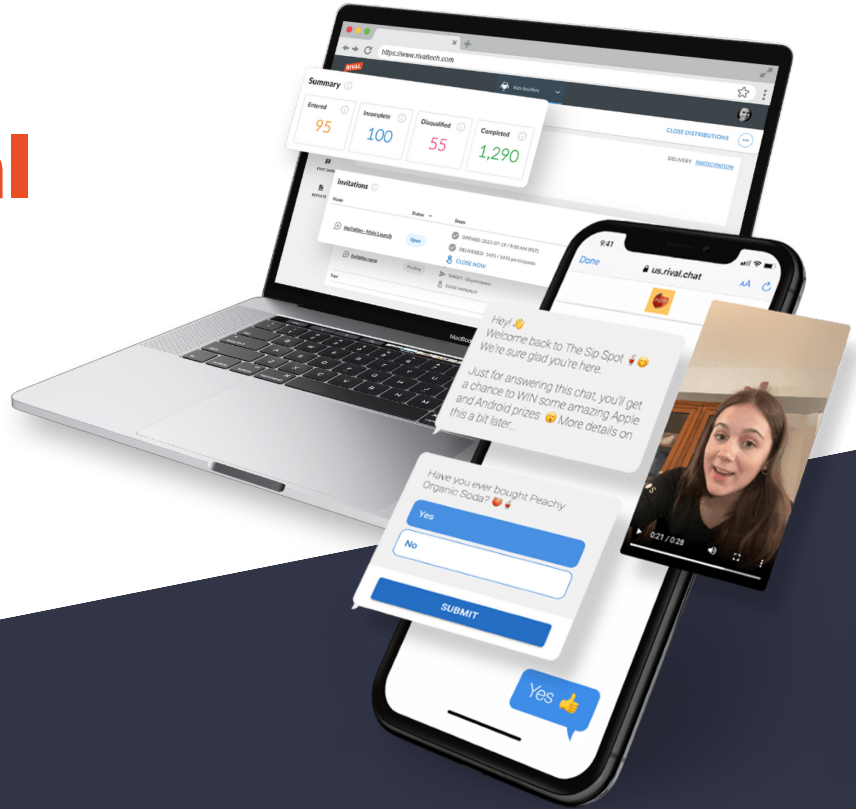


# Conversational Research for Innovative Research



## Transform your surveys into conversations

Pivot from a lengthy, tedious questionnaire to an iterative, organic engagement that provides ongoing insights.

### Deeper insights

**7X**

700% increase in words used (video vs open end)

### Higher engagement

Over **65%**

Recontact & re-engagement rates

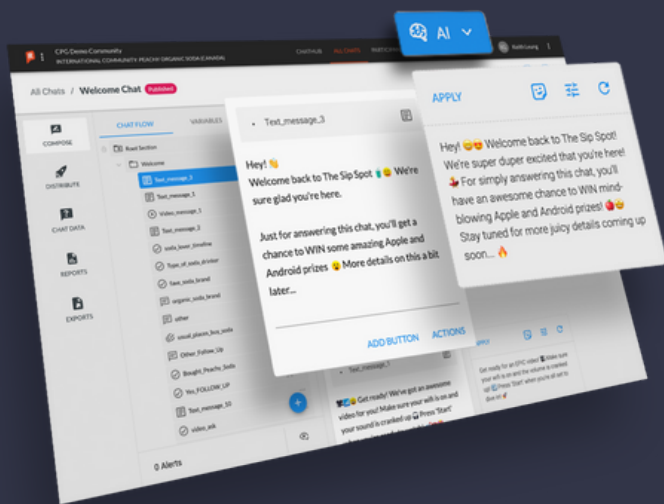
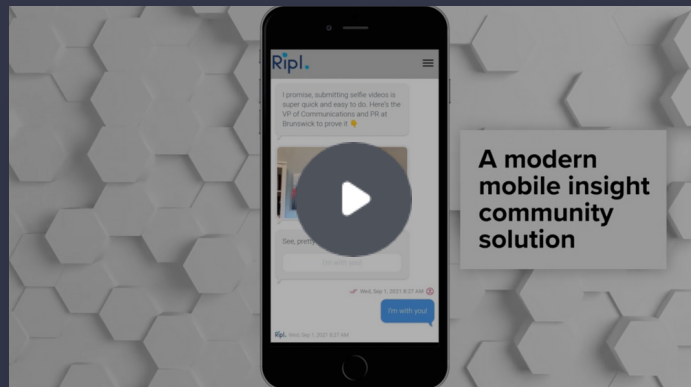
### Speed to insights

