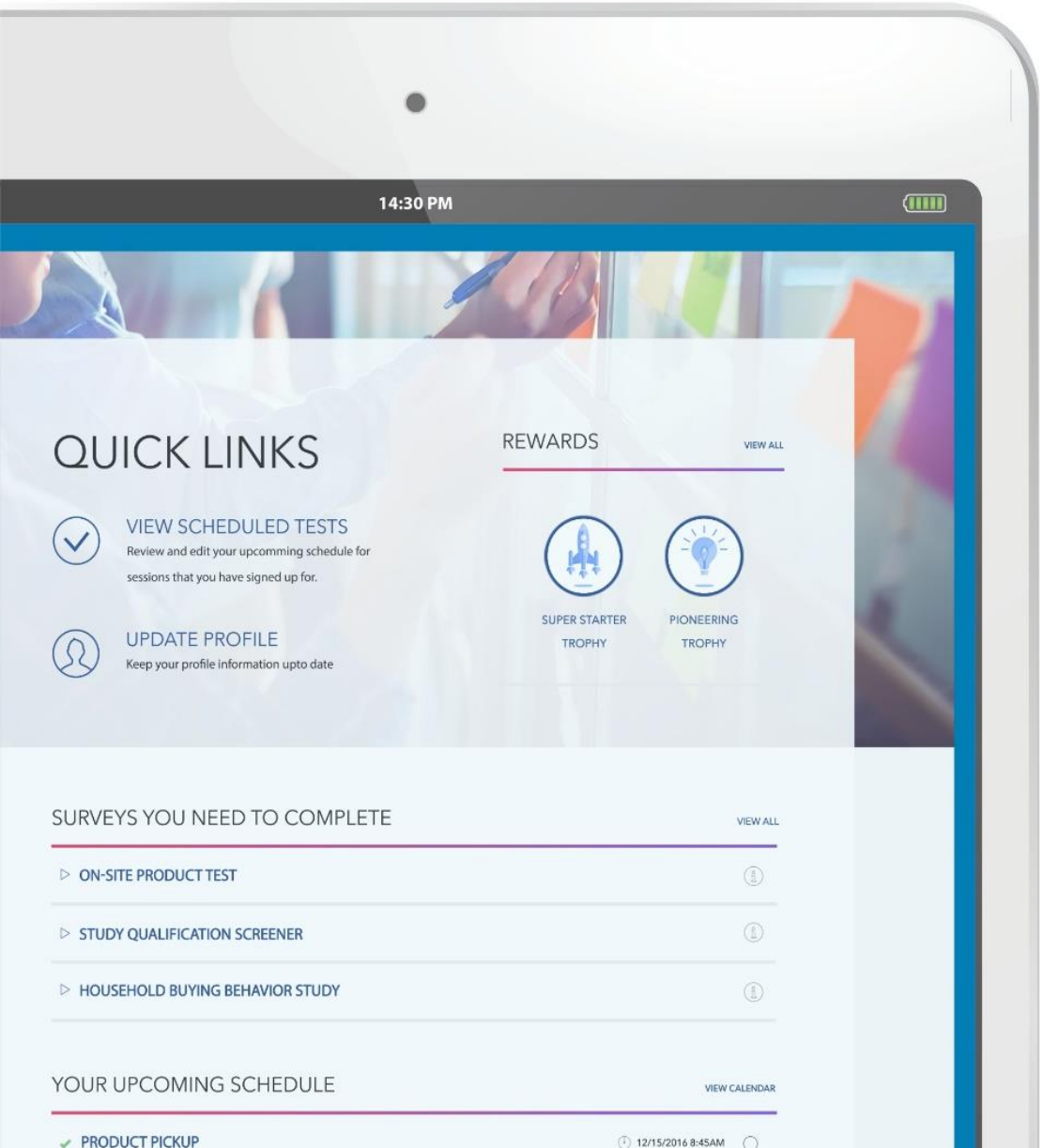
Marketing Systems Group

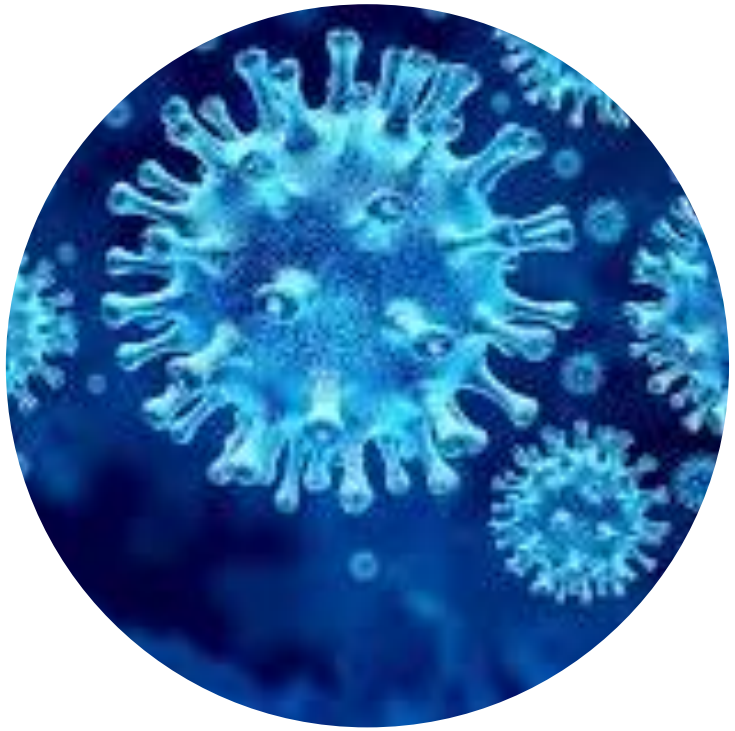


ARCS

MANAGE	QUALIFY	SCHEDULE	ENGAGE
Build & grow your panel database	Identify the ideal participant	Automate & fill your study quotas	Multi touch point interactions

Thank you for the continued partnership.

#MyCovidLearnings



1 hour and 10 minutes…of slow-paced traffic

#IMissMyCommute

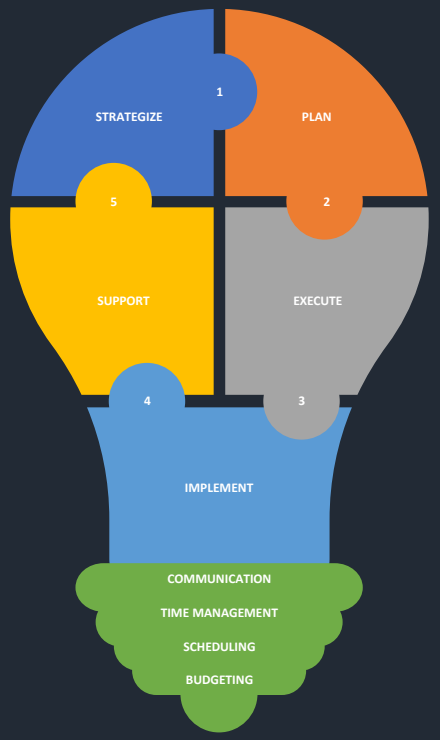
Summer camps are **totally worth it**!!!

#7YrOldStuckAtHome

Although I love my wife, I **miss my hairstylist**….

#LoveForBaseballCaps

Agenda



- **Our Vision**
  - Why are we in the business of creating ARCS
  - Pillars of Research Operations
  - Areas where we are focusing
- **New Features**
  - ARCS Communications
    - ARCS Voice
    - ARCS SMS
    - ARCS Email
  - Platform Updates
  - ARCS Atom
  - ARCS Pay
  - OLÀ Visitor Management
  - ARCS Labs
    - ARCS Cloud
    - Web Survey Rewrite

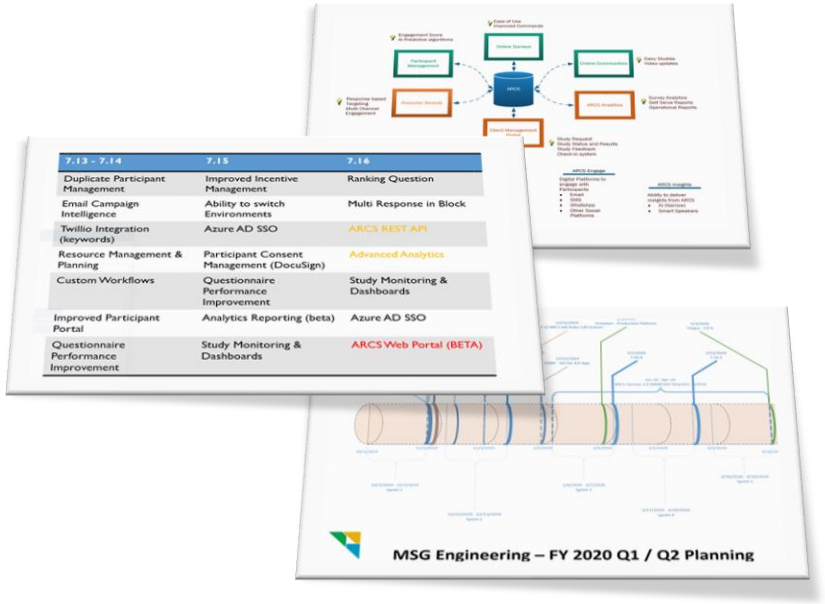
ARCS Vision

Why are we in the business of creating ARCS?

Research is key to ongoing success of organizations. We are in the pursuit of creating solutions that can help our customers to efficiently run their research projects.

What are we looking to build?

Unified research operations platform providing tools to manage your research process, engage your audience and collect insights.

