



insight
consultants
group

**Business name,
Contact details and
links**

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Title of Session

Qual Research : Your way!

Date of Session

20th May 2026

Summarise your business and what it offers ICG members

About incling

incing is a flexible digital research partner specialising in online qualitative communities, digital ethnography, and rapid-turn qual studies, across the globe

What we offer ICG members

We provide a fully brandable, platform built to let you run online research your way - whether it is a short 3-day project or a long-term community, on any device

Unlike rigid options, we have **no functionality limitations and no limits on task quantity, complexity, or frequency**, allowing you to adapt your setup live as your research changes

Our extensive qual and quant toolkit operates seamlessly in **30+ languages** with immediate platform setup

5 Key Benefits for Independent Consultants

- **Free Support & Training as Standard:** We do not charge extra for onboarding, platform design, or usage support. You get full setup assistance included, so you can pitch and launch with complete confidence
- **Hours Saved with incAI:** Our built-in AI assistant acts as a powerful co-pilot to handle the data heavy lifting - saving you up to 36 hours on a standard project so you can focus entirely on strategic insight
- **Next-Gen AI Features (incAI Enquire & Showreels):** Use *incAI Enquire* to instantly interrogate responses across multiple tasks for core themes, summaries, and key talking points. Plus, automatically generate participant video *incAI Showreels* in seconds rather than hours
- **Complete "Human-in-the-Loop" Control:** You are always in the driver's seat. All AI functionality can be turned on or off completely by individual task or project based on your needs.
- **Flexible Delivery Models:** Work exactly how you want. You can use us as a Platform Hire Only tool for absolute DIY control, or tap into our team for Research Management Options when a multi-market project expands past your solo capacity.

Any discount available to ICG members? (please specify for how long)

10% off platform hire fees for all projects commissioned before Sept 2026



Any questions, interested in buying another Pitch Perfect slot, or advertising with the ICG in another way?

Reach out at sponsors@theicg.co.uk