

# Engineered a Panel Management Platform

for a global leader in market research and consulting



## About the Client

- World's third-largest market research company with **80+ years** of data science experience.
- Operates in **90 markets** with **16,000+ market research experts** offering relevant market intelligence and consumer information.
- Delivers **vital global insights** in customer experience, innovation, health, and public affairs domains.

## Business Needs

- Require effective panel management, survey management, and rewards management tools to examine public opinion on major issues and access the attitudes of opinion-forming stakeholder audiences
- Need software for facilitating collation of independent and neutral customer/audience data to effectively analyze and report
- Adopt modern project management practices



## Solutions

- ### Technology Solutions

  - Designed and developed multi-tiered, scalable, efficient components in core applications using .NET and MS Dynamics CRM tools
  - Used Azure Pipelines' CI/CD setup to move to automated deployments
  - Undertook manual testing of core and CRM applications and test management using Azure Test Plans
  - Migrated 10K+ test cases to Azure Test Plans
  - Implemented Azure DevOps for tasks planning, tracking, and reporting, and the management of:
    - Requirements
    - Releases
    - Knowledge documents
    - Configurations

### People and Process Solutions

  - Integrated all different survey and panel management applications and streamlined the associated workflows
  - Designed panel management platform that achieved high operational efficiency by appropriately identifying, tracking, and managing all operational tasks related to survey creation, sampling, survey distribution, and data collection
  - Optimized all the supporting applications to reduce rework and timeouts
  - Provided insights into ongoing active tasks through insightful, user-friendly dashboards
  - Offered a fast, secure, and highly available user experience to panel audiences

## Business Benefits

- Performed **Successful Panel Management** for **1M+** panelists of which **200K+ are active panelists** for in-house and other client specific panels\*
- Achieved **Successful Survey Management** with **200+ surveys** per quarter and **500+ assignments** amid varied demographic groups\*\*
- Introduced multiple reward options, such as ADR, Amazon, and cheques, for panelists with **\$750K+ worth quarterly redemptions**
- Ensured **Efficient Device Inventory Management** for active panelists
- Accomplished **Better Visibility and Low Turnaround** time with monitoring dashboards and automated status report generation
- Reduced Deployment Issues** owing to automation
- Offered systematic insights into lead/cycle times for feature developments, and made **250+ pages available through effective knowledge management** via Wiki
- Minimized Communication** via email/Excel sheets owing to improved management of various tasks



\*Active panelist count varies  
\*\* Survey count varies

## Technology Stack

### Languages and Frameworks

### Server

### Tools

## Cybage Hi-Tech

- Automotive Retail
- Customer Experience & Market Research
- Digital Security
- Enterprise Workflow Solutions & Rules Engine
- Software Tools & Platforms
- Social & Collaboration Platforms
- Human Resource Management Systems

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