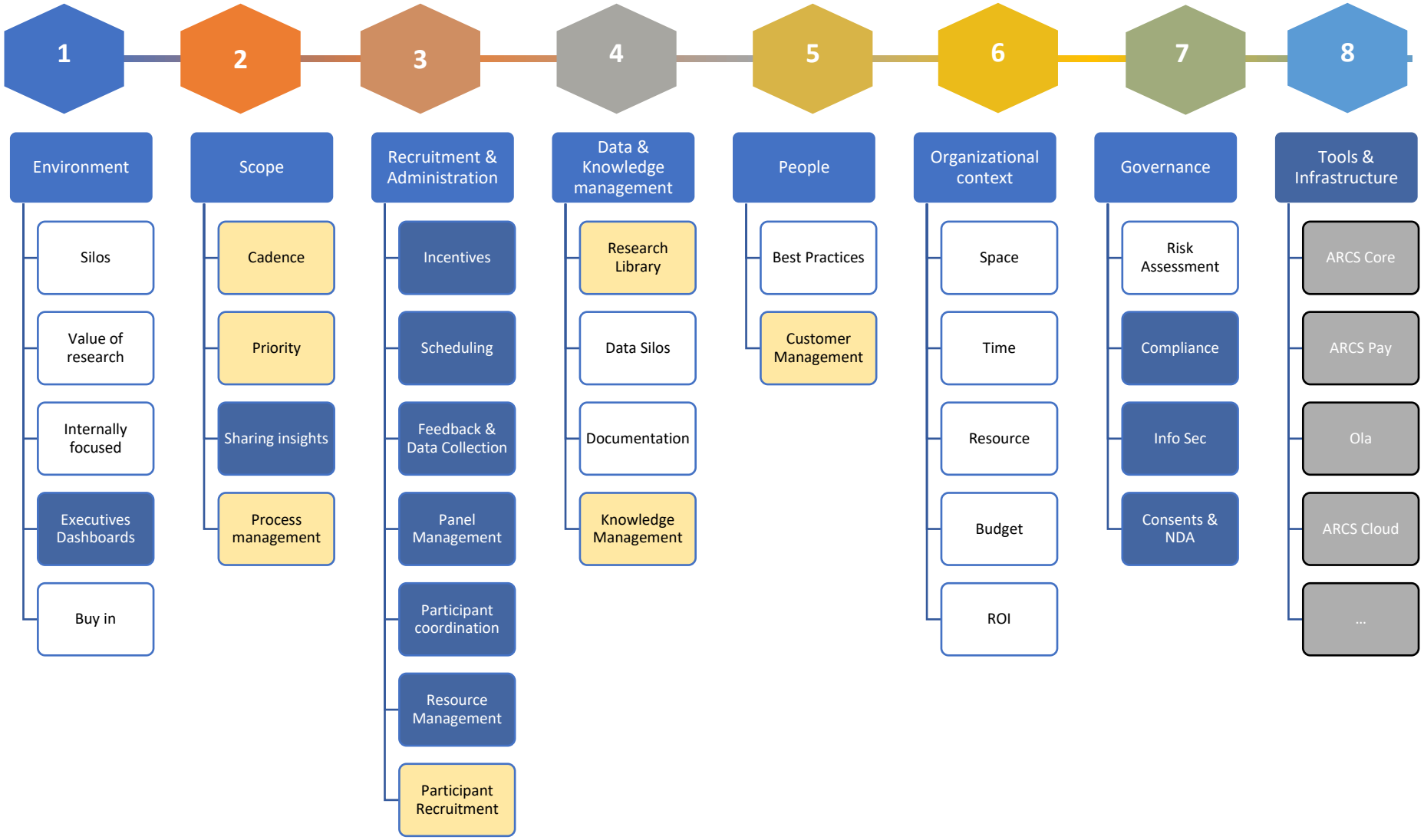


Research Operations (ResOPS)

Understanding the Pillars of Research Operations

Research Operations (ResOPS)

Understanding the Pillars of Research Operations



ARCS Communication Framework

Engage with your participant in their mode of choice…

ARCS Communications

ARCS SMS

Allow for SMS notification with support for handling incoming SMS.

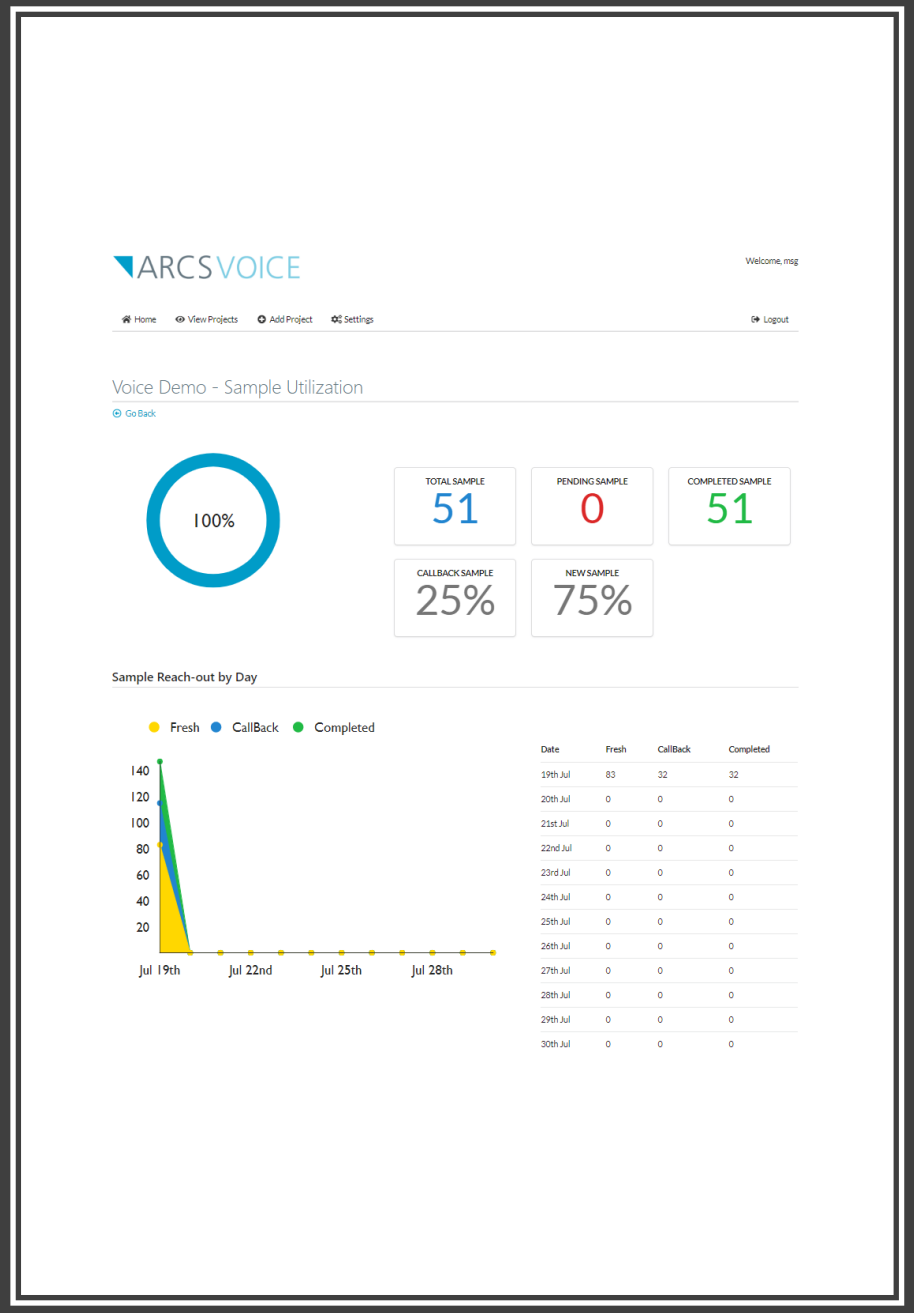
Email

Improved Email queue with better control for administrators with smart-priority options.

ARCS Voice

An easy to use feature that allows you to reach out to your participants via an IVR script.

twilio


ARCSVOICE
Welcome, msg
Home
View Projects
Add Project
Settings
Logout
Voice Demo - Sample Utilization
Go Back
100%
TOTAL SAMPLE
51
PENDING SAMPLE
0
COMPLETED SAMPLE
51
CALLBACK SAMPLE
25%
NEW SAMPLE
75%
Sample Reach-out by Day
Fresh
CallBack
Completed
140
120
100
80
60
40
20
Jul 19th
Jul 22nd
Jul 25th
Jul 28th
Date Fresh CallBack Completed
19th Jul 83 32 32
20th Jul 0 0 0
21st Jul 0 0 0
22nd Jul 0 0 0
23rd Jul 0 0 0
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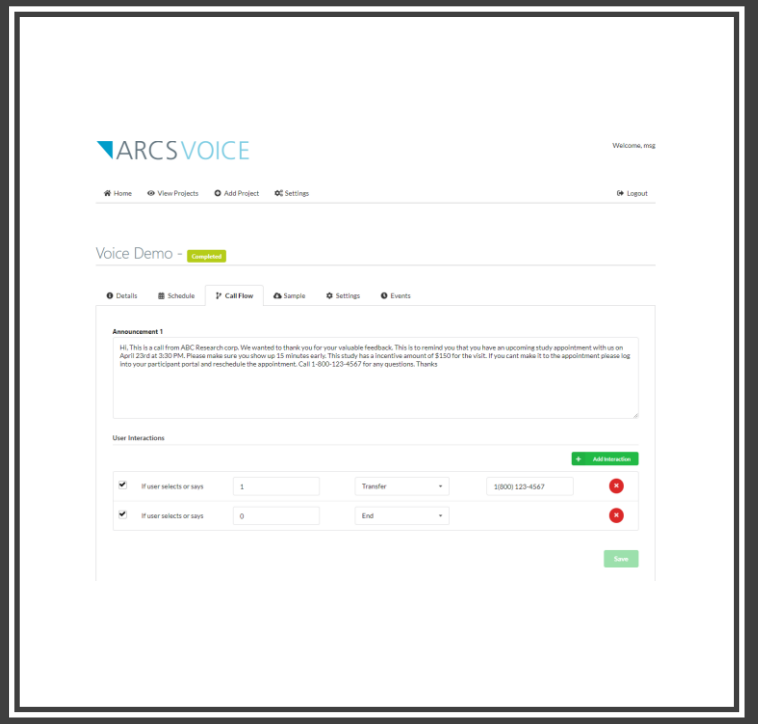
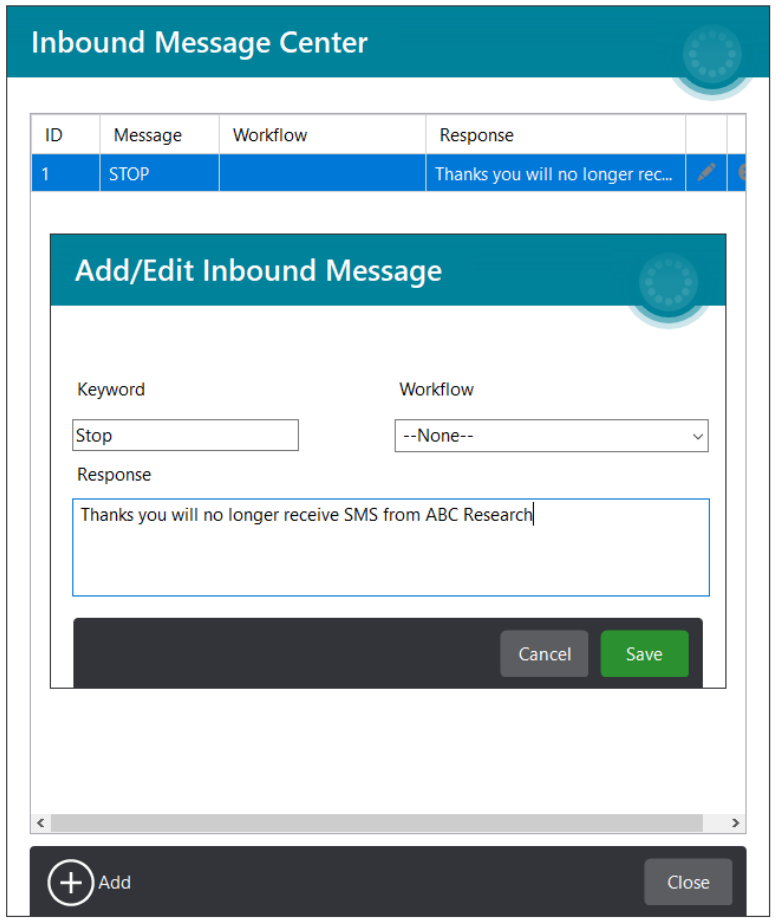
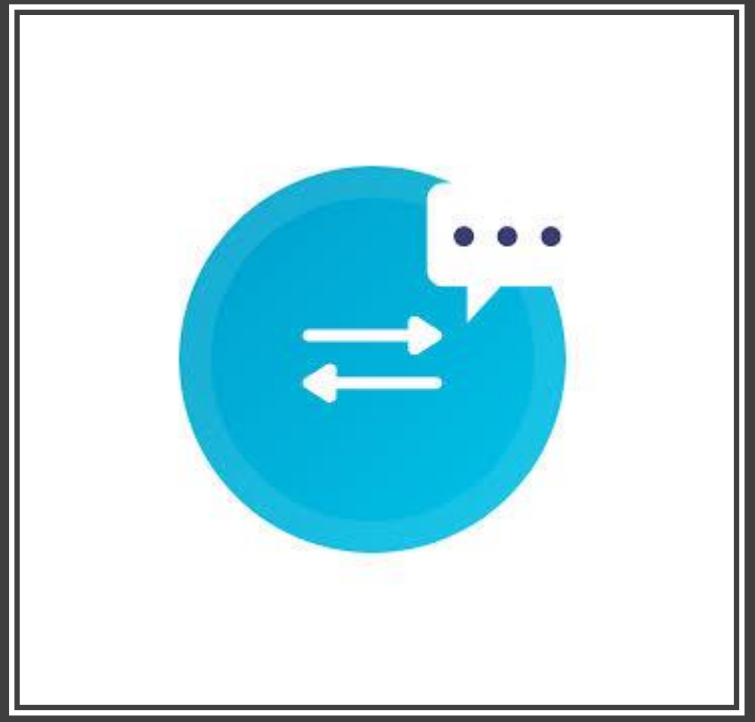
30th Jul 0 0 0

