



Hello

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Our Mission

Improve Every Experience

This presentation is focused on improving the respondent experience by humanizing the feedback process.

THE LIVE TRIFECTA:

We create Better Experiences for anyone who interacts with your brand



EXPERIENTIAL
PRINCIPLES



RESEARCH
EXPERTISE



OPERATIONAL
KNOW-HOW

*Our expertise helps companies connect to audience passion,
understanding emotional motivation to drive behavior change*

*If you stopped here for a
cup of coffee, how much
would it cost?*

..... \$1?



And what about here...?

..... \$5, \$6?



*And if you were here and able to
enjoy the sunset, would it matter
what the cost was? Likely not.*

*But, what's different about each
cup of coffee.
THE Experience!*



We didn't come up with this idea. The Experience Economy is 20 years old, but what's next? We think it's humanizing experiences.

EXPERIENCE ECONOMY

TRANSFORMATIONS

GUIDE

EXPERIENCES

STAGE

SERVICES

DELIVER

GOODS

MAKE

COMMODITIES

EXTRACT

*Pine & Gilmore coined the term
"Experience Economy" in 1998*

HUMAN EXPERIENCES

Part of our mission to improve every experience is to apply this theory to the **RESPONDENT EXPERIENCE** in research.

This is our call to action for the industry.

XM + MRX = HUMANIZED MRX

How can we elevate the respondent experience?

THINK MORE LIKE EVENT PEOPLE & LESS LIKE IT SPECIALISTS






THROUGH THE **CONSUMER** LENS



Respondent experience is critical because attention is the new currency. How long until it's too much for someone to answer just one survey question?

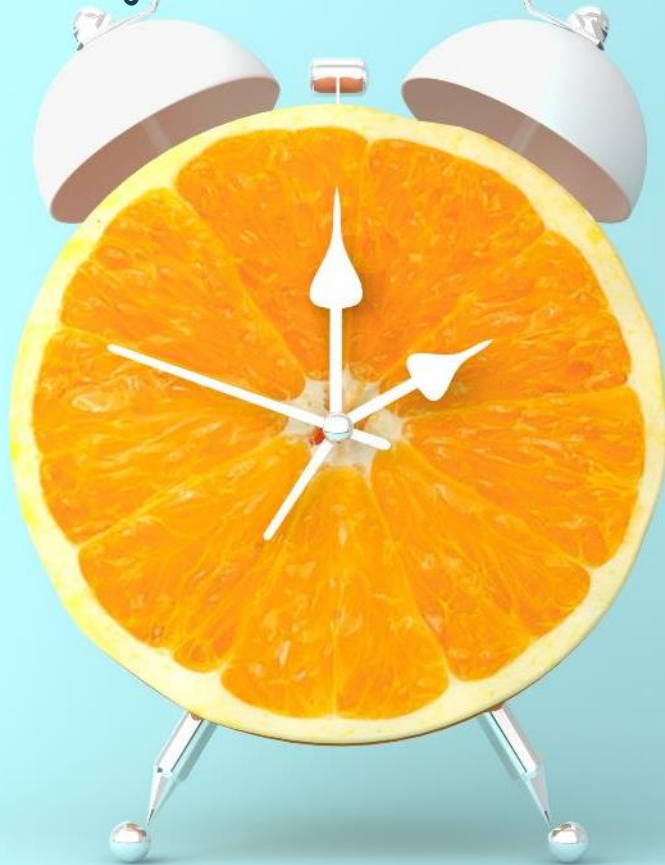


FOCUS ON **SHIFTING** THE BURDEN

We should strive to design research that elevates the participant experience, not based on what our back-end systems dictate or what makes our lives easier.

Here are three steps we take at LIVE to make this happen. We'll also share some project examples and tech we like to use.

NOTE, we are not a tech company but instead operate like a research concierge – selecting the right tech tool for the job.

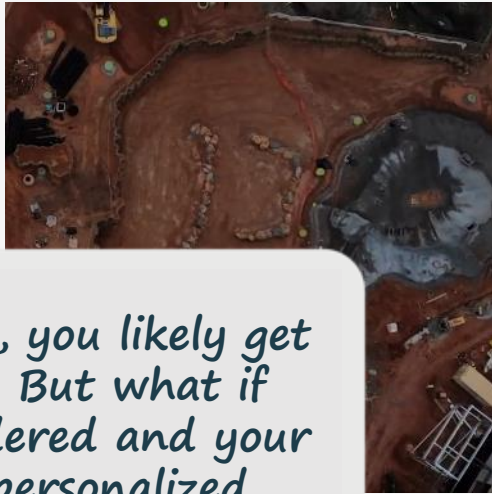


01

PRIORITIZE TIMING + PERSONALIZATION



INSTEAD, FEEDBACK WHEN IT MATTERS



Every time you fly, you likely get the same survey. But what if context was considered and your experience was personalized. We're working with Zoo Atlanta during a major renovation period to do just that.