Over **49%**

complete their surveys within 3 hours

# Conversational research is best suited for mobile-first

- Get quant, qual and unlimited video feedback in one seamless experience. Use videos for share backs or to welcome your customers.
- Collect photos and videos to capture the participant's feelings and the context of their opinions.
- Boost response rates by sending your subscriber a branded SMS contact card so they recognize who is reaching them. Customize the appearance of the chat interface by adding your logo, avatar, and brand colors.

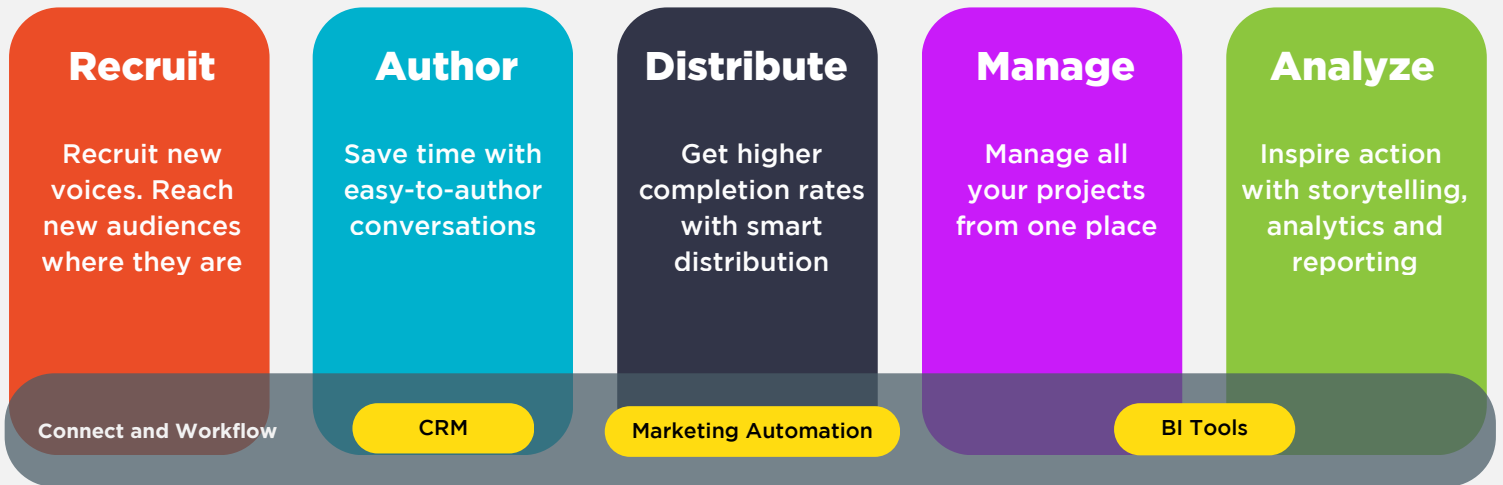


## AI-powered research works best with a conversational approach

- Use AI Tone Suggestions to adjust the tone of your messages by selecting from a pre-defined list of tones.
- Define how comfortable you are with the use of emojis, and AI will incorporate them into your chats.
- Leverage AI to summarize open-ended and video responses, identify sentiments, opinions, and emerging trends to empower you with quick access to critical findings.



# Rival's Conversational Research Platform



- Enterprise-grade scalability, availability
- Flexible, powerful, and configurable for the enterprise
- Amazon AWS

## Enterprise Cloud Platform

- SOC2 Type II security compliance
- ISO 27001
- HIPAA

## APIs and integrations

Trigger behaviour-based activities or launch surveys at the moment that matters. Out of the box, our APIs and integrations make it possible to sync data from Rival platform and your systems of record.

