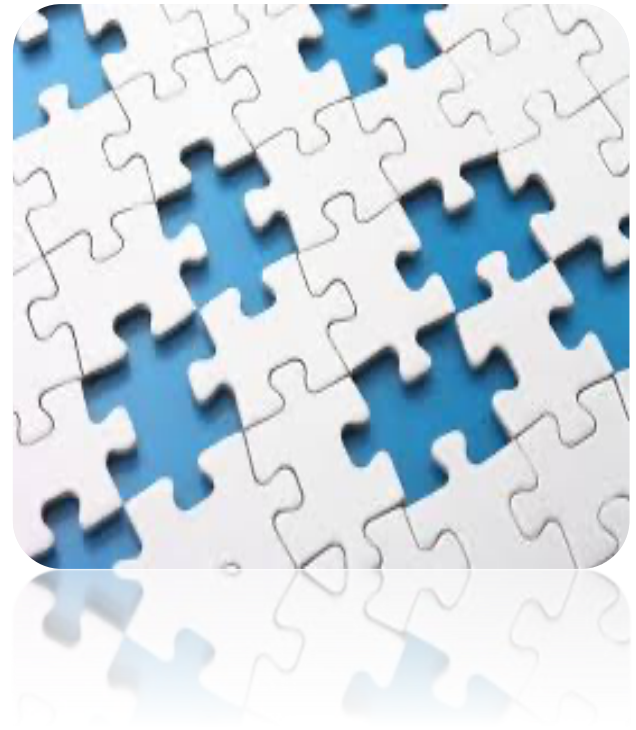
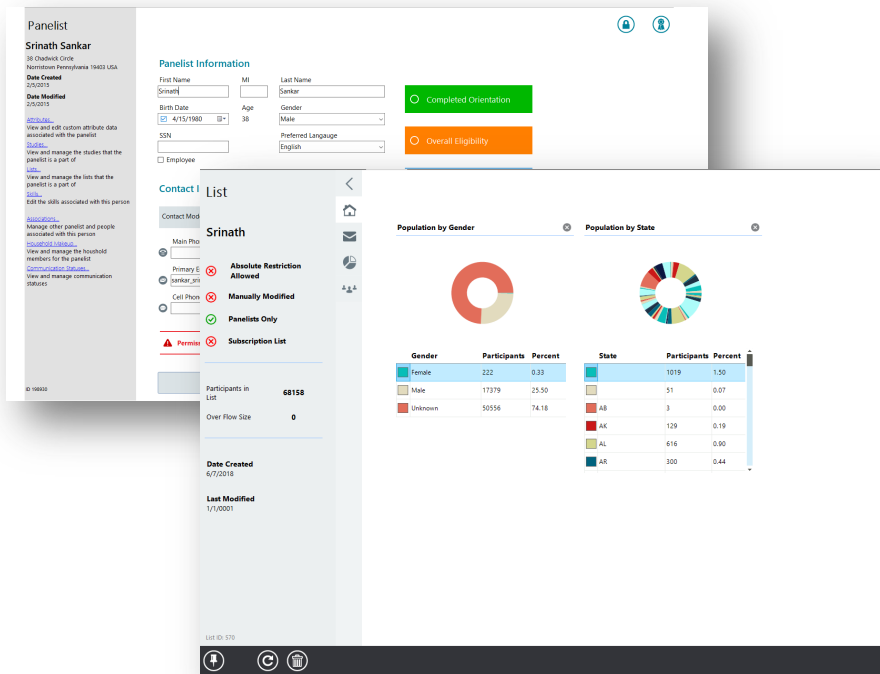


COMMON PROBLEMS WITH MOST PANEL MANAGEMENT TOOLS TODAY

- Too many different software packages needed
- No Sharing of Data
- Requires too much manual work
- Hard to improve participation rates
- Surveys can be boring – don't always provide a full picture
- Poor security and compliance
- Some systems nickel and dime you
- Proprietary systems that would need additional development and support



A LEADER IN PANEL MANAGEMENT



- Easy Filtering & Participant Search
- Easily access all the data effortlessly
- Self-updatable Participant Profiles
- Participants can update their profiles with a personalized web portal
- Automated Data Update
- Data collected can automatically update the participant records
- Flexible installation
 - Can use your server or the cloud

MANAGE – PARTICIPANT DATA



ARCS is very flexible and allows you to customize as many different data points as necessary to add to the historical information.