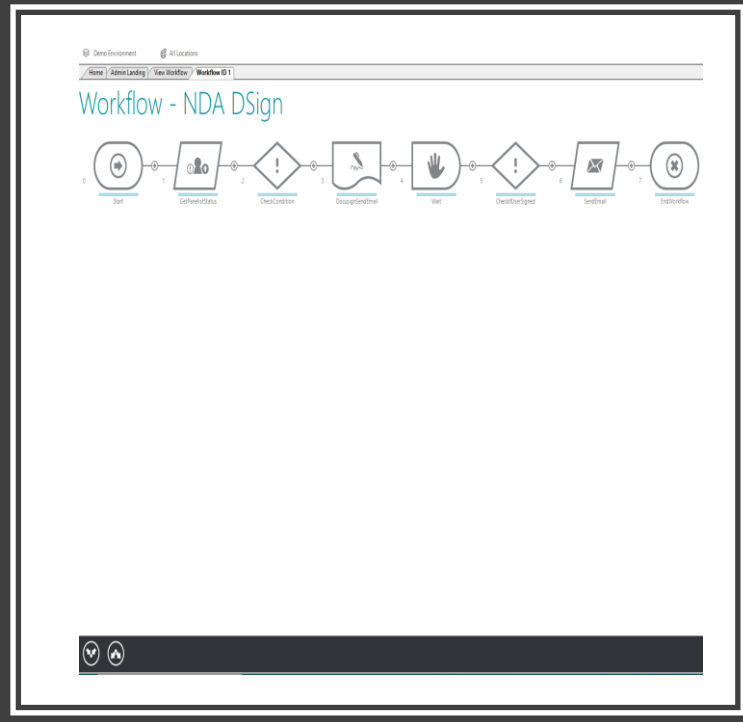

ARCSVOICE
Welcome, msg
Home
View Projects
Add Project
Settings
Logout
Voice Demo -
Completed
Details
Schedule
Call Flow
Sample
Settings
Events
Announcement 1
Hi, This is a call from ABC Research corp. We wanted to thank you for your valuable feedback. This is to remind you that you have an upcoming study appointment with us on April 23rd at 3:30 PM. Please make sure you show up 15 minutes early. This study has a incentive amount of $150 for the visit. If you cant make it to the appointment please log into your participant portal and reschedule the appointment. Call 1-800-123-4567 for any questions. Thanks
User Interactions
Add Interaction
If user selects or says
1
Transfer
1(800) 123-4567
If user selects or says
0
End
Save

ARCSVOICE
Welcome, msg
Home
View Projects
Add Project
Settings
Logout
Voice Demo - Disposition Report
Go Back
Disposition % of Sample Count
Not Started 0.00% 0
Connected 0.00% 0
Completed 62.75% 32
No Answer 0.00% 0
Busy 0.00% 0
Line Failure 0.00% 0
Bad Number 37.25% 19
Disposition report by day
06/30/2020 - 07/30/2020
Filter
Disposition % of Sample Count
Not Started 0.00% 0
Connected 27.83% 32
Completed 27.83% 32
No Answer 6.96% 8
Busy 9.57% 11
Line Failure 11.30% 13
Bad Number 16.52% 19

ARCS Voice


Inbound Message Center
ID
Message
Workflow
Response
1
STOP
Thanks you will no longer rec...
Add/Edit Inbound Message
Keyword
Workflow
Stop
--None--
Response
Thanks you will no longer receive SMS from ABC Research
Cancel
Save
Add
Close




Workflow - NDA DSign

ARCS SMS

ARCS Platform Updates

New changes to the Platform with UX in mind

Targeting Tools (List Builder)

- UX Improvements
- Fast Filter
- Multi value import

Accessibility Improvements

Changes to participant portal and survey pages to support Accessibility requirements

Questionnaire Creation

- Easy creation and editing of questions
- New command types – Ranking & Slider

Security Changes

Native SAML2.0 support for SSO

Recruitment

Support for Study & location level setting on Time zone

Support for downloading appointments to the participants calendar (iCal).

ARCS Research Operations Platform

Creating an eco system of solutions

ATOM

ARCS Pay

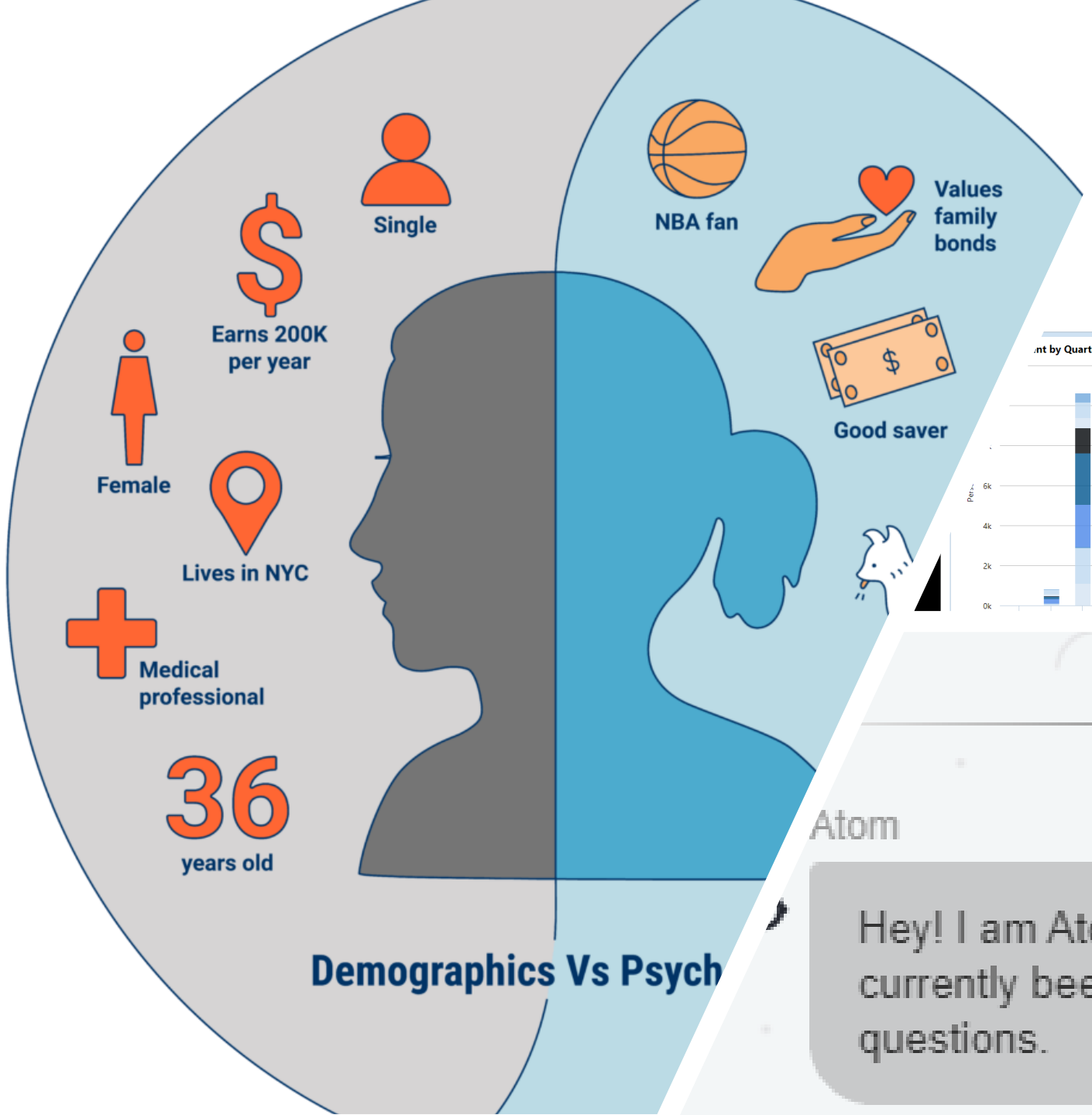
OLÀ

ARCS Cloud

… and more

ARCS Atom

Adding Intelligence to research operations



Today

Atom

Hey! I am Atom - a friendly support bot. I've currently been trained to answer support questions.

Tables and views in the data source may be used directly, based on their table name. Custom Tables table may be created with SQL SELECT queries.

Tables contain columns. The column properties can be viewed and updated.

Tables may be joined together. These join relations may also be edited.

Metadata ID: ParticipantData

Name: Participant Information

Description:

Security Right ID:

Actions: Get Tables and Joins from Data Source | Add a Custom Table with a SQL Query | Compact Metadata | Done

Filter Tables

Tables

Visible	Name	Friendly Name	Security Right IDs	Type	Custom Table SQL Source
☑	Client Information	Client Information		Custom	Edit SQL Source
☑	Participant Information	Participant Information		Custom	Edit SQL Source
☑	Participant Meta Data	Participant Meta Data		Custom	Edit SQL Source
☑	PaymentInformation	Incentive Information		Custom	Edit SQL Source
				Custom	Edit SQL Source
				Table	
				Table	
				Table	
				Table	
☑	tblStatusLookup	Status Descriptions		Table	
☑	tblStudies	Study Information		Table	

