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What is the *H-E-B Insiders* Program?

The *H-E-B Insiders* Program is a chance for you to share your thoughts to make shopping with us even better! We do our best work when we listen directly to our customers, so we want to hear from you! Your input will help us learn what products and services you'd like to see at H-E-B, and how we can serve you better.

As an Insider, you can provide feedback to H-E-B through surveys, focus groups, product tests, and diary surveys. When you complete surveys, you will be entered to win great prizes, like H-E-B gift cards or products. When you participate in focus groups, product tests, and diary surveys, you may be entered to win prizes, or you may be eligible to receive H-E-B gift cards or other compensation after your participation is complete. Gift card awards or other compensation may range in value from \$10-\$150 depending on the time commitment and involvement required.

How do I sign up to become an *H-E-B Insider*?

To sign up, please go to hebinsiders.com.

Here, you will complete a sign-up form so we can set up your own personal *H-E-B Insiders* account. In your account, you will find surveys to complete (if available), information about upcoming focus groups or taste tests for which you have qualified, and other information about the program.

Who is eligible to become an *H-E-B Insider*?

All legal residents of Texas age 18 and up are eligible. However, if you, one of your immediate family members, or a member of your household works in grocery retail, marketing, market research or advertising, you are NOT eligible. Additionally, current H-E-B Partners are NOT eligible to participate as an *H-E-B Insider*.

What happens after I sign up?

Once your sign up process is complete, please be on the lookout for future research studies that will be sent to your email address you provided.

How will I be contacted to participate in surveys, focus groups or product tests?

From time to time, you will receive emails inviting you to complete a screener survey. If your response to the screener survey shows you qualify for an available study, you may then be asked to participate in a survey, focus group or product test.

Sometimes, the type of research requires your presence at a specific time, so we will ask you to join us at a scheduled time, if you qualify and based on availability. This happens mostly with fun and lively focus groups or tasty product tests.

How often will I be contacted to participate in surveys, focus groups or product tests?

How often you receive invitations to participate depends on how many tests we're running and whether those tests match up with your interests. At times, you may hear from us every week, but at other times, you may not hear from us for a couple of weeks, months, or longer.

Please keep in mind: you may not necessarily qualify for every research study. We want your help on topics that are most relevant to you and your family, and we try to only reach out when one of those topics comes up.

In addition, it's important to us that we hear about our stores, products and services from as many different people as we can, so once you complete a survey, focus group, or product test, we may not reach out to you again right away.

How long will it take to complete an online survey?

The amount of time it will take to complete a survey will vary. The average time to complete a survey is 5-10 minutes. However, there may be times where it's longer.

Will all survey links link to the same website?

No. We use different survey platforms to complete research, so you may be directed to different websites for each survey. As with all Internet-based communications, it's important to use good judgment in clicking links in emails. If you receive a survey link which looks suspicious to you, don't click it. You can reach out to us by email at insiders@hebinsiders.com with any questions.

How do I schedule myself for a focus group or in-person product test?

After completing a screener survey, if you qualify for a focus group or in-person product test, we will provide you with an available date(s) and time(s) for you to pick from. Once you choose an available date and time, a confirmation will be sent to the email you provided when you signed up to become an *H-E-B Insider*.

Where will focus groups or in-person product tests take place?

Focus groups and in-person product tests will take place at various locations depending on the topic of the research. In most cases, we will complete the focus groups or product tests at an H-E-B store, hotel conference room, or another third-party location in the city you're living in. If you qualify for a focus group or in-person product test, the actual location will be specified when you select a date and time. In addition, this information will be included in your confirmation email.

Will all focus groups require my presence at a central location?

No. Sometimes, we may hold remote focus groups using technology, like your phone or another device, at a specific time. Instructions will be provided when you sign up for these types of focus groups.

Will all product tests require my presence at a central location?

No. We may offer a product test that you can complete in your home, which we call a Product Home Usage Test (HUT). In these instances, products will be evaluated at your home with surveys completed using your *H-E-B Insiders* account. Instructions on how you will receive the products to test will be specified once you have qualified for a HUT.

How do I re-schedule myself for a focus group or in-person product test?

All you need to do is log back into your *H-E-B Insiders* account and click on the “Schedule” icon. From there, you can select a new date and time subject to availability. If there are no remaining options to select from, you will need to cancel.

What if I need to cancel my participation in a focus group or product test at a specific time which I signed up for?

Just log back into your *H-E-B Insiders* account and click on the “Schedule” icon. From there, select the focus group or product test you want to cancel and click “decline”.