TOUCH POINT

Panelist
srinath Sankar

France
Date Created
10/28/2015
Date Modified
11/14/2017

[Attributes...](#)
View and edit custom attribute data associated with the panelist

[Studies...](#)
View and manage the studies that the panelist is a part of

[Lists...](#)
View and manage the lists that the panelist is a part of

[Skills...](#)
Edit the skills associated with this person

[Associations...](#)
Manage other panelist and people associated with this person

[Household Makeup...](#)
View and manage the household members for the panelist

[Communication Statuses...](#)
View and manage communication statuses

Birth Date: 2/ 1/2000
Age: 18
Gender: Unknown
SSN: xxx-xx-2078
Preferred Language: English
☐ Employee

Contact Information

Contact Mode: ☒ Email ☐ SMS ☒ IVR

Main Phone:
Work Phone:
Primary Email: PFox@m-s-g.com
[Additional Email Addresses...](#)
Cell Phone:
Wireless Provider:

Completed Orientation
Overall Eligibility
Staff Member

Cancellations	N/A
No Shows	N/A
Tardy	N/A
Other	N/A

Permission to Receive SMS Messages Not Set

Set SMS Approval

- SMS international
- Available through Workflow
- Support for Keywords
- Two Factor Consent
- Consent Signature
- Track Execution of Consent
- Trigger workflows
- Automate signature of NDAs



MANAGE - STUDY & SESSIONS

ARCS7 version 7.0.2018.1581

File View Tools Help

Start Page S : New - Rick Playtest Study Demo S : GUR Demo

Study

GUR Demo

Questionnaire
[Click here to select questionnaire](#)

Start Date

End Date
3/29/2019 12:30 PM

Client

Staff Member

Study Mode
[Web](#)

Things You Can Do

- [Study Information](#)
- [Study Dates](#)
- [Assign Questionnaire](#)
- [Participation Restriction Rules](#)
- [Define Study Compensation](#)
- [Communication Rules](#)
- [Qualified Participants](#)

Study Checklist

- ☒ [Define Study Parameters](#)
Define the study parameters including Study Name, Description, Assign clients _staff member. You can also classify the study and add tags to the study to better catalog.
- ☒ [Define Recruitment Dates](#)
This lets you select when you want the study to start and stop. You can define the number of sessions and seats in each session and other recruitment criterions for the study.
- ☐ [Assign Questionnaire](#)
Assign the questionnaire scrip that you would like to be presented to the participants of the study.
- ☒ [Assign Participants](#)
Assign the universe of qualified participants for your study. You can use an existing list or create a new list to define the qualification criteria for the study. When assigning participants, you can also create different quota groups and add controls in place on how many qualified participants you need from each quota group.

[Activate Study](#)

ID: 3334

ARCS provides an easy interface to build your study sessions, incentives and grids. You can manage unlimited studies simultaneously.

QUALIFY – QUERY YOUR DATABASE

List Builder

Rick 112918

List Components


- Information Area**
Panelist Attributes
- Criteria**
Coded / Multi Attributes
- Attribute**
Game System
- Operand**
=
- Value**

- ☐ **Allow Absolute Restrictions**
This setting will allow the participants who are restricted by one or more attributes to be included in the list.
- ☒ **Panelists Only**
This setting will allow you to include only the active participants in the system.

Select criteria components on the left to build your list participants. Select two or more rows below of criteria to join them together to build complex filters that will narrow down your prospective panelists.