Data Manager

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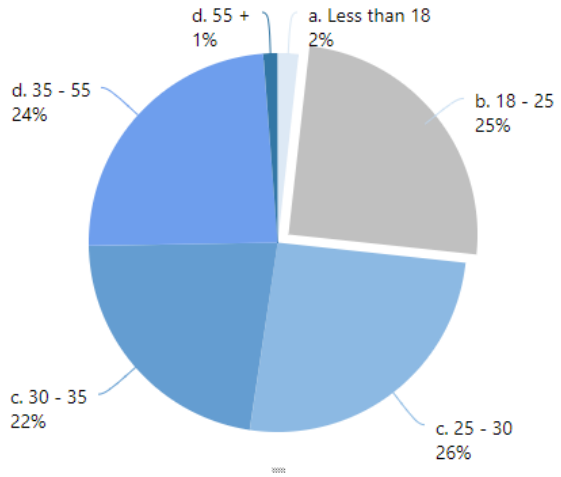
ATOM - Self Serve Analytics

tomcswigginBAD@gmail.com | Logout

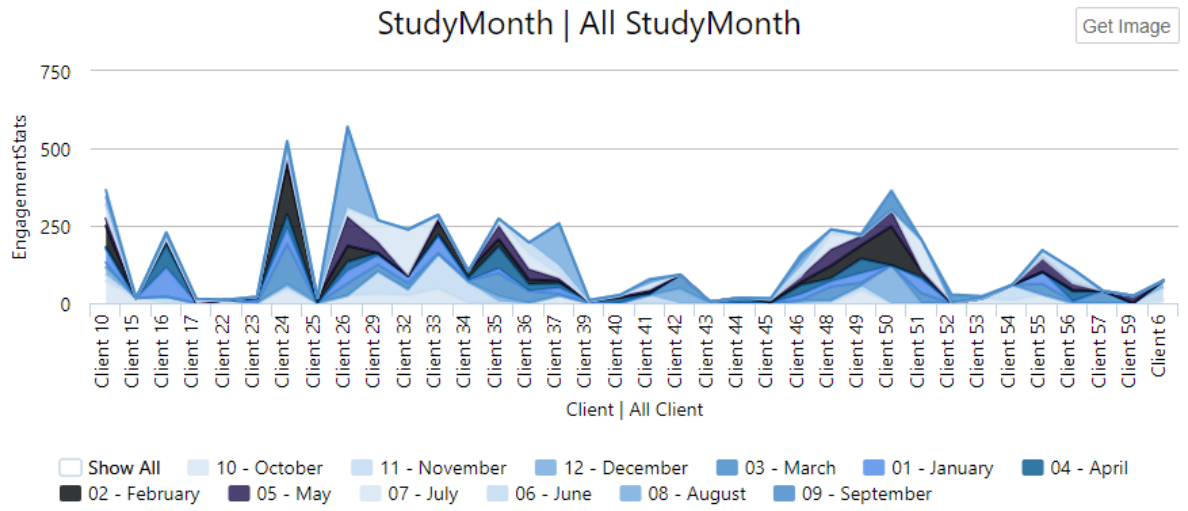
My Dashboard

Panel Recruitment | Incentive Analysis

Panel by Age Criteria

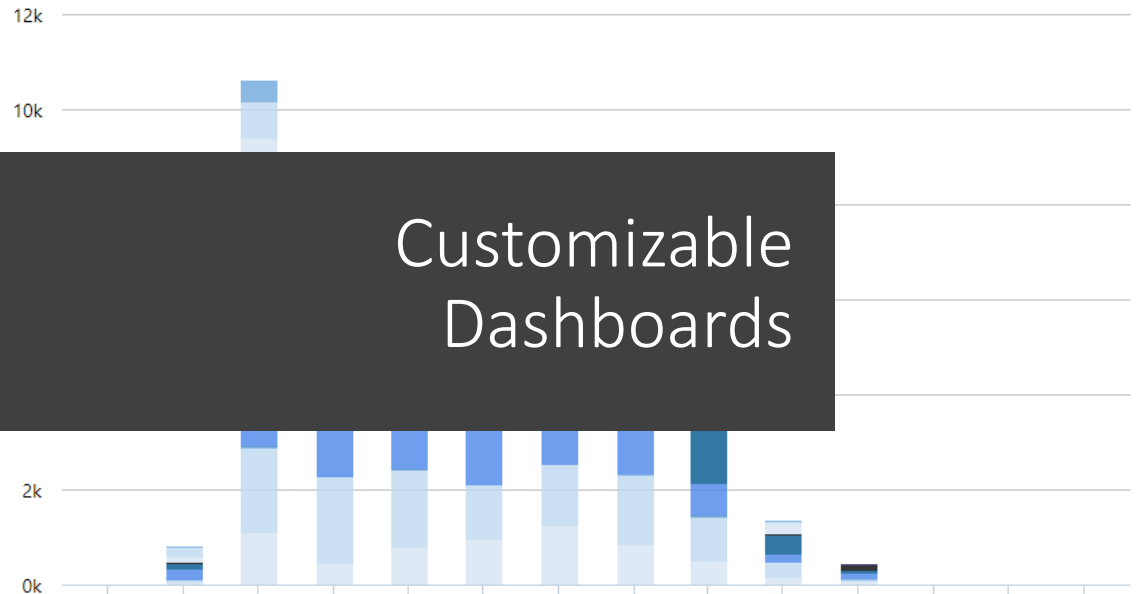


Participation by Client

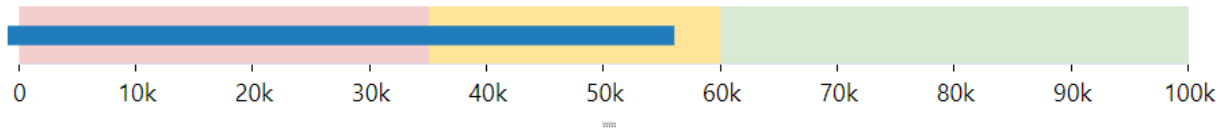


Run the original report.

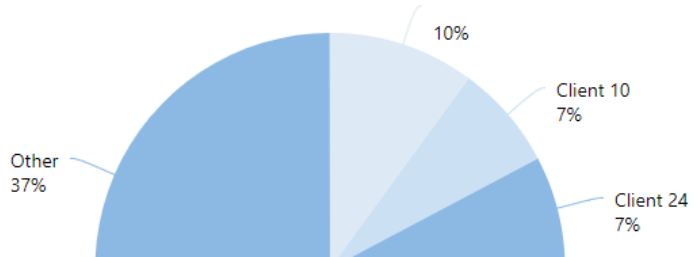
Panel Recruitment by Quarter by Location



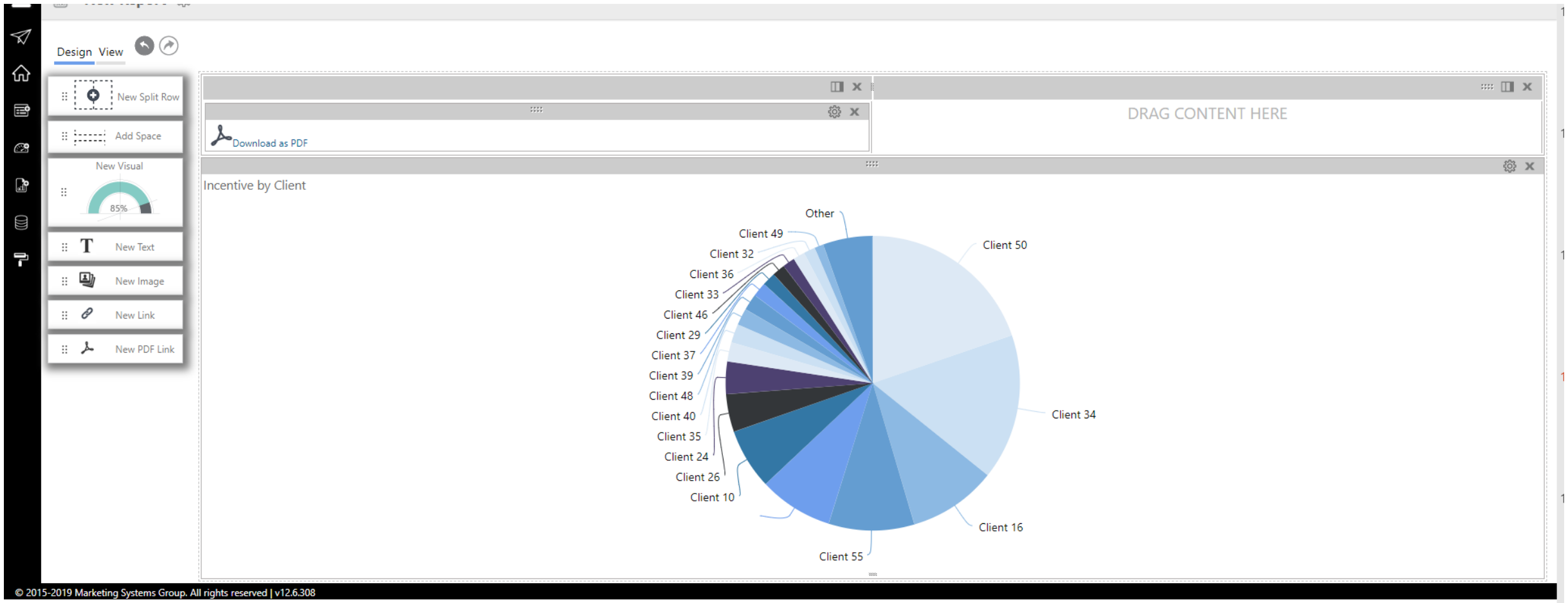
Research Panel Size



The research that we do



Customizable Dashboards



Custom Reports

ARCS Pay

Manage, track, and reward your participants with ARCS

ARCS Pay - Building a winning Incentive Program

Manage, Track and Reward your research participants

Automate Incentive distribution

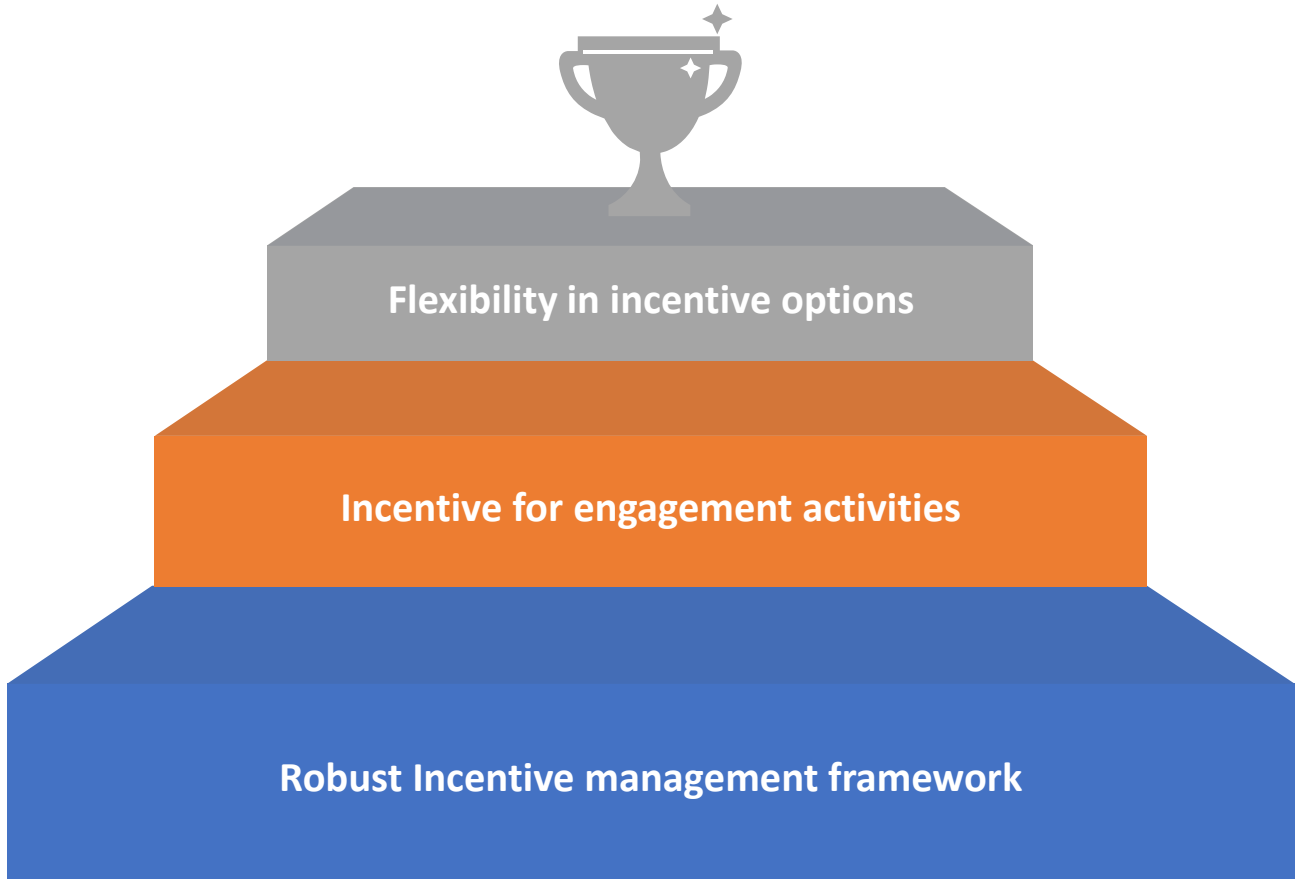
With the self serve portal, the participant can decide how much they want to cash out and what type of incentive they want to pick from the catalog.

