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What we do - we deliver next generation consumer insight through online advisory communities.

How we do it – Colman & Company has formed a strategic alliance with My-Take, LLC, a Boston based company that helps organizations create smart connections with their consumers.

What is an online advisory community - one of the fastest growing segments in market research. Communities allow brands/clients to instantly attain feedback and ideas from hundreds of consumers. A typical community has the following elements:

- Leverages crowdsourcing
- Custom brand/company specific website
- Private & confidential
- 300+ members (typically end consumers)
- On-going (3 month to 1 year cycles)

Benefits - communities offer a competitive advantage and are likely to become the standard for consumer facing companies. Communities offer the following benefits:

- Better decisions - virtually unlimited consumer insight
- Faster decisions - resolve, integration and alignment
- Innovation - depth and multi direction communication
- Cost effective – fraction of the cost of traditional research

Services included – a comprehensive solution that includes:

- Discovery: establish goals and community definition
- Recruitment: screen and deliver community members
- Content: creation of activities; surveys; polls; etc...
- Moderation and facilitation: daily interaction online
- Analysis and reporting: weekly delivery of reports/insight

Our approach – we believe consumer insight is about helping leaders make better decisions. We also believe that technology and consumer trends create an opportunity for the insight to be delivered faster and at a lower cost than traditional research. Our community platform is in its 3rd generation and now features a client dashboard, mobile access and user friendly member tools. Our partner team members have served in executive level marketing, product development and sales positions at some of the leading companies (Emerson, Black & Decker, Danaher, Sony, Polaroid, Raymarine and Jarden). We understand the power of incorporating the voice of the consumer in daily decision making.