



July 2023

*Dear RED C Live member,*

*Welcome to the July 2023 edition of the RED C Live Newsletter!!*

Last month, 1174 RED C Live members reached the €50 threshold for payment and will be sent payment shortly! The total rewards paid out for completing surveys now stands at €3,604,834.

## **RED C are proud to Celebrate 20 Years of helping our clients See More Clearly**

*by Richard Colwell*

This month marks RED C Research being 20 years in business. Founded by Richard Colwell and Sinead Mooney in 2003, RED C has grown from strength to strength to be Ireland's largest research-based consultancy helping people, brands, organisations and governments to grow and improve, by better understanding human behaviour and choices.

We have helped companies make more impactful advertising, airlines deliver better products, brands build innovating new products that meet consumer needs, tourism boards attract more visitors to Ireland, hospitals to provide the best patient experience, and governments to meet the needs of its citizens. Despite being experts for more than 20 years, we continue to innovate the ways in which we gather insight on behaviour, building in AI to our approaches where appropriate alongside trusted traditional techniques, to ensure we provide the best quality insights.

The success of RED C over the past 20 years is in no small part due to a fantastic, innovative team but also our loyal clients many of whom have worked with us for the past 20 years. We continually look forward to the what the next 20 years will bring.

*Best Wishes*

*The RED C Live Team*

### **FAQ's**

#### **Logged out of a Survey**

Please remember that you can now log back into a survey if you are unable to complete it in one sitting, or if you are logged out due to a technical fault or a server error. We hope this will improve your experience of RED C Live. If you are logged out, please wait for at least 15-20 minutes before you attempt to log back in.

#### **Quality Control**

We would like to remind you that our reputation as a leading market research company is based on the accuracy and validity of the data we provide to our clients.

To ensure members do not complete surveys hurriedly or provide incorrect information, a series of check questions are included at intervals. These inbuilt quality control questions appear on every survey and are administered to everyone equally. Answers provided by members who failed the Quality Control check are not included in the survey results.

We appreciate that this can be frustrating when a genuine mistake is made, however, we are unable to make exceptions to the mechanisms and allow members to go back and change their answers, so please take extra care to avoid being screened out of surveys.

#### **Reporting issues with surveys**

If you encounter an error or a problem when taking part in a survey, such as the screen freezing or otherwise, **please forward us the original survey invite, along with a screen shot of the error**, where applicable, to [info@redclive.ie](mailto:info@redclive.ie)