RESEARCH STUDY AND PARTICIPANT PLATFORM

MANAGE

Build & grow your panel database

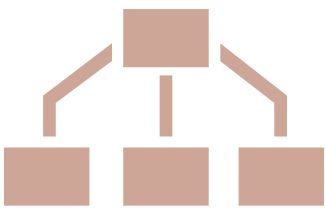## QUALIFY

Identify the ideal participant

SCHEDULE

Automate & fill your study quotas

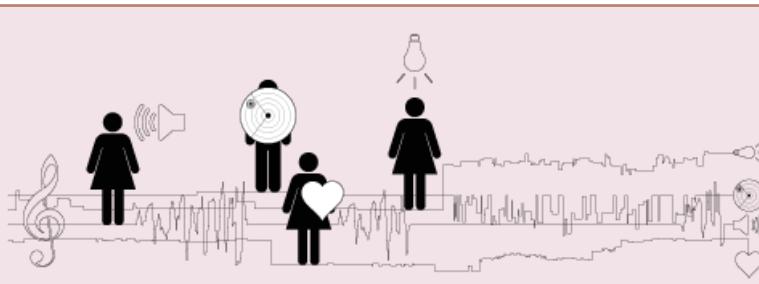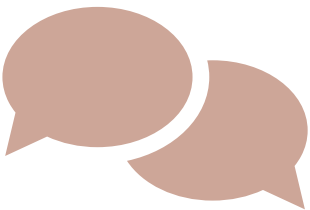## ENGAGE

Utilize multi touch point interactions

Panel Management

All-in-one engagement platform

Incentive Management

Communication & Engagement

ARCS® questionnaire builder allows you to:

- Quickly program questionnaires for upcoming studies.
- Store your screeners and questions in a library for future use.
- Transfer questionnaire responses directly to your participant database.

Panelist Portal

UX RESEARCH CASE STUDY

Challenge: A global technology company was using a combination of tools (internal and external) for their various in house UX research & usability studies. They sought a single onsite all-in-one scalable solution behind their firewall to meet their growing global UX study needs. The client required a system to securely interface with other internal databases and leverage their data to identify qualified users for recruitment to their studies. Lastly, they wanted a solution that would allow them to deliver a unified brand image to their UX panel members.

Solution: The ARCS system allowed the client to streamline their participant recruiting processes, to efficiently enroll, grow, engage and manage panelists into a centralized panel database. Having one database allowed participation information to be shared across all projects.

ARCS allowed them to easily identify, invite, qualify and schedule these panel members to fill their studies more quickly. In addition to that, the client met their timelines, drove cost savings back into their research budget, and also liked the additional benefit of having the panelist portal carry the look and feel of their corporate branded website.

With ARCS, the client has deployed a scalable platform that will grow along with their UX operations.

What was once a logistical and time-intensive series of tasks is now handled automatically by the ARCS system.

FIND YOUR FOCUS WITH ARCS

ARCS is an automated feedback and panel management platform for recruitment, survey data collection, and custom reporting using multiple touch points.

ARCS is designed to help UX researchers, product evaluation managers, qualitative facilities, focus group researchers, and employee feedback managers to identify and schedule the right set of participants in less time and at a lower cost.

Engage with your customers, clients, and employees with our highly customizable and robust suite of modular tools.

ARCS is easier to use and more powerful than ever and promises to be a game changer for your company.

Regardless of what your participant engagement needs may be, ARCS has a solution for you.

ARCS - ASK THE EXPERTS!

ARCS delivers a streamlined and unified set of tools to increase efficiency and reduce time and cost:

- Session management and recruiting.
- Advanced panel management with user-defined fields.
- Touchpoint governance - send invitations, confirmations and reminders via email or SMS.
- Track participation history, survey responses and incentives.
- Surveys optimized for smartphones and tablets.
- API integration for validation or data sharing with other platforms.
- Complex quota management.
- Powerful point & click sample selection and query tools.
- Optional community / bulletin board module.
- Unlimited studies.
- Hosted or on-site solutions.

GENESYS   ARCS   PRO-T-S & U-DIAL