




**In the
beginning....**

Our market research budget had reduced dramatically...

 **56%**

But the demands on us hadn't...

your bill

Duplicate Bill

Account Number:

Bill Date and Tax Point 22 Jan 2011

Bill Number

VAT Registration Number

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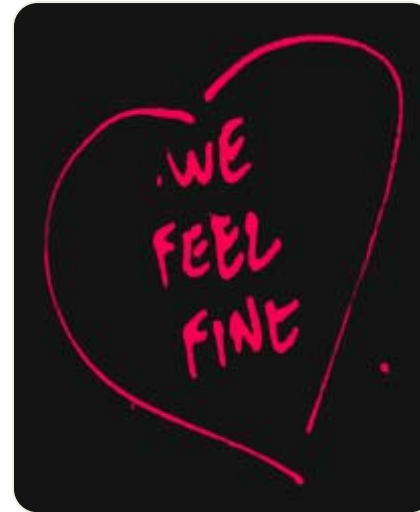
hello...

here are this month's charges

Charges not subject to VAT	0.30
Charges subject to VAT	17.79
VAT at 20.00% on £17.79	3.56
Total charges for this month	£21.65

here's a summary of your account

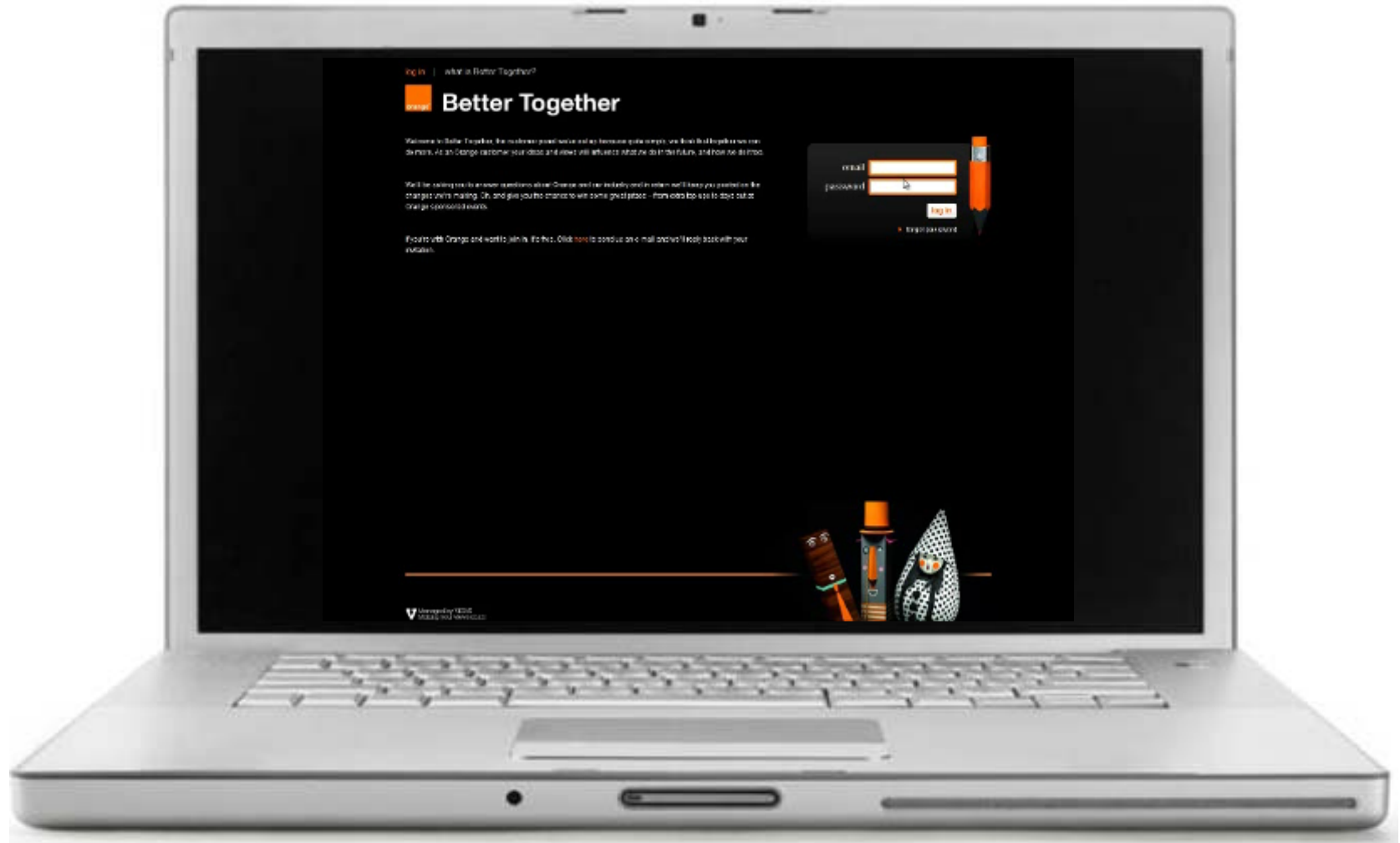
Balance from previous bill	23.10
Payment received - thanks very much	-23.10
Total charges for this month	21.65
Amount due	£21.65



The solution. A quantitative research community, with the potential to do more...

The screenshot shows a web browser window displaying the 'Better Together' login page. The browser's address bar contains 'login'. The page header includes a 'log in' link and the text 'what is Better Together?'. The main heading is 'orange Better Together'. Below this, there is a welcome message: 'Welcome to Better Together, the customer panel we've set up because quite simply, we think that together we can do more. As an Orange customer your ideas and views will influence what we do in the future, and how we do it too.' This is followed by a paragraph: 'We'll be asking you to answer questions about Orange and our industry and in return we'll keep you posted on the changes we're making. Oh, and give you the chance to win some great prizes - from extra top-ups to days out at Orange sponsored events.' A third paragraph states: 'If you're with Orange and want to join in, it's free. Click [here](#) to send us an e-mail and we'll reply back with your invitation.' On the right side, there is a login form with fields for 'email' and 'password', a 'log in' button, and a 'forgot password' link. At the bottom right, there are three cartoon pencil characters. In the bottom left corner, there is a logo for 'Managed by VERVE' with the tagline 'Making your views count'.

Faster, smarter, greater value research and an engaging experience for Orange customers



Three things we would like you to remember



- **Build from the bottom up**
- **Plan but remain flexible**
- **Be prepared to think about new things**

Where are we now?



A fully functioning, robust panel...

↓ 75%

11k members

22k+ surveys

...which is delivering against all of our initial objectives





Moving forward...

The future, keep evolving...at the right pace





Taking a look back...

And if you're thinking about setting off on this journey...

- **Know your limits**
- **Customer touch-point**
- **Support**
- **Plan**

Thanks...

