’s approach to technology is pragmatic – it simply has to help solve the client’s problems or it’s not worth it. This is especially so in market research, where some clients are reluctant to try new methods, either by habit or by nature of their industry. Fortunately for ADV, online research is well accepted, as are other methods including eye tracking and online focus groups.

WHY VISION CRITICAL?

Given its small size, The Netherlands doesn’t offer up a wide range of home-grown solutions that fit ADV’s needs and those of its clients. So de Vries had no hesitation to look elsewhere. He was introduced to Vision Critical in 2010, prompted by one of his clients who wanted to see how they could take their community panel (with another vendor) to the next level. He was instantly attracted to Vision Critical based on its core technology and how it combined both quantitative and qualitative tools in one platform. “We have to future-proof our mix of solutions for our clients,” adds de Vries. “It’s not just about speed and cost-effectiveness; it’s also about taking advantage of emerging trends like mobile phones and social media. Vision Critical brings all this to the table and more.”



One of the elements of Vision Critical's panel platform – Sparq™ – that appeals most to ADV's clients are the visual question types. They help eliminate respondent fatigue and maintain response rates compared to the standard checkbox and radio button questions found on other surveys. The speed with which surveys can be authored and deployed is also a valuable feature. ADV's clients always give the same feedback on Sparq; it's easy to use on the administrative side, and the surveys are much more engaging for respondents. With no limits on the number of surveys they can run, clients are finding it highly cost-effective as well. Now they can run research projects as needed, not as budgeted.

COMMUNITY PANELS AT WORK – A CASE STUDY

ADV has been rolling out community panels on the Sparq platform for just over a year. Already, de Vries can point to success in the field. One example is with a panel ADV runs for a large Dutch trade union. In the Netherlands (as in many countries), debate rages over what the mandatory retirement age should be. The government wants to push this from 65 to 67 years, likely to reduce pension obligations. The trade union saw an opportunity to gather feedback from its members on this topic to evaluate the impact of the proposed change. Thanks to Sparq's rapid authoring capabilities and engaging survey questions, the trade union was able to gather feedback from a high percentage of its members and present a credible, validated voice to employers as well as the government within days. The debate still rages, but trade union members are better represented than they ever were before.

A PARTNERSHIP MADE TO LAST

It can be a scary proposition to partner with a technology firm based on the other side of the world. From simple issues such as availability of technical support, to more complex cultural and linguistic challenges, there is no shortage of challenges. For ADV and Vision Critical, fortunately none of these issues have materialized. Vision Critical has proven to be an ideal partner with valuable expertise in online community panels, the next big phase of online market research according to de Vries. Being able to support ADV from its London office has also shortened the distance between the two companies. "Right from the moment we first met, the partnership and the way of doing business has been better than hoped," says Wim Woning, ADV's community consultant and primary contact for Vision Critical. "From support with the software to pricing, marketing and best practices, the team at Vision Critical – in London and Vancouver – has been exemplary. The confidence we have in the relationship and the technology is unquestioned, and our clients are equally impressed."

About Sparq™

Sparq is the market research industry's most adopted platform for managing online communities and panels, with more than 500 installations around the world. Sparq's broad capabilities, easy to use interface and engaging panelist experience tools enable organizations of any size to connect with their customers quickly, creatively and meaningfully.

About Vision Critical®

Vision Critical is a global research and technology firm that creates software and services solutions for over 600 clients, including one third of the world's top 100 brands. The company has offices across North America, Europe and Australia as well as a Global Partner Program that provides other research companies and consultants with access to top-of-the-line technology. Its Sparq™ product is the most widely adopted community panel platform on the planet.

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