UNDER CONSTRUCTION



**RECENT
EXPERIENCE**

UNDERSTAND
RECENT
EXPERIENCE

STRATEGY

UNDERSTAND
OVERALL
EXPECTATIONS

**IN-PERSON
INTERCEPTS**

UNDERSTAND
SPECIFIC
ELEMENTS

We've worked with their team to change the feedback cadence for their members, a precious asset. It's not rocket science, but it's helpful for engagement.

REDUCE **MEMBER BURDEN**
BY REALIGNING FEEDBACK
TOUCHPOINTS





02

MEASURE WHAT TRULY
DRIVES EXPERIENCE:
EMOTION



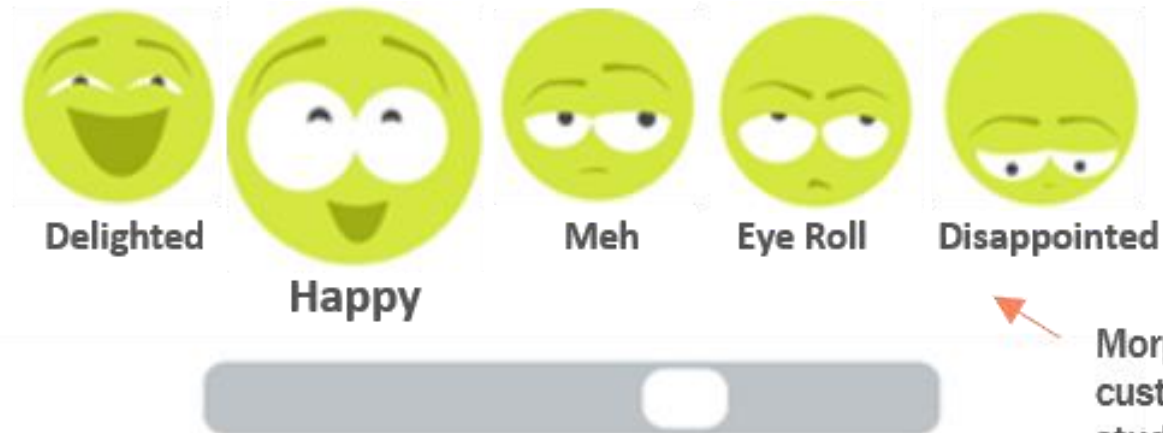
Emotion capture is a part of every LIVE study, one tool that makes it easy and engaging is morphii.