Take complete control

With ability to reward participants for different activities, manage all incentive in a well integrated ARCS.

Centralize your data

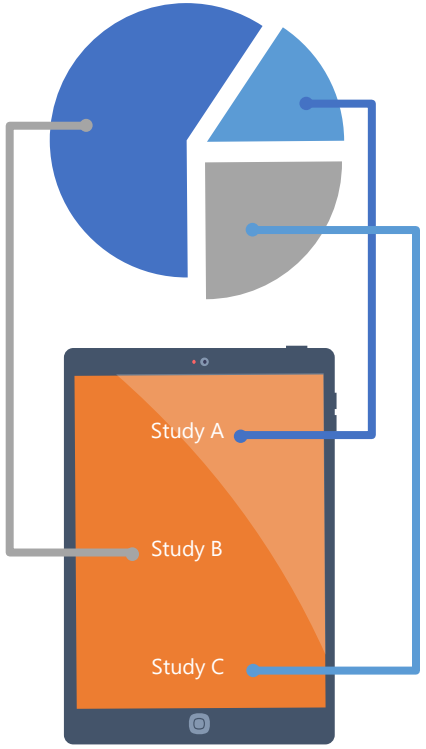
With ARCS Advanced Incentive Management (AIM), you can manage and track the incentive earned by participants across studies.



For Administrators

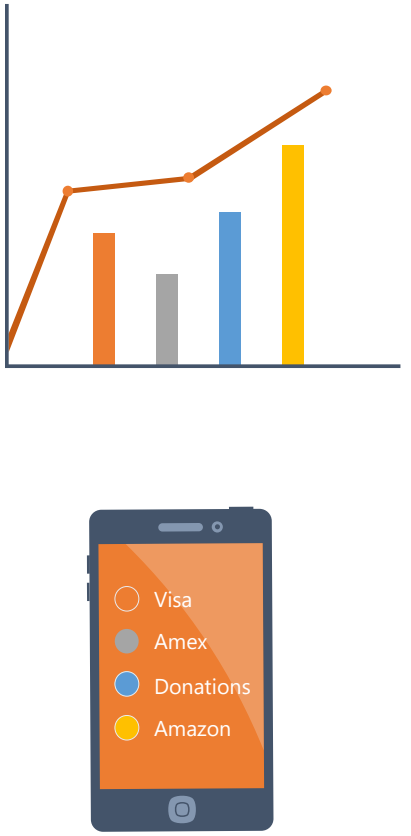
Control

Incentive amount can vary by study quota or by session. As an administrator you can change the incentive amount midstream for the tough recruits.



Manage

Run reports to look at spend by study or client. Get a better understanding of the research type and incentive costs.



Report

Understand the type of incentives that work for your community. Track your balance and what has been spent.

For Participants

When do I need to cash out?

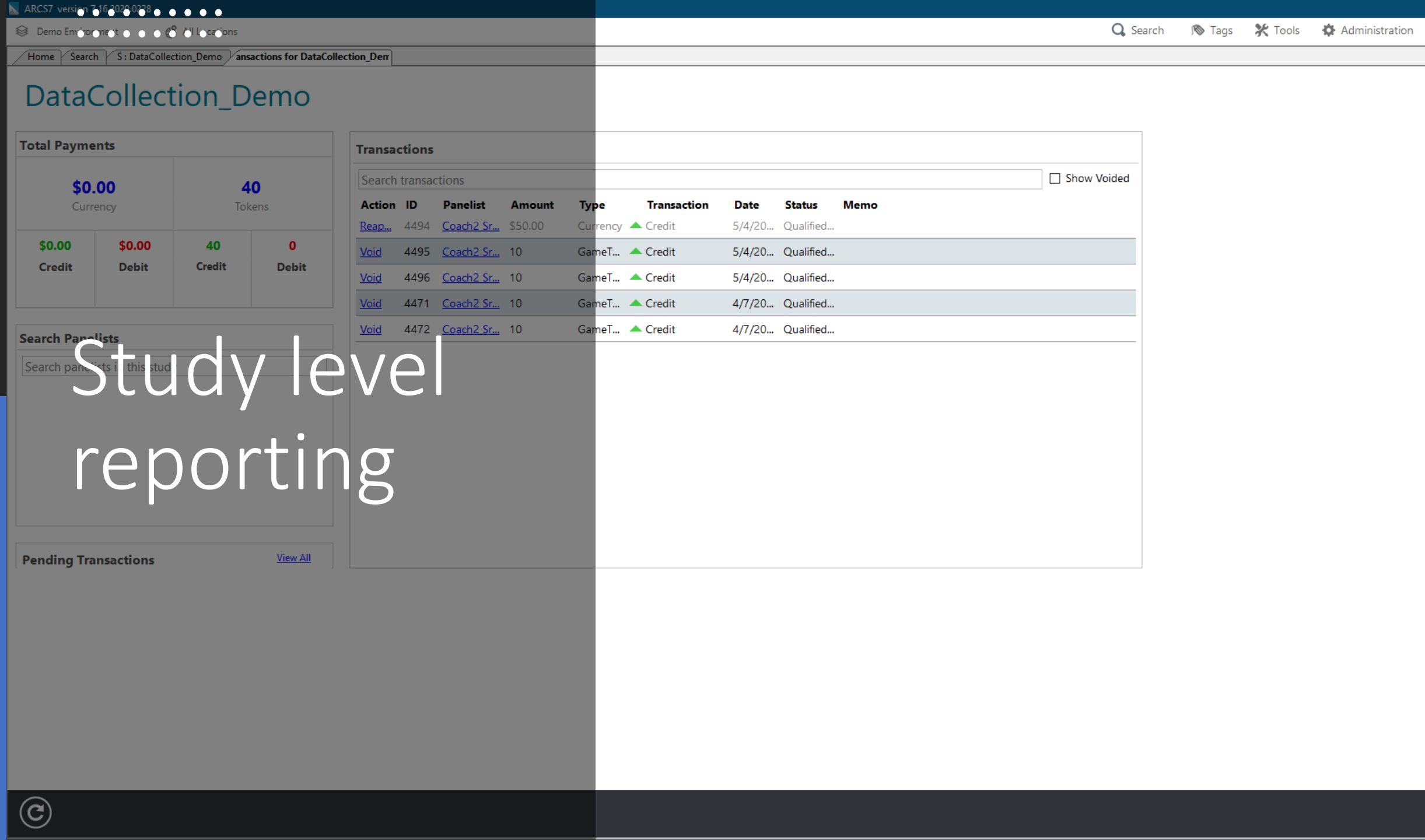
Once they have attained a minimum amount, the participant can choose to cash out or cash out portion of their account balance.

What do I want?

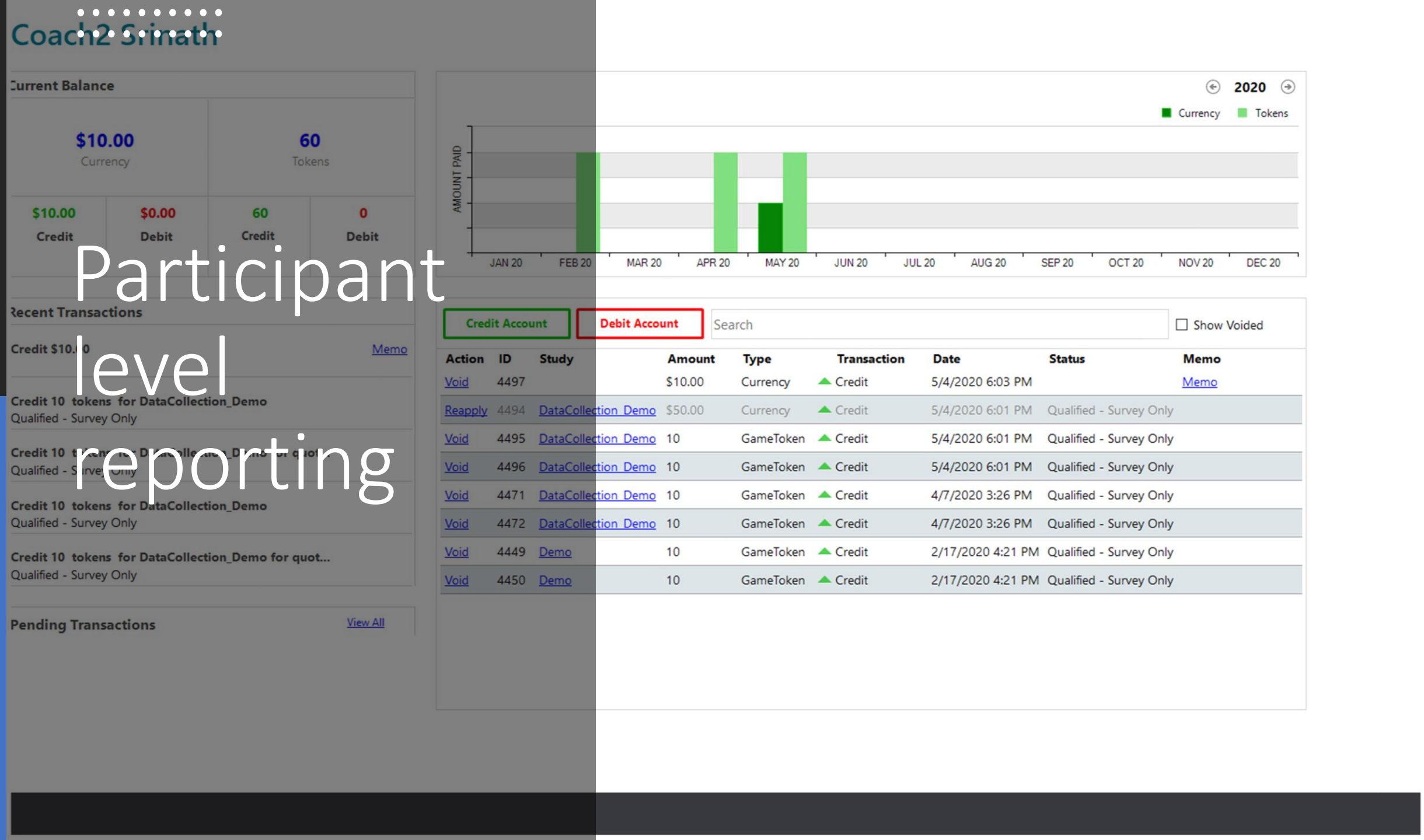
With a global catalog of the most popular gift cards, prepaid cards and donations you can build the reward program of your choice.

How much have I been paid?

The participant has full view into the participation history and incentives received all within the portal.

