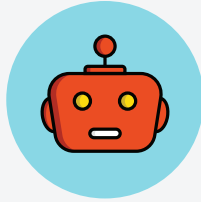


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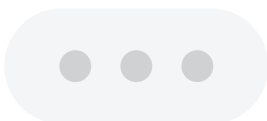
Let's talk about
conversational
research 📞💬✍️

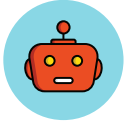
CONVERSATIONAL RESEARCH



SO HOT RIGHT NOW

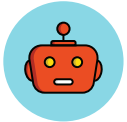
Delivered





It's the future of insights.

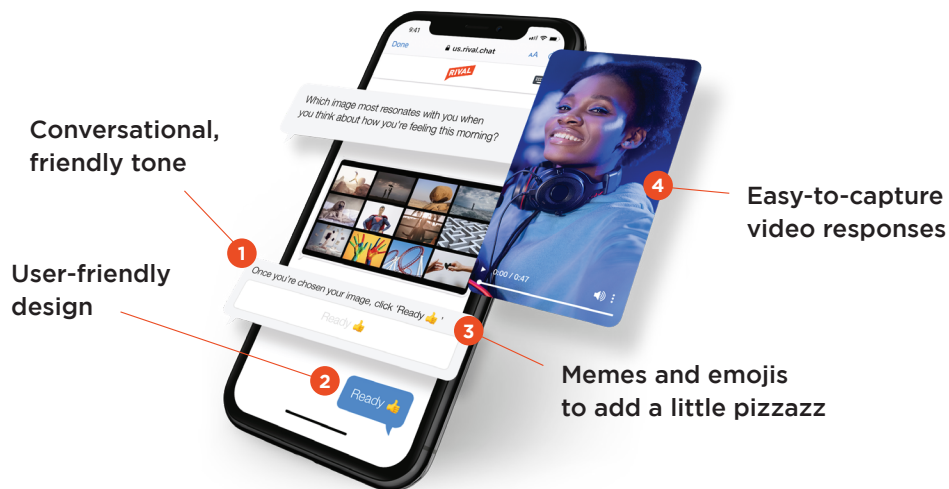
Conversational research is the new way to get deeper insights from modern consumers. It has all the bells and whistles of traditional research, but with a modern twist: it's chat-based, it blends quant and qual seamlessly, and it includes video. It uses texts, emojis, and memes—tools that let people express how they truly feel in the moments that matter most.



It's research reimagined for the mobile-first world.

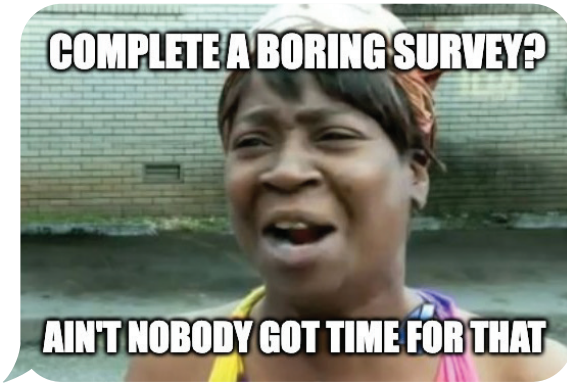
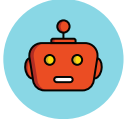
Conversational research comes from a simple idea: engage people where they are in a way that feels fresh and natural.

It's mobile-first—because mobile is the communication channel of today. Instead of long surveys that no one wants to complete, conversational research is about digestible chats that feel fun and familiar. It's iterative, and provides an environment where people are more willing to open up.

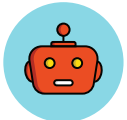


Insights come fast.

Mobile-first means you're reaching people in real-time. And the results come fast. Instead of waiting days, responses come in minutes, maybe even seconds.



While conversational research is new, its applications aren't. It's not just for Gen Z research—because everyone's on their phones these days 😞. From concept testing to IHUTs, from customer journey mapping to mobile ethnographies, the conversational approach delivers the robustness you need to get actionable insights you can be confident in.



Talking really gets results.

Here are a few companies already taking advantage of conversational research.



Brian exceeded stakeholder expectations and strengthened retail partnerships thanks to useful quant and rich customer testimonials he received from his community.



Larissa quickly received actionable feedback and insights from their customers that influenced key decisions for marketing campaigns, brand messaging, and retail partner programs.

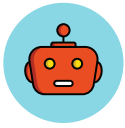


Melissa connected with her consumers and uncovered emotional drivers behind their habits and choices.



Laura and her team optimized the online shopping experience leading to a 20% increase in brand and category sales.





The benefits speak for themselves.

Lower cost

25-50%

less on average compared to competitive offerings

Higher completion rate

81%

is the average completion rate observed in conversational surveys.

Faster results

60%

of chats are completed within 2 hours

Richer responses

700%

increase in words used in video response vs texts for an open-ended question

New voices

Conversational research

opens up opportunities to engage via social media, QR codes, apps or your brand's websites



Want to learn more? We're happy to chat.

rivaltech.com

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