

GLOBAL INSIGHTS

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GRBN NEWS



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January 2020

Happy New Year!

I hope that 2020 not only brings you lots of success, but more importantly lots of joy. It promises to be an exciting year/decade,

Andrew

GRBN News



SampleCon 2020 Session

The Impact of Incentives on Participant Engagement and Data Quality

At SampleCon this year, GRBN's Andrew Cannon will be presenting the key findings from our research into the impact of incentives. The presentation will be followed by an expert panel discussion featuring Kerry Hecht from Echo MR, Lisa Wilding-Brown from Innovate MR and Scotty Greenburg from Tangocard, who will discuss the implications of the research for our sector. [Read more...](#)



KNow helped Leeza's Care Connection determine their HUGS program's value

KNow Research

What was the issue?

Every summer, the KNow Research team nominates and chooses a non-profit organization for their pro-bono project. This year's recipient was Leeza's Care Connection, a caregiving organization founded by Leeza Gibbons, who's mission is to help those caring for their loved ones. Using a multi-phased approach, the KNow team determined the unique benefits of their HUGS program (Helping U Grow Strong) to help clarify their positioning for communication, messaging and outreach expansion.

[Read what was achieved and how](#)

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NOMINATE A HERO YOU KNOW TODAY**

GRBN News



Annual Review Time?

Why Not Give It A Business Impact Focus This Time?

From our research, as well as from all the discussions we have we had over the last few years, we know that very few people in our sector, whether on the client and supplier side, had the **Business Impact of Insights** as a KPI for 2019.

However, as you look back on 2019, why not at least make Business Impact a part of your annual review process?... [Read more](#)



FROM DATA TO MEANINGSM



Featured Guest



Beyond Measurement: Five Steps to Adopting an ROI Mindset

John Joba
Gongos

While the value of proving out ROI is clear in nearly every business case, it's less obvious where to begin. Before getting overly transfixed on sophisticated models and calculations, it's best to adopt what we call an "ROI mindset."

In this article, John outlines a five-step framework to guide organizations along the path towards embedding customer-centered ROI-based decision making in its programs and initiatives: ... [Read more](#)

How do you demonstrate the ROI of insights?

EFAMRO / Europe



Preview of the Decade:

Biggest Challenges for the Next 10 Years

We're on the cusp of a new decade so what do the contributors to RESEARCHLIVE think will be the greatest challenges of our industry over the next 10 years... [Read more](#)

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OR ACCESS THE EXECUTIVE SUMMARY FOR FREE



CCPA Now in Effect:

Compliance with California Consumer Privacy Act will be essential

Welcome to 2020; the California Consumer Privacy Act (CCPA), the state's new comprehensive data privacy law, is now in effect, and impacts companies far beyond the Golden State's borders... [Read more](#)

Company News



Gongos Launches DICE Assessment 2.0

New Decision Intelligence|Customer Experience (DICE) Assessment Provides Customized, Real-Time Guidance To Operationalize Customer Centricity

ROYAL OAK, Mich.--([BUSINESS WIRE](#))--Gongos, Inc., a decision intelligence company, today announced the rollout of a second iteration of its proprietary Decision Intelligence|Customer Experience (DICE) assessment. The assessment, initially released in 2017 with marketing executives, has since also been leveraged by executives across consumer insights, customer experience, strategy, and innovation to better understand how their organizations perform on 11 key measures related to internalizing customer needs and acting on them as a strategy for differentiation and growth. ... [Read more](#)

Featured Events



SampleCon 2020

Atlanta, Georgia USA, February 3-5

[Find out more and register](#)



IleX Europe 2020

Amsterdam, the Netherlands, February 25-26

[Global Insights readers can get a 25% discount by registering through this link with the code GRBN25](#)



MRS Conference IMPACT 2020

London, UK, March 10-11

[Find out more and register](#)

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