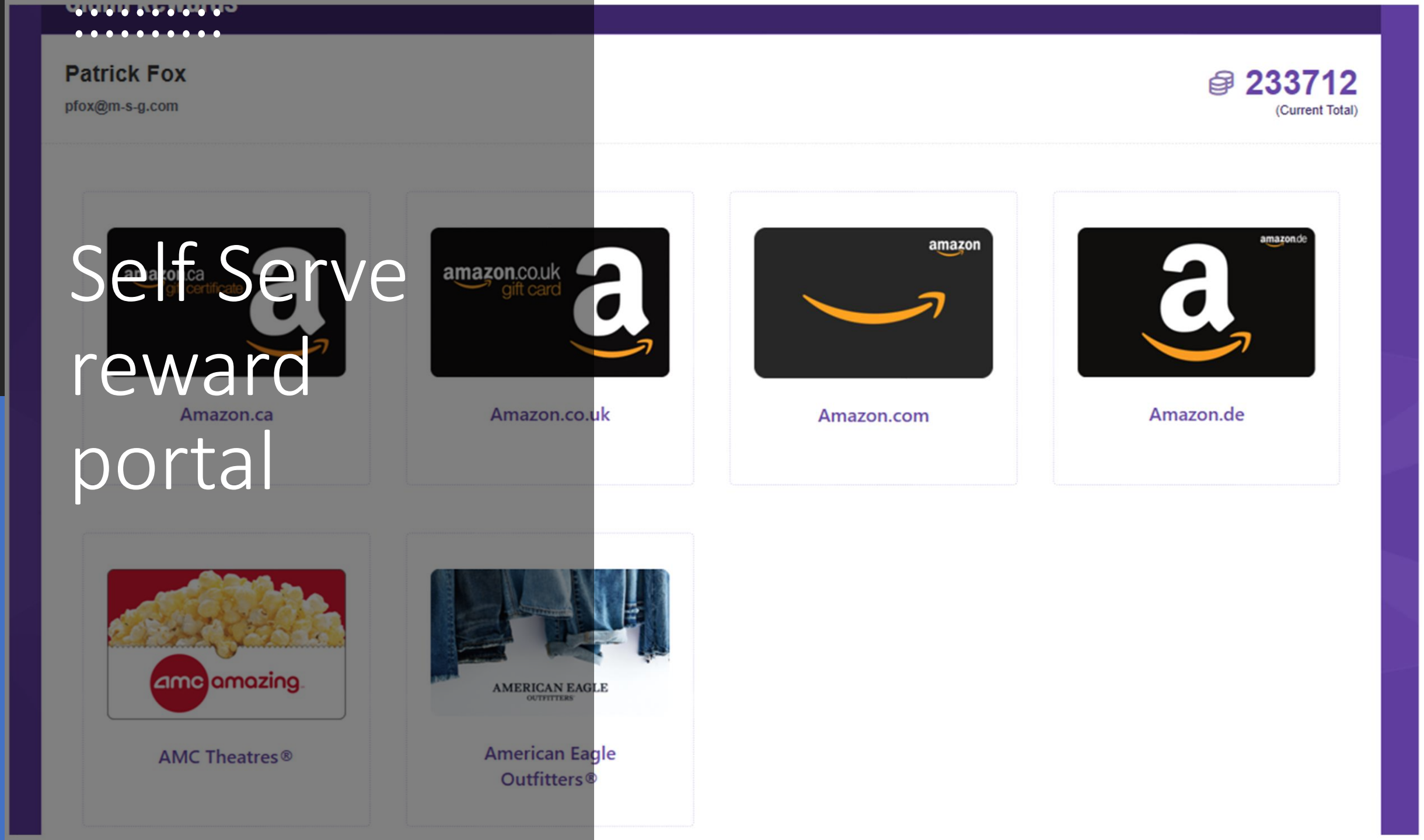

Search
Tags
Tools
Administration
Home
Search
S : DataCollection_Demo
DataCollection_Demo
Total Payments
$0.00
Currency
40
Tokens
$0.00
Credit
$0.00
Debit
40
Credit
0
Debit
Search Panelists
Pending Transactions
View All
Transactions
Search transactions
Show Voided
Action ID Panelist Amount Type Transaction Date Status Memo
Reap... 4494 Coach2 Sr... $50.00 Currency Credit 5/4/20... Qualified...
Void 4495 Coach2 Sr... 10 GameT... Credit 5/4/20... Qualified...
Void 4496 Coach2 Sr... 10 GameT... Credit 5/4/20... Qualified...
Void 4471 Coach2 Sr... 10 GameT... Credit 4/7/20... Qualified...
Void 4472 Coach2 Sr... 10 GameT... Credit 4/7/20... Qualified...
Study level reporting

Participant level reporting

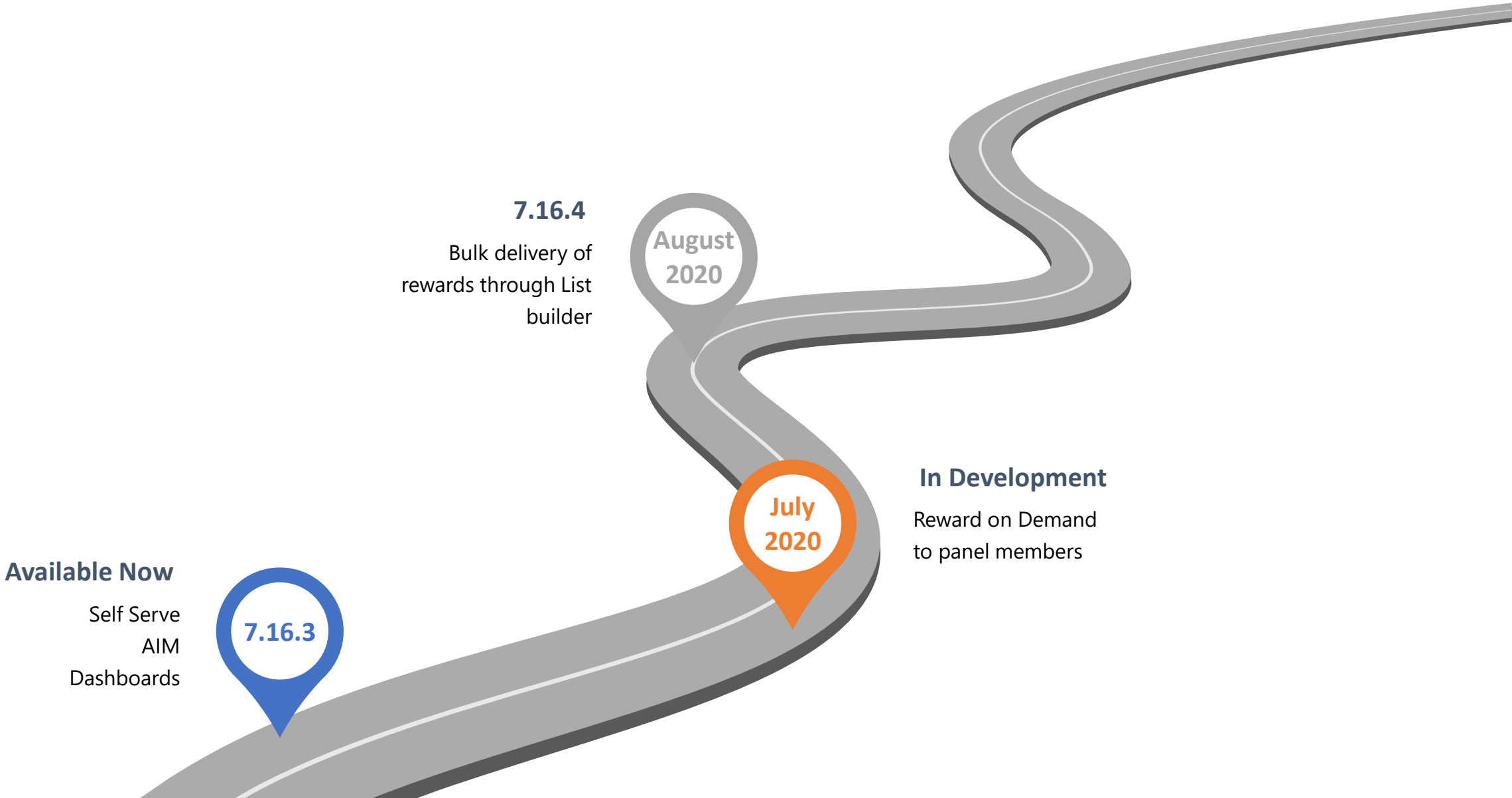


Action	ID	Study	Amount	Type	Transaction	Date	Status	Memo
Void	4497		$10.00	Currency	Credit	5/4/2020 6:03 PM		Memo
Reapply	4494	DataCollection_Demo	$50.00	Currency	Credit	5/4/2020 6:01 PM	Qualified - Survey Only	
Void	4495	DataCollection_Demo	10	GameToken	Credit	5/4/2020 6:01 PM	Qualified - Survey Only	
Void	4496	DataCollection_Demo	10	GameToken	Credit	5/4/2020 6:01 PM	Qualified - Survey Only	
Void	4471	DataCollection_Demo	10	GameToken	Credit	4/7/2020 3:26 PM	Qualified - Survey Only	
Void	4472	DataCollection_Demo	10	GameToken	Credit	4/7/2020 3:26 PM	Qualified - Survey Only	
Void	4449	Demo	10	GameToken	Credit	2/17/2020 4:21 PM	Qualified - Survey Only	
Void	4450	Demo	10	GameToken	Credit	2/17/2020 4:21 PM	Qualified - Survey Only	

Self Serve reward portal



ARCS Pay Roadmap



Available Now

Self Serve
AIM
Dashboards

7.16.3

In Development

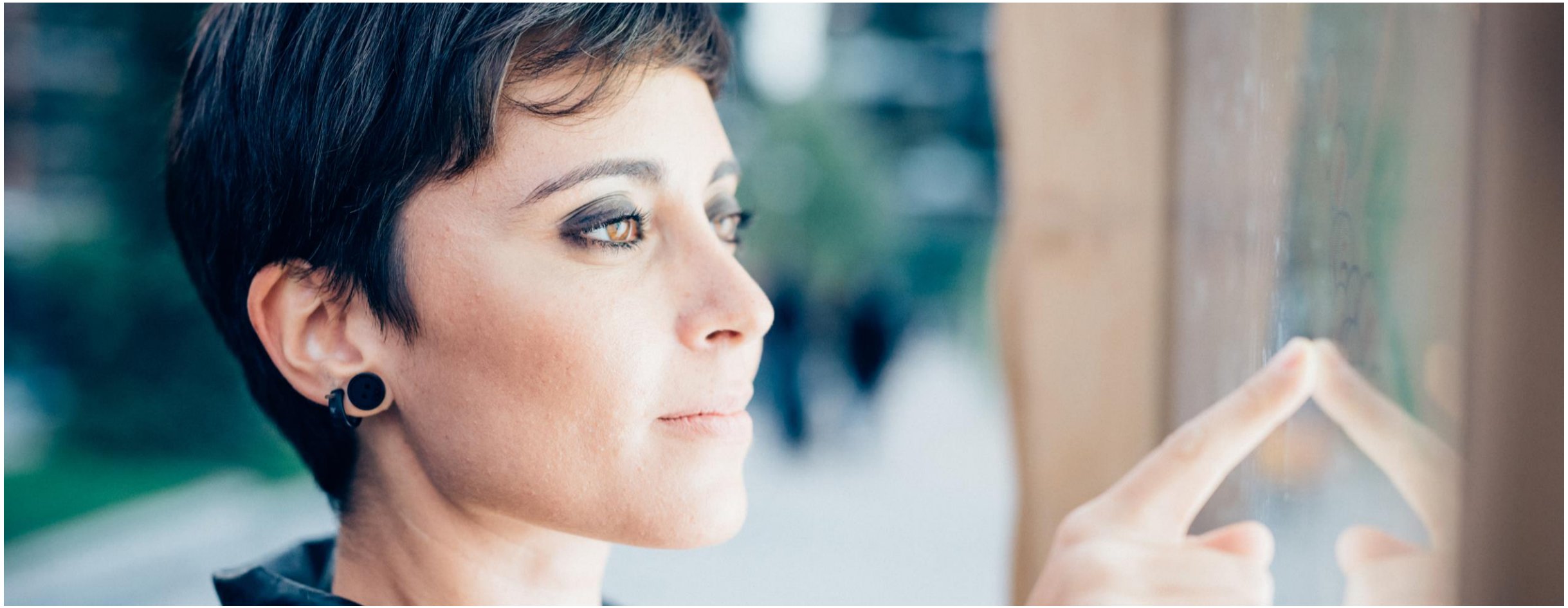
Reward on Demand
to panel members

July
2020

7.16.4

Bulk delivery of
rewards through List
builder

August
2020



Olà Visitor Management

Your visitors – Our responsibility

OLÀ – Participant Check-in

Your Visitors – Our Responsibility

Check in

Visitor Flow

- Receptionist Module
- KIOSK check in
- SMS based check in

Allow participants to check in using a KIOSK or through a text message.

