

Leger's Online Communities

The Next Generation of Market Research Technologies

Leger offers a new online community management platform that allows you to engage in an ongoing conversation with your customers, to build stronger loyalty, generate new brand ambassadors, and increase your sales.

Better engaged customers:

Engage in an ongoing conversation with your customers, share content and test new ideas to understand what your customers think, feel, and buy in order to create and mobilize a community of brand ambassadors.

Faster surveys:

Conduct free quantitative and qualitative surveys in real time to help you increase customer satisfaction, improve the customer experience, test new ideas, ads, concepts, innovations, and anticipate trends.

A powerful platform:

FUEL CYCLE – a single and fully integrated system – is a Web and mobile platform that includes marketing intelligence tools to better understand your customers and to build loyalty (surveys, focus groups, discussions, chatting, ideation, gamification, alerts, etc.).

A real-time dashboard:

Access your real-time dashboard to make quick and more profitable decisions for your company.

Strategic analyses:

Our experts provide you with targeted in-depth analyses for all of your research and marketing activities.