ADDING TO YOUR KPIs

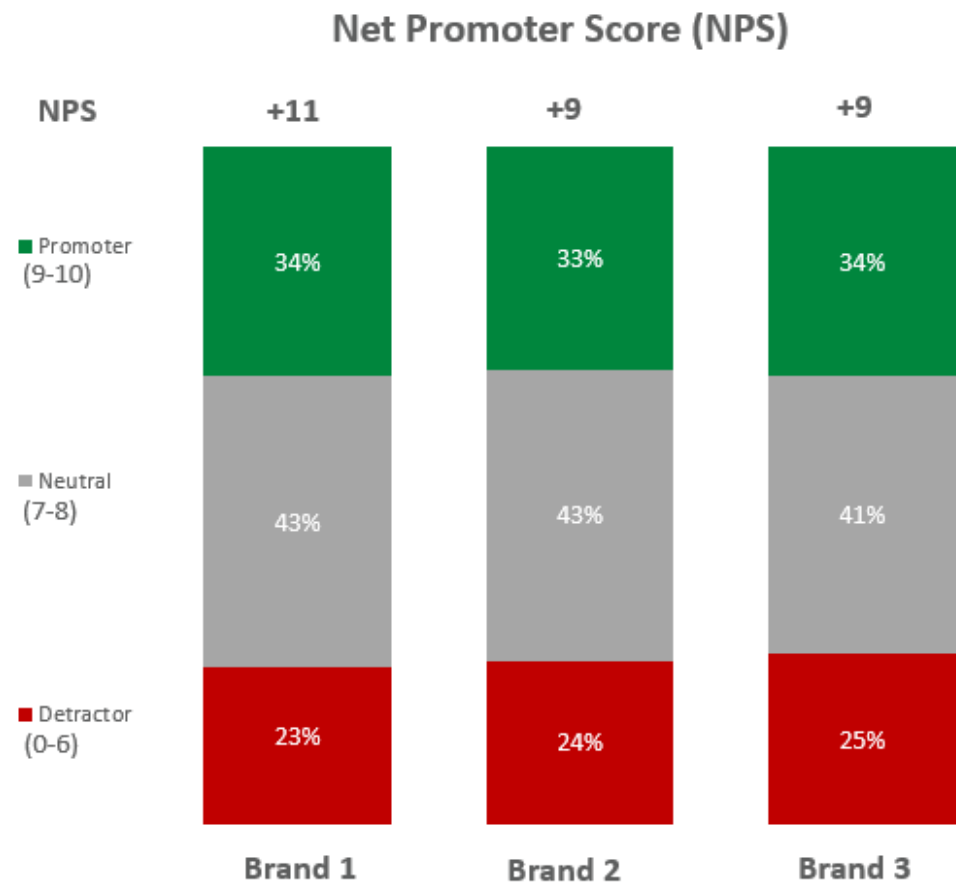
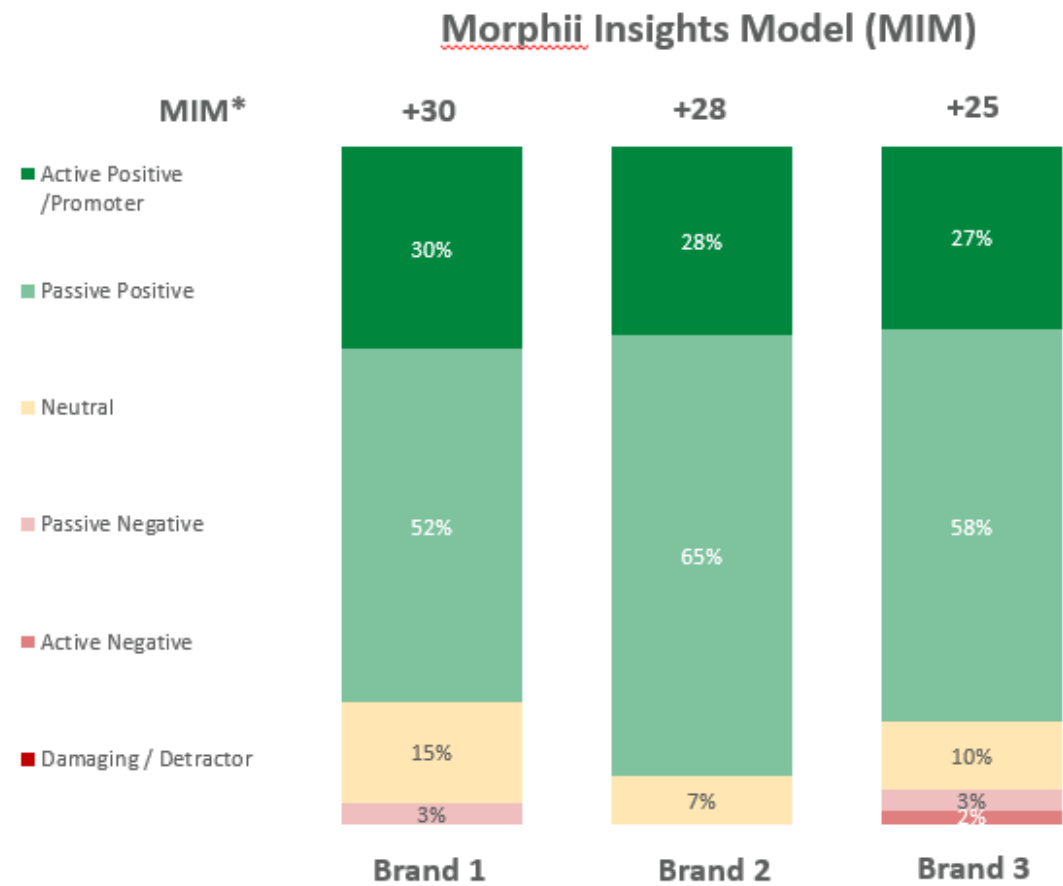
MEET morphii

A dynamic, engaging approach to quantifying the qualitative; emotion capture at scale with self-reported intensity of scientifically backed emotions



Morphii set will be customized to meet study objectives

morphii Insights Model (MIM) results suggest that...



NPS may be overstating negative customer sentiment toward the brands



GO WITH
THE FLOW



BREAK
ROUTINE



LISTEN
UP

03

EMBRACE
UNSTRUCTURED DATA:

LET THE
CONSUMER TALK

Your audience is speaking.

Join the conversation.

Organic conversation in topic based communities provides unfiltered results. We love the mission of the STAANCE platform – to organize the world's opinions.



STAANCE

The Future of Consumer Insights



WOMEN HAVE **A LOT** TO SAY ABOUT THEIR CLOTHES



STAANCE helped us better understand experience nuance for an athleisure apparel company as a first step in their new product development process.

03 STEPS TO HUMANIZE MEASUREMENT:

01

PRIORITIZE TIMING +
PERSONALIZATION

02

MEASURE WHAT
TRULY DRIVES
EXPERIENCE:
EMOTION

03

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