

How QuestionPro Effectively Leveraged A Flexible Team Approach to Deliver Expert Insights

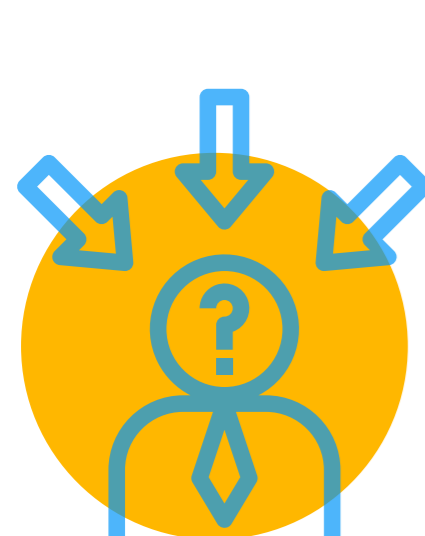


In this case study, we explore how **QuestionPro** created the right collaboration between cutting-edge tech and **Flexible expert services** to drive exceptional **Insight Outcomes** for their client.



The Context:

QuestionPro conducted an **extensive multi country research project** using it's online survey platform across multiple geographies & consumer segments.



The Need:

The scale of the project required a **"Human in the Loop"** to amplify the best insights to the client using Segmentation Analysis.

The Challenges:

- There was no existing resource pool that QuestionPro could tap into
- Posting on LinkedIn doesn't guarantee quick responses
- Asking for references from known contacts seemed too unstructured

These options did not have the efficiencies & rigour that QuestionPro was looking for.



Role of InsightGig:

As a technology platform creating human connections, InsightGig's mission is to provide **#InsightFolks** with the fastest possible route to reach actionable insights.

In this case, our role was to **use our platform to identify the right expert who would match the exact nuances** of QuestionPro's research requirement.

Our Criteria:



Our **MR specific selection criteria + Pre-vetted network of Experts** helped in shortlisting the right researcher for the project in real time.

QuestionPro was able to augment its team with the exact resource they needed within 15 days.



"Over the past few months, my organisation, QuestionPro, has had the pleasure of collaborating with InsightGig on multiple projects and their performance has consistently exceeded our expectations.

With their extensive network, they delivered a pool of highly skilled and qualified candidates for us to choose from. This not only saved us valuable time but also ensured that we had access to the best talent in the industry. The team has a deep understanding of the market research landscape and the specific skills and expertise needed to succeed in this field, which translates into consistently outstanding candidates.

They are truly a valuable partner, and we look forward to continuing our fruitful collaboration in the future."



Shibani Maria Philip,
General Manager, APAC
QuestionPro



The Outcome:

When **tech and humans come together in the right manner at the right time, magic happens.**

QuestionPro had the inherent DNA to embrace InsightGig's philosophy of flexible teams and was able to quickly put together the right team they needed for this project.

QuestionPro's clients **successfully completed a multi-country project conducted across multiple customer segments** by uniting the powers of technology & humans the right way!

Explore InsightGig Managed Services

If you're an Insights Custodian looking to augment your team with the best talent and deliver on-time insights to your clients, we can help. Let us introduce you to the future of market research talent search.

[Ask for a Demo](#)