NDA's

Compliance

- NDA
- Visitor Badges
- Emergency evacuation List
- Audit reporting

Have participants sign an NDA as they enter your research facility

Dashboards

Tracking

- Quota Tracking
- No show / Cancelled / backup

Get real-time view of all your studies and in-depth quota / session breakdown

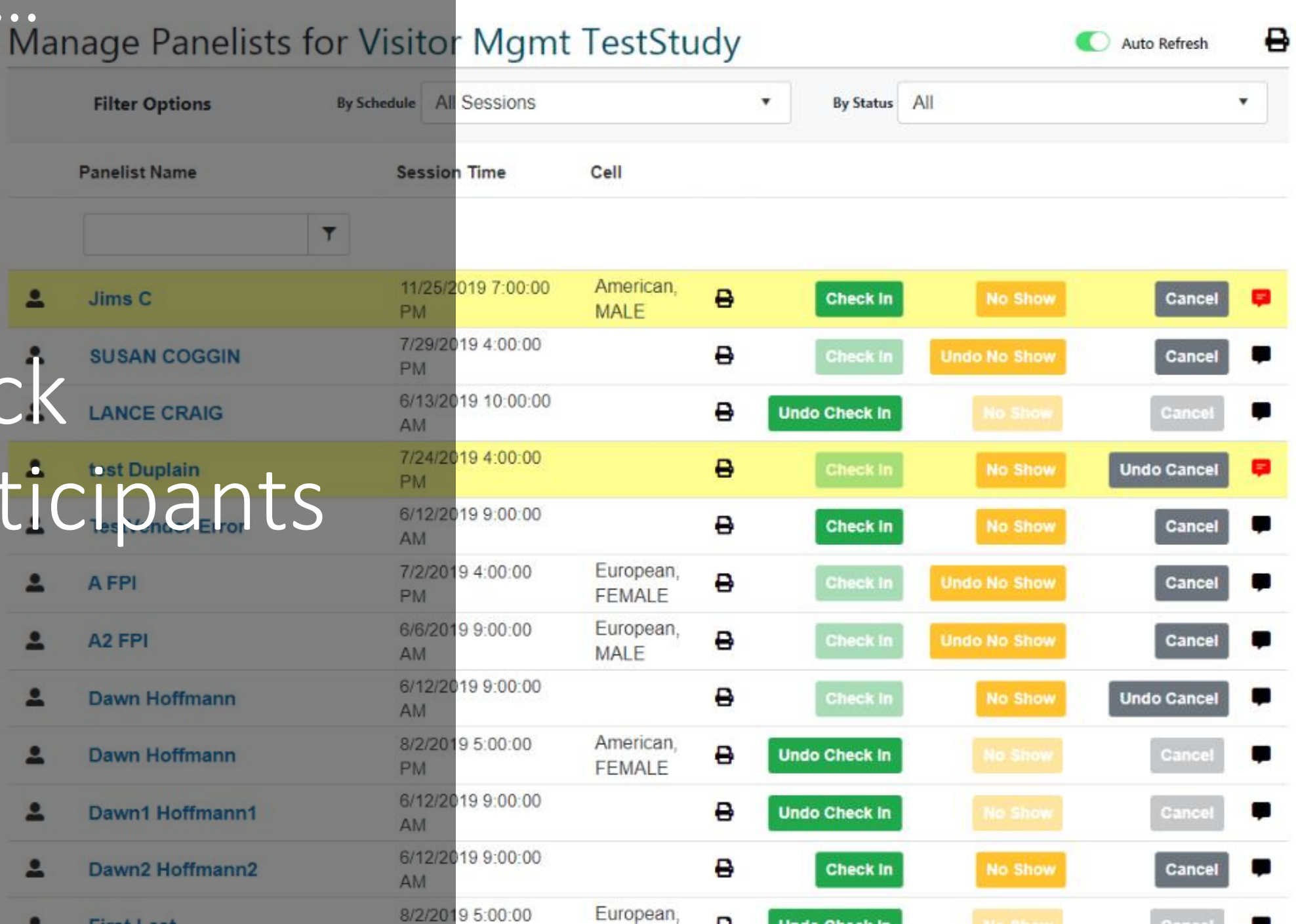
Workflow

Customize

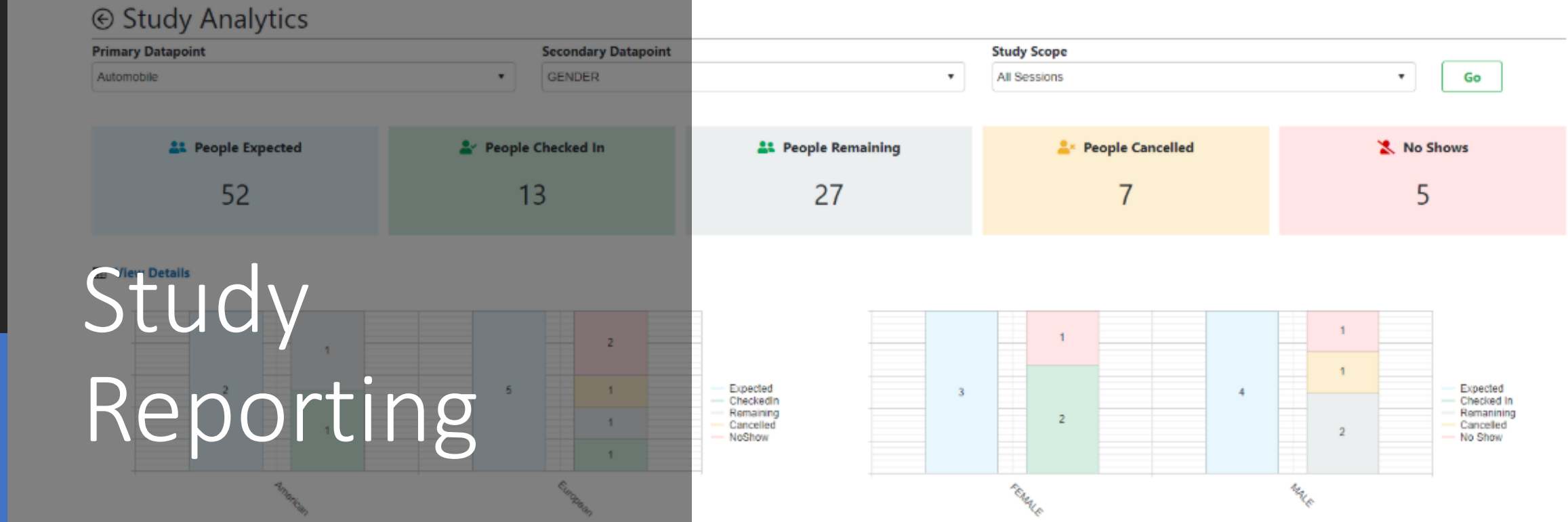
- Notification
- Additional activities

Customize with workflow to allow for activities like prescreens before the study

Track Participants



Study Reporting



	Total					FEMALE					MALE				
	EXP	CHK	REM	CAN	NS	EXP	CHK	REM	CAN	NS	EXP	CHK	REM	CAN	NS
American	2	1	1	0	0	1	1	0	0	0	1	0	1	0	0
European	5	1	1	1	2	2	1	0	0	1	3	0	1	1	1
						3	2	0	0	1	4	0	2	1	1

ARCS Labs

A peek into things we are working on…

Cloud Infrastructure

- ✓ Upgrading all servers to Windows 2019.
- ✓ Adding more cloud connect endpoint.
- ✓ Moving DRaaS services to an upgraded infrastructure.

Cloud Delivery Portal

- ✓ Creating a portal improving the user experience for our cloud customers.
- ✓ Upgrading to next generation of Fra.me for non windows customers.

ARCS Cloud

ARCS Survey

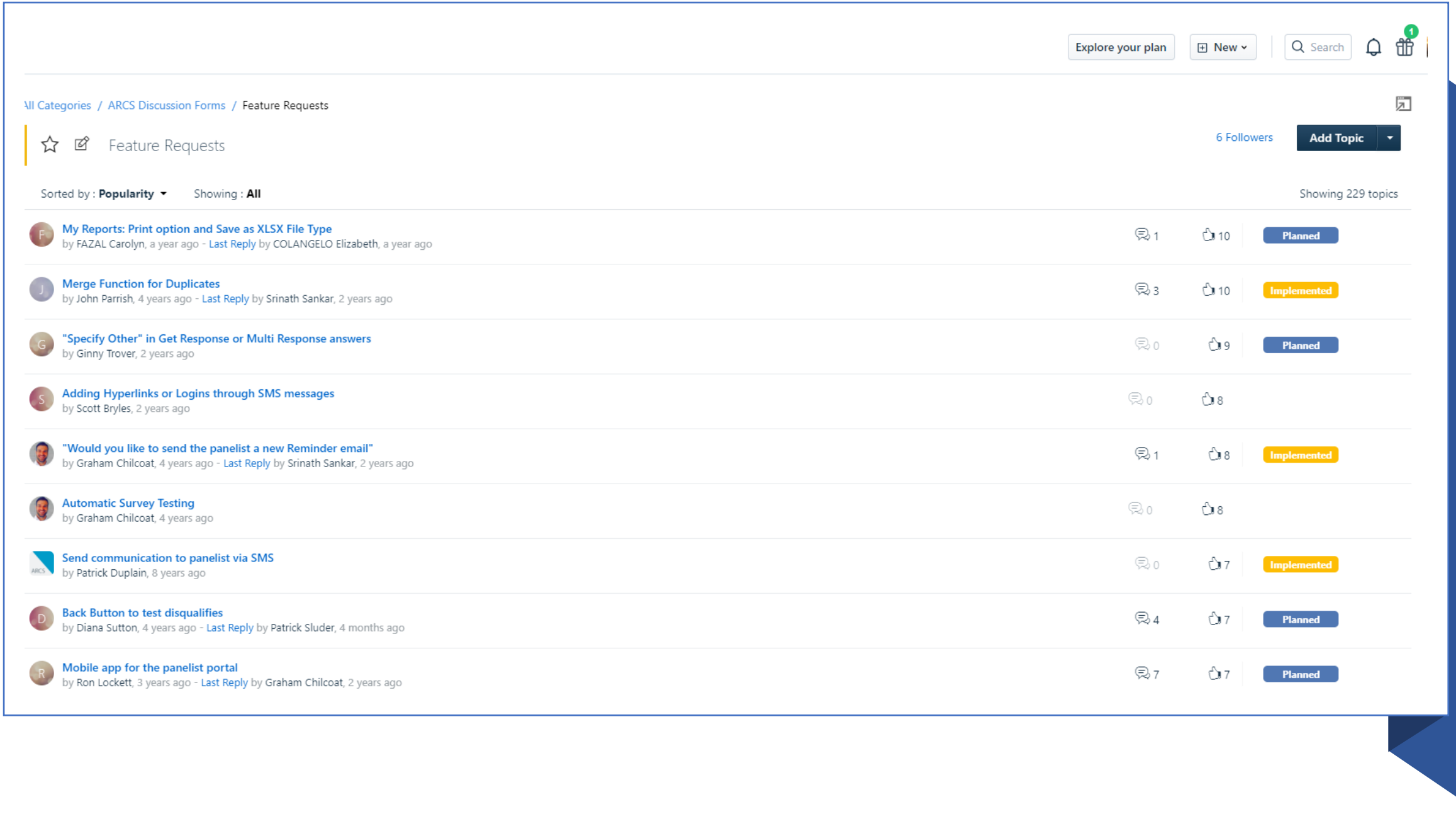
- ✓ Moving to a service-oriented architecture for surveys
- ✓ Ability to do instant preview as you author the survey.
- ✓ Improved caching for performance.
- ✓ SMS based surveys