- Sync your data and map key insights back to your system of record
- Push data to key business systems to inform the next best action
- Transport, surface and share key data with other systems



## At Rival, we take data privacy, security and compliance serious.

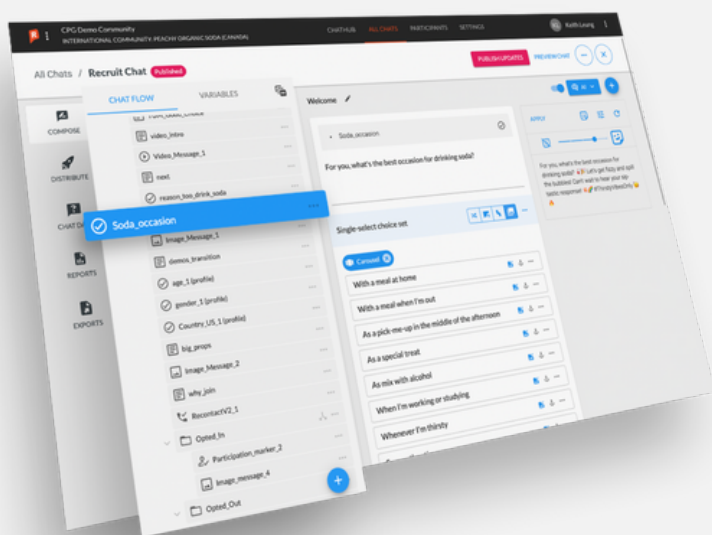
Technical Certifications: SOC2 Type 2, ISO 27001, HIPAA, and WCAG 2.1 AA compliant.

Rival maintains compliance with all the appropriate legislation in Canada, the US, and Europe, including GDPR.



## Recruit new voices. Reach new audiences where they are.

- Recruit from any customer touchpoint: social media, QR codes, email, txt messages, your website, etc.
- Use targeted advertising campaigns and tracking pixels to attract and recruit participants for your research studies.
- Integrate with your Customer Relationship Management (CRM) and automatically recruit contacts from your database as soon as they are added to it.
- Engage with existing external panels directly from Rival's platform.

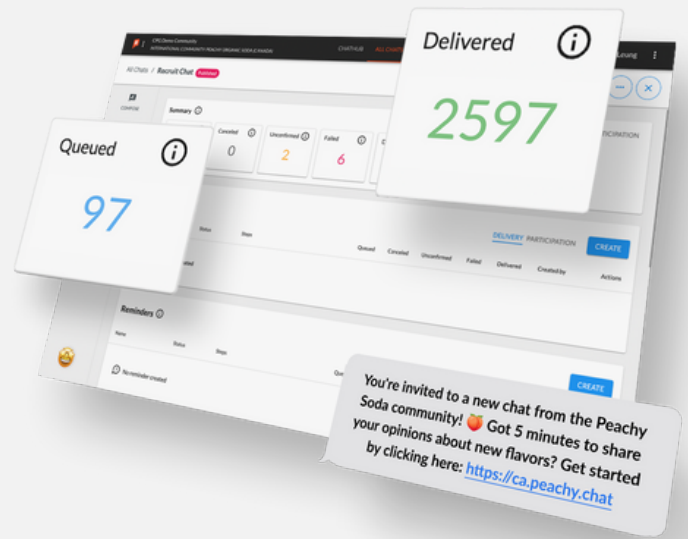


## Save time with easy-to-author conversations

- Author and design chat-based interactions with a visual interface
- Use sections and display logic to adjust the chat flow to each participant based on previous answers to questions and their profile attributes.
- Collect qual and quant data from the participant as a single choice, multiple choice, numeric, text, images, photos, and videos.
- Use profile attributes, and answers to questions asked previously, to personalize future chats or to add context to follow-up questions.

