



ARCS®
Integrated Approach Improved our Company's Engagement and Recruitment Operations.

ARCS_CASE STUDY

INDUSTRY: FOCUS GROUP FACILITY

BUSINESS TYPE: B2B

COMPANY SIZE: MEDIUM

REGION: UNITED STATES



CLIENT'S REQUIREMENT

A qualitative focus group facility was looking to become more efficient with their research participant engagement and recruiting process.



CLIENT'S CURRENT PROCESS

This established company was using a mixed collection of tools for their data, screening, tracking, incentivizing and reporting.



CLIENT'S CHALLENGES

The client faced many challenges; primarily the time and cost in identifying, qualifying, and scheduling participants for their studies.



THE APPROACH:

- Reviewed the client's existing process, tools, and work flows to gain a deep understanding of how they were managing their research studies.
- Demonstrated the capabilities and explained the business benefits of moving to the ARCS platform.
- Replaced their current database software and off-the-shelf survey tool with ARCS.



USING ARCS, THE CLIENT WAS ABLE TO:

- Reduce time on phone calls and screening each potential participant with the initial qualifying screener.
- Easily extract a list of identified database participants and send a link to a survey by email or text message.
- Allow their participants to self-screen and take the survey at a convenient time with a convenient technology (mobile or web).
- Automate their scheduling process as well as ensure study quotas are met.
- Automate the reminder process by sending emails and text messages.
- Keep track of incentives, participation history, answers to previous screener questions, and manage the communication preference of each database member.



ROI

Cost & Time Savings	Efficiency	Happier Participants
<p>Recruitment time went from weeks to days.</p> <p>The client is now able to take on more work which leads to profit growth.</p>	<p>Recruiting survey participants via multiple platforms.</p> <p>Streamlining scheduling process including confirmations, reminders, and internal resource management.</p> <p>Access to survey results in real-time.</p> <p>Database growth is now at a much faster rate.</p>	<p>Participants are easily recruited, managed and rewarded.</p> <p>Participants can view list of screening surveys for upcoming studies.</p> <p>Participants reporting positive experiences.</p>