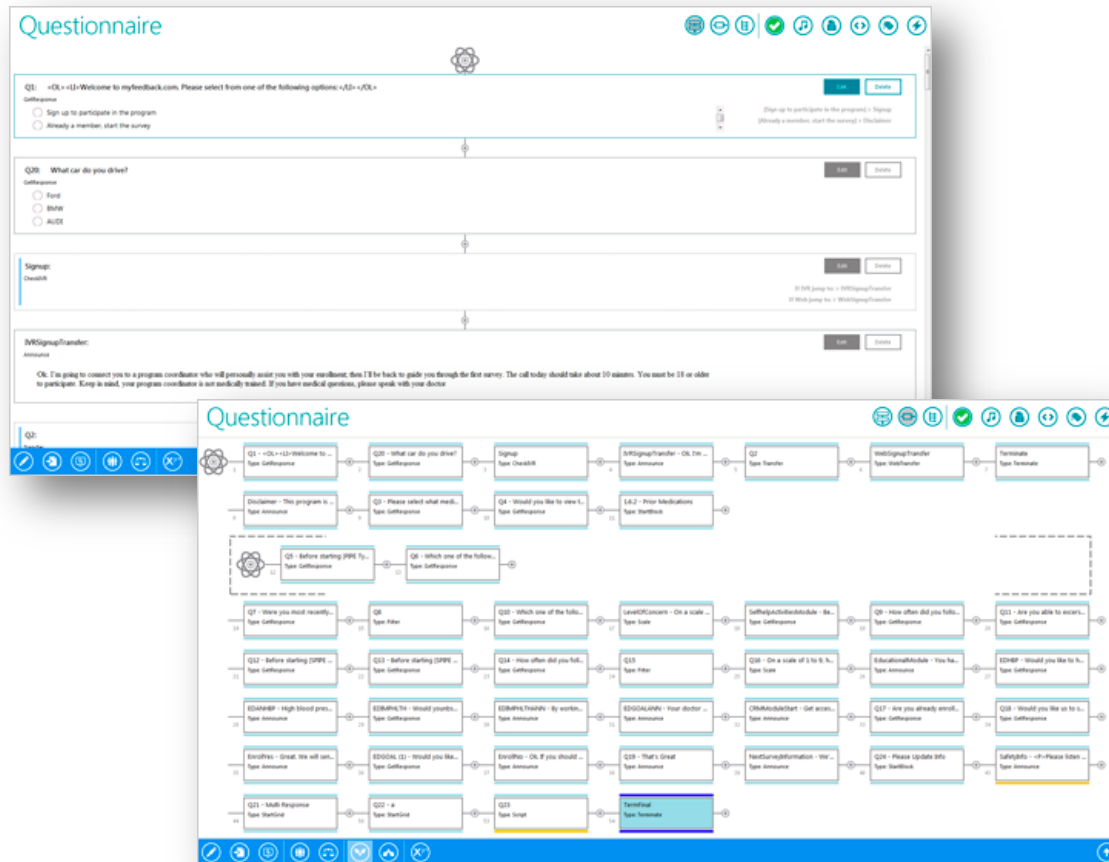
[Select All](#)

 **AND**  **OR**  **XOR**

<input type="checkbox"/>	Gender Is Female	Eligible 3183	Total 3183	
<input type="checkbox"/>	Age Between 1 and 34	Eligible 1601	Total 1601	
<input type="checkbox"/>	Game Genres = Sports	Eligible 1	Total 1	

Easily query your database to find the right users to screen for your next product evaluation or feedback.

QUALIFY - SCREENER TOOL



- ARCS® Questionnaire builder allows you to visualize the branching logic of your survey.
- The ARCS advanced script editor supports powerful programming with "code complete" functionality.
- Build a library of screeners to simplify creation of similar studies.
- ARCS® gives you the ability to move answers to surveys directly into a panelist record or query a past question to identify all panel members who answered a specific way.

SCHEDULE – TRACK & MANAGE SIGNUP

New - Rick Playtest Study Demo

✓ Activated

Start Date 11/22/2018

End Date 11/29/2018

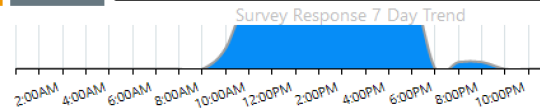
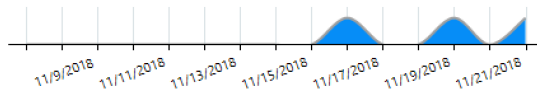


327 Invites

0 In Que

1 Errors

0 On Hold



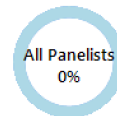
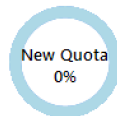
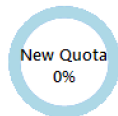
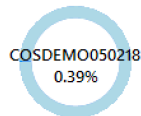
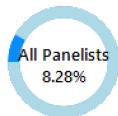
Dropout	Count	Percent
Terminate	69	96%
WorkPhone	1	1%
Intro	1	1%
RPSuccess	1	1%

Study Status	Count	Percent
No Show	1	0%
Scheduled	44	3%
Eligible, Not Contacted	1303	85%
Study Conflicts Re-Elig.	3	0%
Eligibility Reinstated	16	1%
Study Conflict In-eligible	150	10%

Quota Breakdown

[View Details](#)

Study Quota



Easily keep track of the recruitment progress of each study currently running in ARCS from one dashboard.

