



# Borderless Access Panels Newsletter

December 2009

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## Welcome to Borderless Access Panels- Your online research partner in BRIC

Complete your picture of global consumer insights with Borderless Access's view into the emerging markets. As an Online Panel Services company, we offer access to new markets, emerging consumers, their new perspectives and new ways of thinking.



### A Message from Ruchika Gupta

Welcome to our December issue of the Borderless Access Panels Newsletter. The last month has been very exciting for us. Borderless Access has earned the **Grand Mean Project™ Certification!** This is a significant achievement for us, it showcases what we have always been working towards- consistency in our panel data quality.

The Grand Mean Project™ is one of the largest and most comprehensive online sample assessments to date and we're thrilled that our panels have earned the certification. With this happy note, I invite you to read our newsletter which describes briefly the efforts we put in to build and maintain a true online panel.



The Market Research Industry in 2009 report from Peanut Labs indicate, **The predominant source of online sample is and will remain in 2009 the panel company, accounting for 50% of sample sourced. Just over 20% of sample is sourced from in-house panels.**

### RUCHIKA GUPTA

PRESIDENT, BORDERLESS ACCESS

Borderless Access is an online research force that can bring the new world thinking to your desk so that you can discover powerful global insights as well as profit from them - continuously and consistently.

## Summary

### Building and maintaining a true online panel

Since online ceased being a buzzword anymore and has become more a part of our everyday life than even bread, online panels too have followed the same path in market research. According to Inside Research, 43% of research survey last year was conducted online. With everything quicker- panel recruitment, panel building, surveys, analysis and results, the question of how good, honest or true is your online panel arises.

## Panel Recruitment

### How representative of the population is an email list or an unverified database?

This is a question that all organizations that set out to collect consumer opinion, should ask themselves. Research indicates that two-thirds of research companies outsource functions ranging from sample acquisition to data collection and data processing. While the final decision depends on individual organizations, outsourcing panel building activities to experts in the field is a practiced by several organizations.

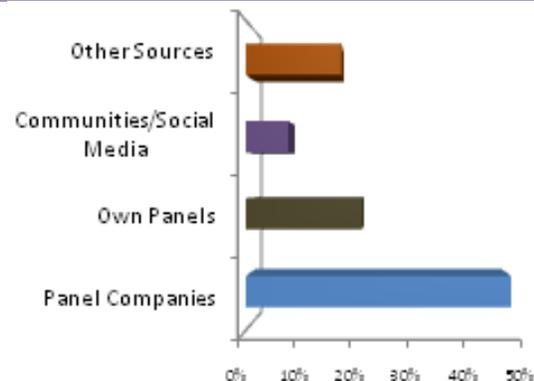
How do you choose a partner who can build you a true panel or make sure you are provided with a true online panel?

Welcome to Borderless Access. At Borderless Access we spend a lot of time and effort building quality panels. Recruitment is designed to meet the demographic needs of a panel that is truly representative of the population of a particular region. Targeted recruitment from tried and tested sources including top domains and regulating panel joins by invitation-only work towards ensuring that the panel contains interested and active participants.

## Panel Recruitment Process

Borderless Access panelists follow the following panel recruitment process:

1. Click on an invitation to join the panel
2. Complete a basic (B1) background and demographic survey
3. Multimodal verification of details given by panelists
4. Complete an extended (B2) profiling survey on various parameters including shopping preferences, travel habits, financial purchases, online behavioral patterns and banking habits
5. Complete a first 'test' survey



Based on the data collected at the recruitment stage, we can be selective as to which people to add to the panel. This allows maintaining certain levels of key demographics and de-duping panelists who join more than once and also gives the potential to build sub-panels.

**Ideally, the primary method of recruitment is by means of relationships - be it with network partners, top domains or even your own panelists.**

## Panel Maintenance

1. Recruitment from representative sources including top domains
2. Multi modal verification for every panelist Mobilephone verification (over 75% panelist phone number registered with us)
3. Digital Fingerprinting
4. Quality assurance process audited by one of The Big Four accountancy & consultancy services firms
5. Multimodal & customized panelist preferred & guaranteed incentive system

For more details contact:

1. [Dushyant Gupta](#)
2. [Jason Tiffer](#)

To know more about our BRIC Panels, please click here [PanelBook 2009](#)

Once an online panel is built, an ongoing challenge is to make sure it comprises of active panelists and that there are enough panelists available in key demographic groups to be able to pull representative samples of identifiable populations.

Our Panel Station (our online panel community) is updated every night. Every night new panelists are added, unsubscribe requests are catered to, chronic non-responders are removed, and email address changes/updated are made.

**Availability and integrity form the two fundamental pillars of Panel Maintenance.**

## In Conclusion

Internet research is rapidly becoming the research method of choice allowing faster information gathering, more cost-effectively, and with greater specificity than ever before. Hence choosing a suitable online survey partner who offers not only a truly representative sample for your studies, industry acknowledged incidence rates but also enables you to conduct follow-up surveys becomes an exercise of paramount importance.

Borderless Access is the undisputed leader for online panels in the hard-to-reach BRIC market with a significant representation of its population in our growing panel. With global experience, industry experts who have crossed cultural boundaries and succeeded in building a robust panel, Borderless Access is your one-stop survey partner in the BRIC region.



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