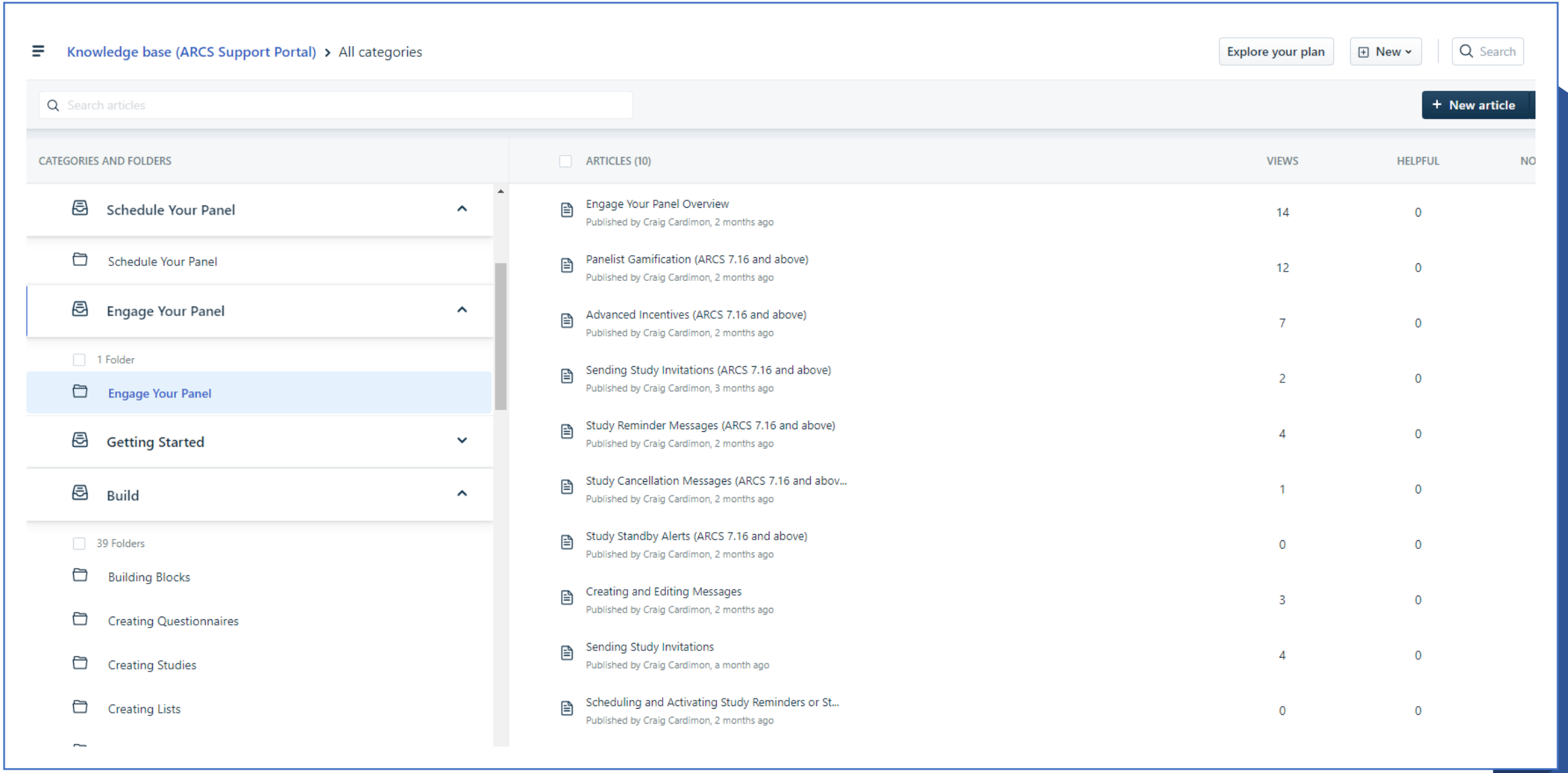
Study Level changes

- ✓ Ability to do diary studies (with videos)
- ✓ Ability to do a multi step study

Screener - Product pick up - Questions on timed intervals

ARCS Survey 8.0


Explore your plan
New
Search
1
All Categories / ARCS Discussion Forms / Feature Requests
Feature Requests
6 Followers
Add Topic
Sorted by : Popularity
Showing : All
Showing 229 topics
My Reports: Print option and Save as XLSX File Type
by FAZAL Carolyn, a year ago - Last Reply by COLANGELO Elizabeth, a year ago
1
10
Planned
Merge Function for Duplicates
by John Parrish, 4 years ago - Last Reply by Srinath Sankar, 2 years ago
3
10
Implemented
"Specify Other" in Get Response or Multi Response answers
by Ginny Trover, 2 years ago
0
9
Planned
Adding Hyperlinks or Logins through SMS messages
by Scott Bryles, 2 years ago
0
8
"Would you like to send the panelist a new Reminder email"
by Graham Chilcoat, 4 years ago - Last Reply by Srinath Sankar, 2 years ago
1
8
Implemented
Automatic Survey Testing
by Graham Chilcoat, 4 years ago
0
8
Send communication to panelist via SMS
by Patrick Duplain, 8 years ago
0
7
Implemented
Back Button to test disqualifies
by Diana Sutton, 4 years ago - Last Reply by Patrick Sluder, 4 months ago
4
7
Planned
Mobile app for the panelist portal
by Ron Lockett, 3 years ago - Last Reply by Graham Chilcoat, 2 years ago
7
7
Planned


Knowledge base (ARCS Support Portal) › All categories
Explore your plan
New
Search
Search articles
+ New article
CATEGORIES AND FOLDERS
ARTICLES (10)
VIEWS
HELPFUL
NO
Schedule Your Panel
Schedule Your Panel
Engage Your Panel
1 Folder
Engage Your Panel
Getting Started
Build
39 Folders
Building Blocks
Creating Questionnaires
Creating Studies
Creating Lists
Engage Your Panel Overview
Published by Craig Cardimon, 2 months ago
14
0
Panelist Gamification (ARCS 7.16 and above)
Published by Craig Cardimon, 2 months ago
12
0
Advanced Incentives (ARCS 7.16 and above)
Published by Craig Cardimon, 2 months ago
7
0
Sending Study Invitations (ARCS 7.16 and above)
Published by Craig Cardimon, 3 months ago
2
0
Study Reminder Messages (ARCS 7.16 and above)
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Study Cancellation Messages (ARCS 7.16 and abov...
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Study Standby Alerts (ARCS 7.16 and above)
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Creating and Editing Messages
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Sending Study Invitations
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Scheduling and Activating Study Reminders or St...
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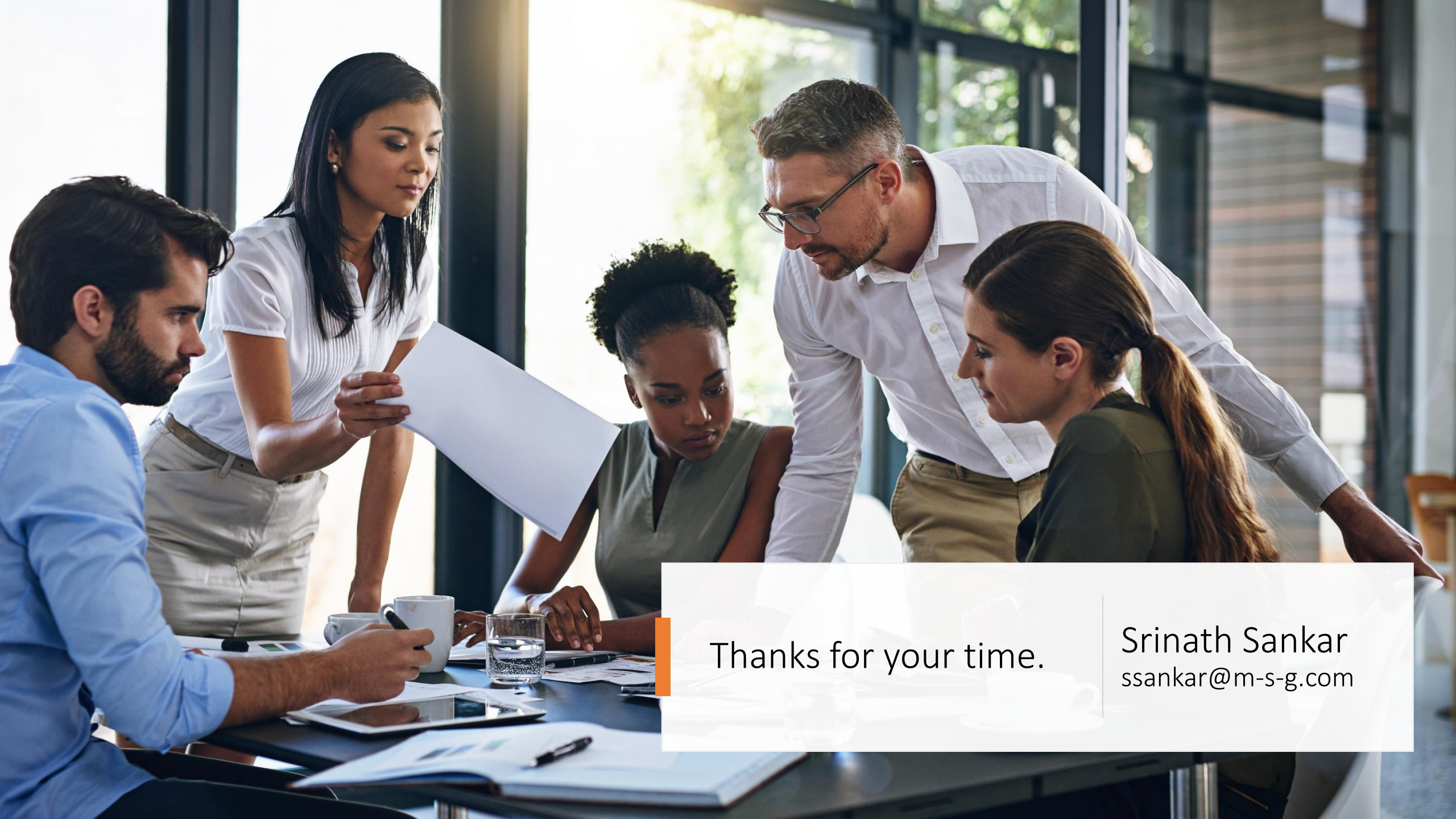

Thanks for your time.

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