INCENTIVE MANAGEMENT

Sarada Pondru

Current Balance

\$198

Currency

2,912

Tokens

\$270

Credit

(\$72)

Debit

3,550

Credit

(638)

Debit

Recent Transactions

Credit \$10.00 for Database Desi...

Qualified - Survey Only

Debit 97 tokens

Credit \$12.00

[Memo](#)

Credit Account

Debit Account

Search

Show Voided

ID	Study	Amount	Type	Transaction	Status	Memo	Action
252		\$188.00	Currency	▼ Debit			Memo Unvoid
247		\$5,000.00	Currency	▲ Credit			Memo Unvoid
246		\$2,700.00	Currency	▲ Credit			Memo Unvoid
245		3,159	GameToken	▼ Debit			Memo Unvoid

Everything Cloud

Total Payments

\$35

Currency

200

Tokens

\$35

Credit

\$0

Debit

200

Credit

0

Debit

Search Panelists

Search panelists in this study

Pending Transactions

Credit \$5.00 for Dawn Hoffmann

Qualified - Survey Only

[Approve](#)

Transactions

Search transactions

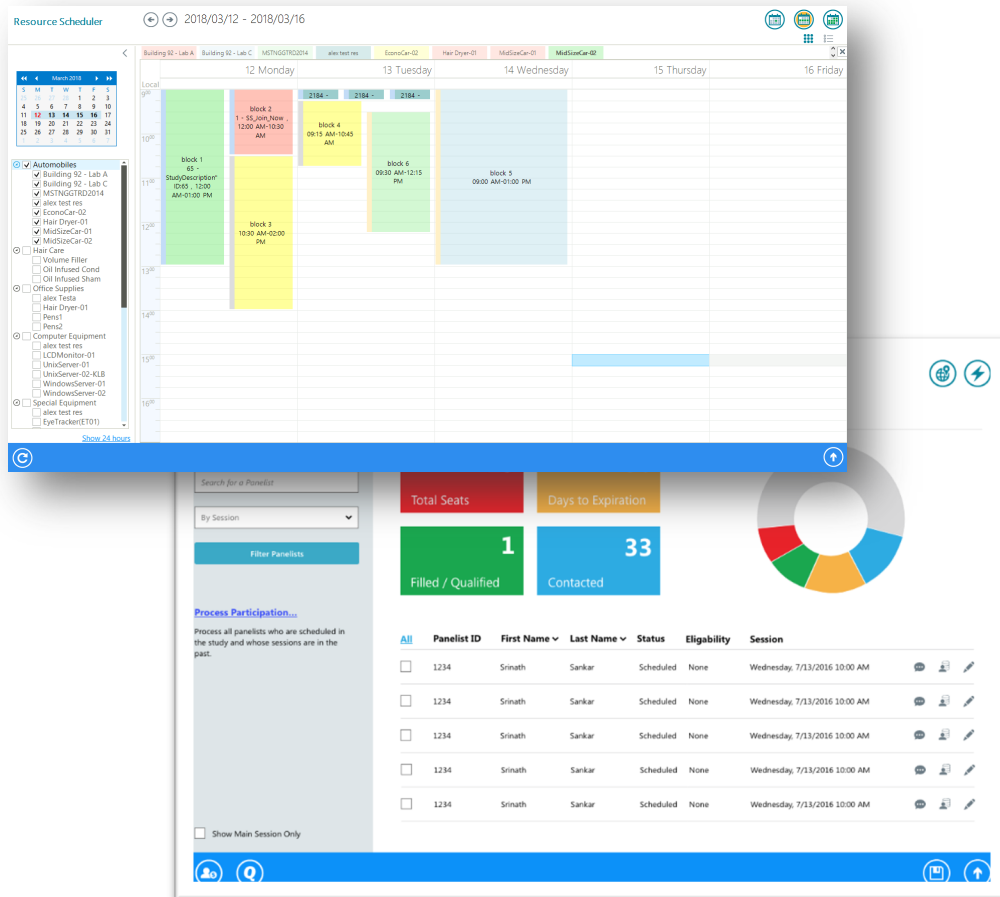
Show Voided

ID	Panelist	Amount	Type	Transaction	Status	Memo	Action
253	Dawn Hoffmann	\$10.00	Currency	▲ Credit			Memo Void
248	Srinath Sankar	\$10.00	Currency	▲ Credit	Community Engagement		Memo Void
228	Patrick Fox	\$5.00	Currency	▲ Credit	Qualified - Survey Only		Void
138	Srinath Sankar	\$5.00	Currency	▲ Credit	Qualified - Survey Only		Void
139	Srinath Sankar	100	GameToken	▲ Credit	Qualified - Survey Only		Void
137	Sarada Pondru	100	GameToken	▲ Credit	Qualified - Survey Only		Void
136	Sarada Pondru	\$5.00	Currency	▲ Credit	Qualified - Survey Only		Void

- Account Management
- Custom credits / Debits
- Integrated with studies
- Paid for Custom Status codes
- Gamification



BEST SCREENING, RECRUITING & SCHEDULING TOOL



- Automated Screening, Recruiting and Scheduling
