

This is us



The background is an abstract composition of various shades of blue and purple. A dark purple triangle points from the top-left towards the center. A medium blue shape with a curved edge is on the right. A lighter blue triangle is at the bottom-right. The rest of the background is a mix of these colors in different proportions.

www.visionlive.com

Who are VisionsLive?

VisionsLive offer leading market research tools for online qualitative research projects across the globe.

Our purpose-built online market research platforms are designed to offer every company or agency the ability to undertake any qualitative research project to gain the best possible insights.

Our Story

We were the first to enter the online qualitative research space in 2006 and created a purpose-built market research platform for an international research agency looking to hold a focus group over the internet. Within a year of delivering on that project we debuted the VisionsLive.com advanced technology at ESOMAR in Berlin.

In its 4th generation with synchronous, asynchronous, mobile app and browser-based technology, our platform is used in over 32 languages across 40+ countries to run thousands of online qualitative research projects worldwide.

The need to evolve the platform and exceed customer expectations has been clear from the beginning and as a family-owned, international company, personal service and commitment to delivering excellence is at the heart of everything we do. Our in-house development team work in an agile way, with a continuous evaluation and improvement model, we listen to our customer feedback and incorporate new features to support their requirements in order to add real value to our clients' online qualitative research projects.



Our Values

Our company values aren't just words; they are part of our DNA, the foundations of how we work, and you'll experience them in every engagement with us on your VisionsLive journey. Here's what they are and what to expect!

We are straight talking – no bull!

You don't need a jargon buster or to be a mind reader to work with us. We are an honest bunch and believe that the best relationships are built on trust. We will always tell you how it is using open and direct communication.

We have heart.

We do things better because we care! We care about what we do, which drives the energy and enthusiasm we bring to our work. We can't all find our Lobster like Ross & Rachel did, but we will do our absolute best to understand your pain points, find a solution and always deliver on our promises.

We are the best of British!

There's no egos or attitudes with us, we are one team and always available to have a cup of tea and a catch up with our customers to make sure we are supporting them the best way possible. We like to have a laugh but know sometimes only a polite and professional approach will do!

We keep it simple.

No matter where you are in your VisionsLive Journey, it's simple! We are always on-hand to support you to get the best out of your research project with a 24-hour support team. We take pride in our work and go the extra mile to get the job done.



What you get

Online qualitative research expertise

We believe in discovering the why... Harness the power of our platform, an easy-to-use tool that gives you the ability to dig deeper and get qualitative insights, whether that's customer, product or employee experience, customer journeys, market insight or brand insights.

Our range of products give you the ability to conduct your online qualitative research project with Focus Groups & Interviews either online or via text chat, Communities & Bulletin Boards or through Concept testing.

Whichever method you choose it will get you closer to your customers, give you answers to your questions and a greater understanding to build a strategy to grow your business.

Your VisionsLive Journey

Our business is set up to support success, from the Sales Team demonstrations fully understanding the customers' requirements, the Project Success Team on-boarding and training to the 24/7 Technical Support and Live Support in all sessions, we go above and beyond to ensure clients projects run without a hitch!

With our client centric approach, we have evolved over the years to not only provide clients with the platform to conduct their research, but we can also assist with recruitment, moderation, translation, and transcriptions.

Security and peace of mind

Your data is our priority! We are ISO 9001 & 27001 certified, GDPR compliant and have a security first approach for our platforms, with inbuilt data anonymisation tools which allow you to anonymise and delete your data for any completed project or choose a regular timeframe in which this occurs automatically.

We have dedicated servers in regions of choice around the world, giving you control of where your data is kept and for how long. As standard practice all data is encrypted in transit and at rest to ensure your data is always kept secure.



We make a difference

Together we can change lives! We have partnered with B1G1 (Buy One Give One) to become a business for good, we give back by making donations to global charitable causes each time a client works with us and are proud to support projects which tackle zero hunger, quality education, clean water and sanitation and sustainable cities and communities to name a few. We make a charitable donation at the start and end of every project on behalf of our clients and send them certificates to show the impact they have made – so they get the feel-good factor too!

Corporate social responsibility is an important part of the operations of VisionsLive, we take our environmental footprint seriously and are a completely paperless company. We also feel that by encouraging our clients to conduct their research online we are enabling them to hit their green energy targets by eliminating the travel required for in-person research.

Finally, we support our community and local charities that are close to our employees' hearts, including two children's football teams.

**Get closer.
Get answers.
Understand.**

Want to know how VisionsLive
can help you discover the why
and not just the how much?
Let's talk, book a demo
with the team today.

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www.visionslive.com