

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

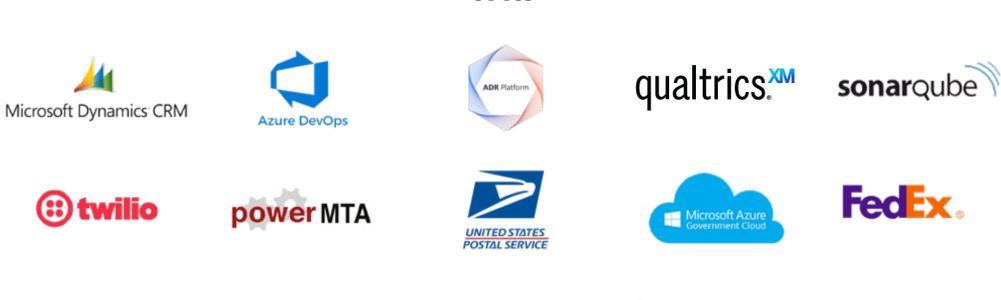
Languages and Frameworks



Server



Tools



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