- Send one link to screen and schedule participants
- Create Sessions
- Session or appointments are created to manage participant schedules automatically
- Fill and Stop Recruiting
- Once group/time is filled, no longer offered
- Stops over quota recruiting

SCHEDULING – MULTI VISIT

ARCS

14:30 PM

Visit 1 - Pick Up Product

<input checked="" type="checkbox"/>	Product Pickup Anytime Between 9 and 5	On 8/24/2016	From 9:00 AM	To 5:00 PM
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Visit 2

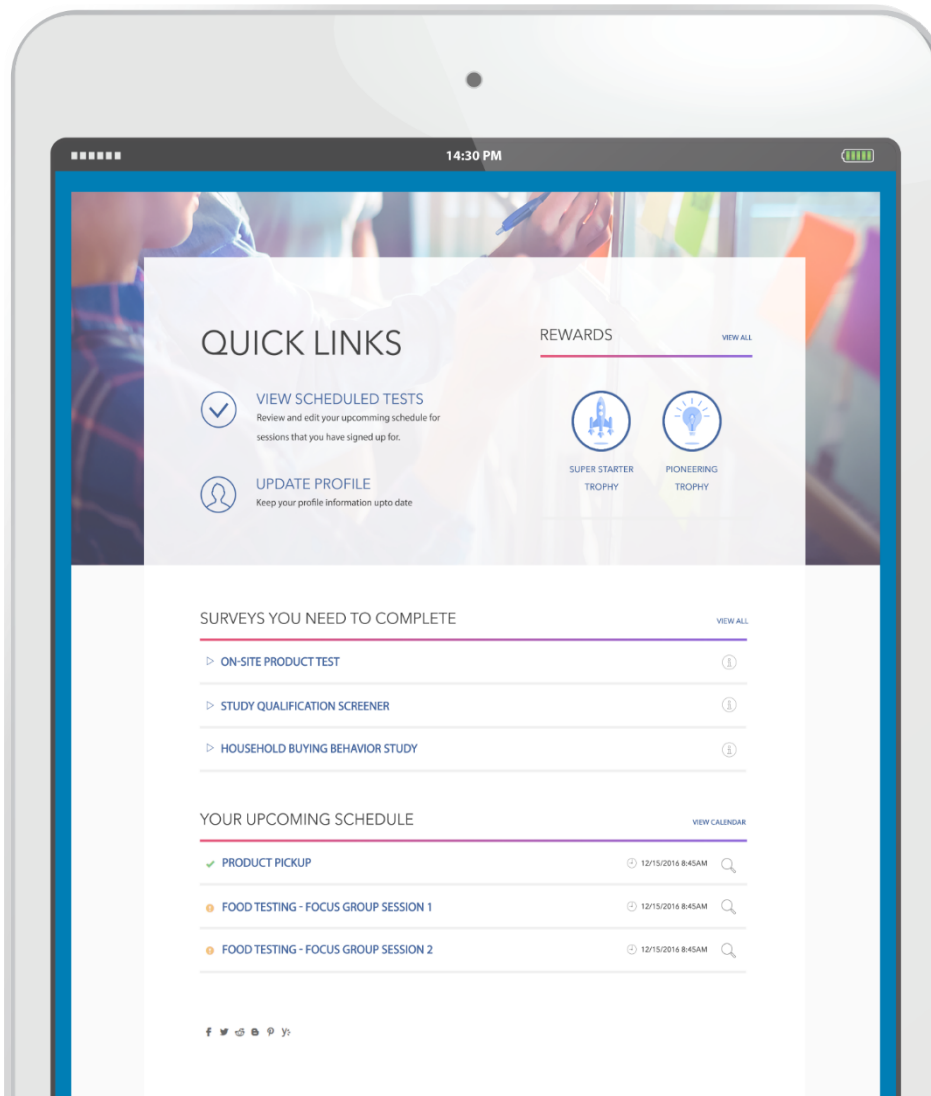
<input checked="" type="checkbox"/>	Bring Product Back and Get New Product 8/30/2016 1	On 8/30/2016	From 9:00 AM	To 10:00 AM
<input type="checkbox"/>	Bring Product Back and Get New Product 8/30/2016 2	On 8/30/2016	From 10:00 AM	To 11:00 AM
<input type="checkbox"/>	Bring Product Back and Get New Product 8/30/2016 3	On 8/30/2016	From 11:00 AM	To 12:00 PM
<input type="checkbox"/>	Bring Product Back and Get New Product 8/30/2016 4	On 8/30/2016	From 12:00 PM	To 1:00 PM
<input type="checkbox"/>	Bring Product Back and Get New Product 8/30/2016 5	On 8/30/2016	From 1:00 PM	To 2:00 PM
<input type="checkbox"/>	Bring Product Back and Get New Product 8/30/2016 6	On 8/30/2016	From 2:00 PM	To 3:00 PM
<input type="checkbox"/>	Bring Product Back and Get New Product 8/30/2016 7	On 8/30/2016	From 3:00 PM	To 4:00 PM
<input type="checkbox"/>	Bring Product Back and Get New Product 8/30/2016 8	On 8/30/2016	From 4:00 PM	To 5:00 PM
<input type="checkbox"/>	Bring Product Back and Get New Product 8/30/2016 9	On 8/30/2016	From 5:00 PM	To 6:00 PM
<input type="checkbox"/>	Bring Product Back and Get New Product 8/30/2016 10	On 8/30/2016	From 6:00 PM	To 7:00 PM

