



# The Consumer Consulting Board: Consumers shaping your business

*Kristof De Wulf, Tom De Ruyck*

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In 2011, InSites Consulting coined the term Consumer Consulting Board for the first time to indicate how we manage research communities and the position we give them within a company. If you run them well, communities allow you to make use of the consulting power of consumers: they will help you to make more consumer-relevant decisions. Moreover, the name embodies that companies need to see and treat their consumer community as a board of advisors to rely on every single day. It's more than just another market research tool. A Consumer Consulting Board gives you the strategic capability to (re)shape your business together with consumers. This book is the fruit of years of work in the field of research communities by the entire InSites Consulting team. It serves as an inspiration for companies to start with structural collaboration, offering fresh insights and various case studies to continue the path towards becoming an open, agile and consumer-centric thinking company.

As one of the pioneers in using Consumer Consulting Boards to drive brand relevance, the H.J. Heinz Company has been on an exciting journey together with InSites Consulting, continuously learning what it takes to make consumers an integral part of everything we do. After reading this book you will be inspired to reconnect with your most important consultants, the consumers, in a new mind opening way.

**Mariken Kimmels Marketing Director Continental Europe, H.J. Heinz Company**

For 5 years InSites Consulting has been a leader in promoting debate and disruption within the industry. Their pioneering open innovation, with academia and clients, has led to some brave results, amongst others this inspiring piece of work bundling their leadership in the field of research communities. They are always a welcome and exciting presence at ESOMAR.

**Dan Foreman President, ESOMAR**

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