Of course, we appreciate your letting us know as soon as possible if you need to cancel, so that we can invite another *H-E-B Insider* to join us in your place.

How long do focus groups or product tests typically last?

The amount of time it will take to complete a focus group or in-person product test will vary. The average time to complete a focus group is about an hour. In-person product tests take, on average, about 45 minutes.

HUTs may involve using a product for an extended period of time, perhaps up to six weeks depending on the type of product, before we ask you to share your views and complete the related product survey.

What do I need to bring to a focus group or in-person product test?

Unless otherwise specified in the email, all you need to bring is yourself, your passion and your ideas!

There may be times when Study Prep will be required for you to complete prior to participating in a focus group or product test, such as collecting some information about the products you buy or about items you keep in your household. If Study Prep is required, you will be informed of what is required before you sign up for the focus group or product test. You must complete the required Study Prep in order to participate in the focus group or product test and receive your compensation.

Can I bring family members or friends with me into a focus group or product test?

No.

Only *H-E-B insiders* who are qualified for and signed up for a given study are allowed to attend a focus group and/or product test.

What happens if I was scheduled for a focus group or in-person product test and did not show up?

If you do not show up for a focus group or product test, you will not be entered to win a prize for that research or receive any compensation that was available.

Individuals who miss multiple research sessions for which they were scheduled may be removed from the program.

Do I receive compensation for completing surveys, focus groups or product tests?

Before being invited to participate in a research study (whether it's an online survey, focus group, or product test), you may be asked to complete a brief "screeener" survey to determine whether you qualify for the project. You will not receive compensation or sweepstakes entries for completing these brief screener surveys.

All prize or compensation details will be provided after you qualify for any research and prior to you committing to complete the research.

For research in the form of an online survey that does not require you to be present at a specific time, you will typically be entered in a drawing for an H-E-B gift card or product. The prizes will be described in the survey invitation.

For focus groups and product tests, you may be entered into a drawing, or you may be offered an H-E-B gift card or other compensation for participating, which may range in value from \$10-\$150.

How will I know if I am a winner of a drawing after completing a survey?

Once a survey is completed, winners will be notified via email 6 weeks after their survey submission. Survey prizes may be offered in the form of an electronic gift card which will be sent by email to the winners at the time of prize notification.

If you are not selected as a winner, there will be no notification.

After completing a focus group or product test, when will I receive my compensation?

If the focus group or product test you participated in was conducted in-person and compensation was offered, you will receive your compensation at the event on the same day you complete the research session.

If your focus group or product test was completed online or by telephone, any prize or compensation will be provided to you within 6 weeks after your focus group or product test is complete.

Besides surveys, focus groups, or product tests, is there any additional research studies that I may be asked to participate in?

Yes. From time to time, we may ask Insiders to participate in one-on-one interviews, receipt/coupon collection, store visits with H-E-B personnel, or diary studies.

If you qualify, details about these specific research studies will be provided to you prior to you agreeing to participate.

How do I change my *H-E-B Insiders* account password?

After you have logged into your *H-E-B Insiders* account, under "Account" click the "Change Password" button, located just above your first and last name fields. Type in your current password followed by your new password and click "Change Password". Now, the next time you log into your account, use your new password.

I've forgotten my password. Now what?

Click on "Forgotten your Password?" located on the bottom of the login screen (hebinsiders.com). Enter your username and click "Reset My Password". You will receive an email within 30 minutes with a link to create a new password. This link will only be valid for two hours.

I would no longer like to participate as an *H-E-B Insider*. How do I unsubscribe?

After you have logged into your *H-E-B Insider* account, under "Account", click the "Unsubscribe" button located in the top right corner.

I know someone interested in becoming an *H-E-B Insider*. How can they join?

We invite anyone interested in becoming an *H-E-B Insider* to sign up by clicking on the following link: hebinsiders.com.

Please remember, while we'd love to have everyone participate, members must live in Texas, must be at least 18, and can't work or have an immediate family member who lives in their household work in grocery retail, marketing, market research or advertising. Additionally, current H-E-B partners are NOT eligible.

Where do I go if I need to change any information I provided on the sign-up form?

After you have logged into your *H-E-B Insider* account, please click on the icon “Account.” You can change any information from this page, such as your address or phone number.

Whom do I contact if I have additional questions?

Please send an email to insiders@hebinsiders.com and a team member will respond as soon as we’re able.

For more details, please visit hebinsiders.com and click on the terms and conditions located at the bottom of the website.