Final Visit

<input checked="" type="checkbox"/>	Bring Product Back	On 9/6/2016	From 9:00 AM	To 5:00 PM
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With our cluster study capabilities ARCS can manage scheduling for your multi visit project requirements

ENGAGE – MEMBER PORTAL

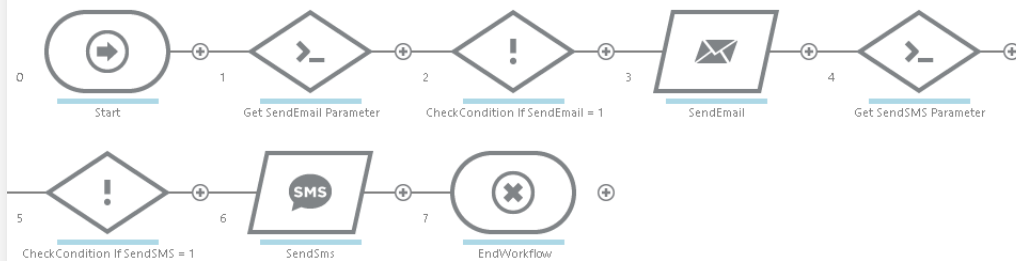


The Panelist Portal is the home page within ARCS where panel members can update their profile, refer friends, edit their upcoming schedule, take a screener assigned to them or check their available incentives history.

- Moderator Management
- Allow or restrict content at your discretion
- Communicate with individuals or entire group
- Provide Rewards / Points for Participation
- Full Access to Participant Comments
- Available for deep review and analysis
- Analysis – Demographic & Sentiment
- Graphically determine the pulse of the community

AUTOMATION & WORKFLOWS

Workflow - Reminder Email and SMS



- Get / Set Panelist Info
- Get / Set study Info
- Get / Set Panelist status
- Send Email / SMS
- Condition & Flow



Our optional Advanced Analytics module allows you to do a deeper dive into your survey data collected.

ONE OF THE MOST SECURE



- ✓ Role based authentication
- ✓ Allow or restrict access to sensitive data
- ✓ Data Encryption
- ✓ Securely protect data within the system and during data transfer
- ✓ Password policies
- ✓ GDPR Compliance
- ✓ CCPA Functionality
- ✓ SSO Support