

NetPanel Research



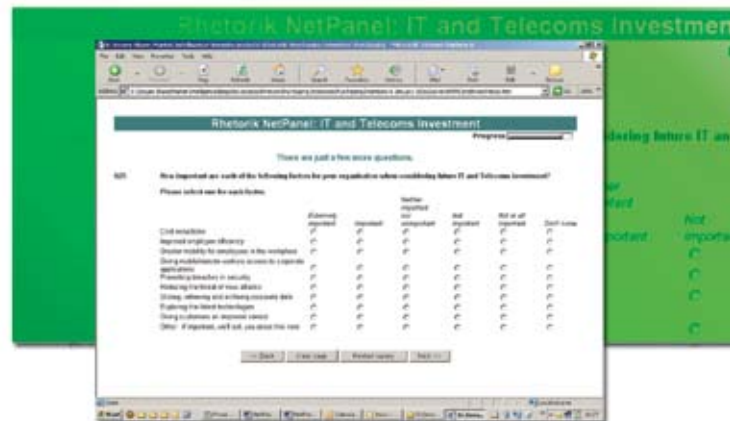
Do you need high quality, cost-effective end-user research in the UK IT and Communications B2B market; and fast turnaround of results? If so, you should be using NetPanel.

Rhetorik's NetPanel is a unique Web-based research panel of ICT decision-makers recruited from end-user organisations that are representative of the UK market. It differs from other panels through the high quality of sample it provides, with all respondents pre-qualified in great detail through Rhetorik's NetFinder continuous research programme. Research using the panel can rapidly provide the detailed insights you need at a fraction of the cost of conventional research.

Rhetorik is a specialist market intelligence company focusing exclusively on the IT and Communications market place. Established more than 14 years ago, Rhetorik has worked with the industry's major manufacturers, building an unparalleled reputation for market knowledge and expertise. Our research and database operations extend throughout western Europe and beyond.

" We have used the NetPanel option on number of occasions. It gives us the right balance between depth of information, speed of information gathering and quality sampling. The Rhetorik team are responsive, flexible and deliver a service that overall represents good value for money ".

T-Mobile UK



With a broad research capability, our in-house team has developed considerable knowledge and experience in the IT and Communications sector enabling the provision of added value for clients in all areas of research.

NetPanel is a key research tool specifically developed by Rhetorik that has particular relevance to client needs in today's fast moving and highly competitive ICT market.

NetPanel is a unique Web-based research panel of ICT end-user decision-makers recruited to be representative of the total UK market. The panel consists of almost 1900 IT and communications managers and directors and is growing all the time.



NetPanel Applications

Typical Applications	Some Example Question Areas
Market opportunity analysis	<ul style="list-style-type: none"> End-user profiles End-user applications End-user issues/experiences End-user requirements and preferences Importance of features/functions Current use and future purchasing intentions Market size indicators and growth trends Market segmentation Market penetration Market perceptions and opinions Market awareness and interest Market/purchasing drivers and inhibitors
Competitor/supplier benchmarking and analysis	<ul style="list-style-type: none"> Supplier analysis/penetration Supplier perceptions and experiences of end-users Image of suppliers Ratings of suppliers on key criteria
Brand tracking and awareness	Supplier/brand recall and recognition
Market event impact analysis	Perceptions and impact of important developments in real time
Market testing of creatives and messaging	Marketing and advertising campaign pre-testing
Purchasing process and behaviour	<ul style="list-style-type: none"> Buyer preferences Sources of information Key decision-makers Decision-making process Enquiry methods Purchasing/decision-making criteria
Price sensitivity	<ul style="list-style-type: none"> Price testing/willingness to pay Payment methods and preferences Other cost issues
Product proposition testing	End-user testing of new product/service features, functions and pricing