# Get higher completion rates with smart distribution

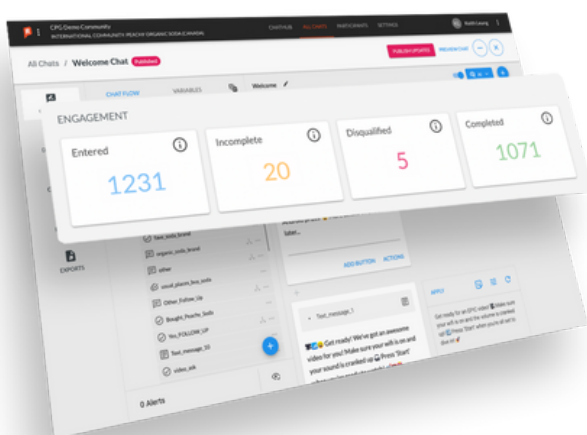
- Send surveys to participants in their respective time zones.
- Tailor your invitations and chat reminders to relevant audience segments to increase response rates.
- Use smart distribution to schedule distribution for specific times e.g., 24 hours after the participant subscribes, 15 minutes after completing another survey.
- Send invites to a study when an event happens, e.g., profile attribute change, package delivery, product purchase, contact support, ...
- Track start and open rates, completions, disqualifications, and failure rates to refine and optimize your distribution strategy.



## Manage all your projects from one place

### Completion rate

87%

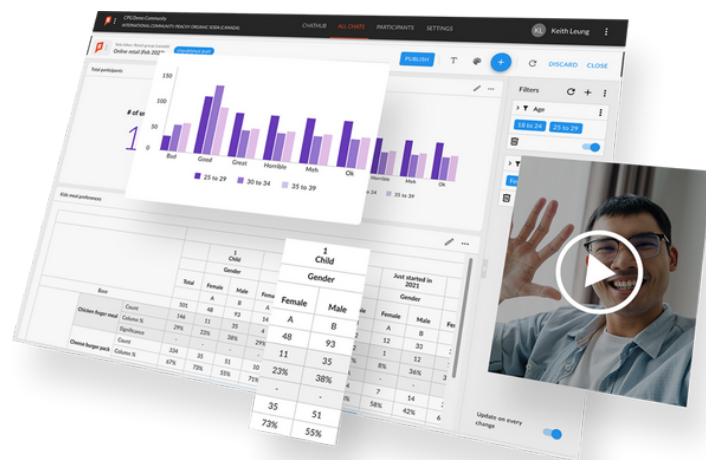


- Track your ongoing projects in one easy-to-use view. Access data exports, topline reports, previews of your chats, and more.
- Organize and classify individual chat conversations into different categories or topics based on their content or context.
- Perform targeted searches and apply specific filters to narrow down the displayed chats based on defined criteria or keywords.
- Duplicate previous research studies replicating the chat structure or design, saving time and effort.
- Meet with our Customer Success team to review the performance of your research initiatives, revisit roadmap and discuss next steps.



# Inspire action with storytelling, analytics & reporting

- Easily view your results in real-time, anytime. Our top-line reports are automatically generated as soon as your survey goes into the field, and they are easy to access and share with a password protected link.
- Gain insights into the sentiment expressed by users or customers. Rival automatically applies sentiment scores to all open-end and video content that we collect.
- Dynamically create visual data representations to extract insights and communicate them effectively. Add filters in the panel or by clicking on the graphics.
- Build your crosstabs in real-time and uncover patterns or associations.
- Export to csv, ppt and SPSS and perform statistical analysis, generate reports, and conduct further exploration and interpretation of research data using your favorite tools.



## Leverage in-depth profile data for greater personalization

- Collect and recall profile attributes so you never have to ask the same question twice.
- Build a profile over time instead of jumping into a ton of personal information right at the beginning.
- Access profiled variables in survey logic to filter your survey invitations and analysis.
- Adjust participant chat flows based on their attributes.
- Bring over behavioral data from your CRM, creating a second type of profile variable.



# Rival the status quo.

[REQUEST A DEMO](#)



RIVAL GROUP COMPANIES