



THE FUTURE OF INSIGHTS IS CONVERSATIONAL

How brands are leveraging conversational approaches for deeper experiential insights





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Industry veterans who believe it's time for change



"The Advisors"

Using innovative tools and conversational approaches, we are reinventing and reinvigorating research



Matt Kleinschmit
Founder & CEO



"The Vision"

Oversight from industry veterans Eileen Campbell and Andrew Reid



Eileen Campbell
Executive Chair



"The Tech"

Rethinking voice, video and chat platforms optimized for the 'Mobile First' generation.



Andrew Reid
Founder & CEO

Everything is fine, right?



It's tough to engage with the modern consumer

Despite our industry continuing to rely on traditional methods, consumer audiences from Gen Z to even Boomers are becoming increasingly difficult to reach.

✘ **Outdated techniques**

✘ **Not agile nor fast enough**

✘ **Overly reliant on recall**

✘ **Not reaching the right people**



144 billion
emails are sent a day



Only 15%
of emails are ever opened



There is a better way



Welcome to the Future of Insights

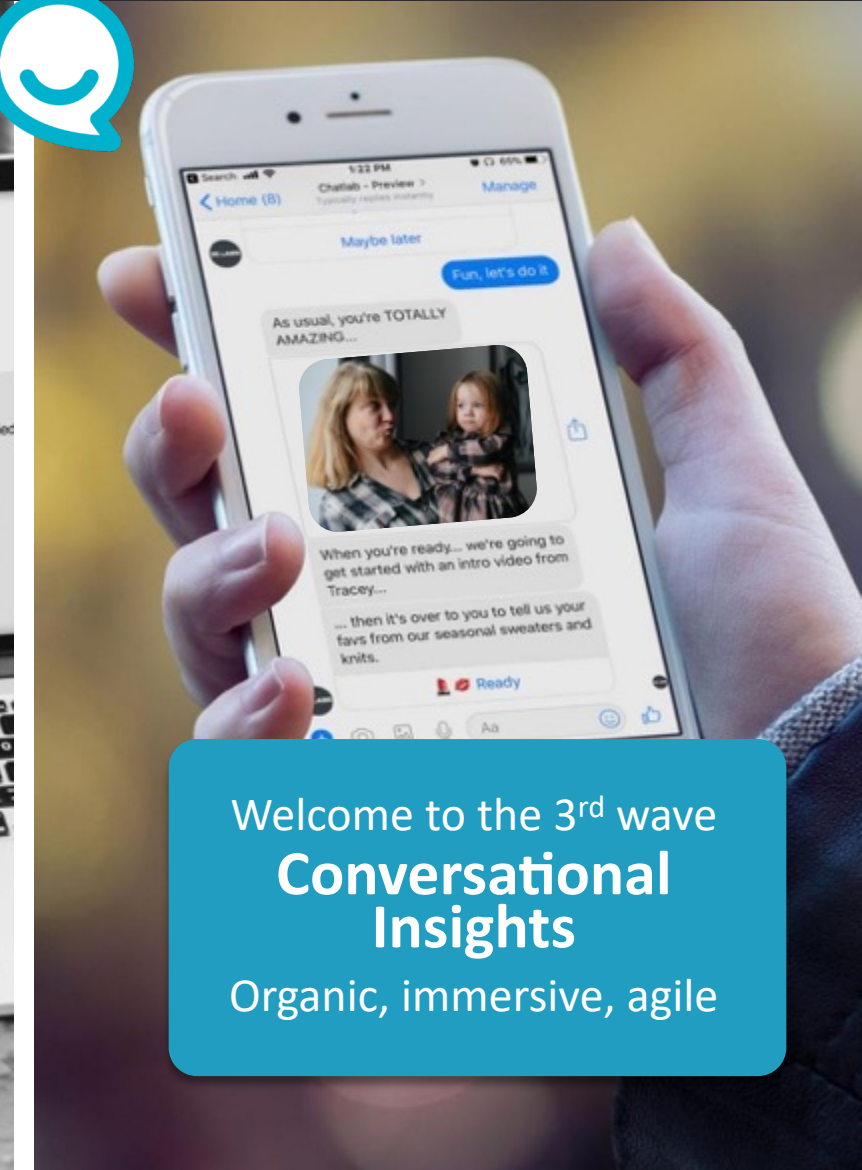
Talking with consumers isn't new but how we are doing it is



At the dawn of the Millennium, marketing research moved online



In the 2000s, it evolved into online communities & better tools; but still ask and answer



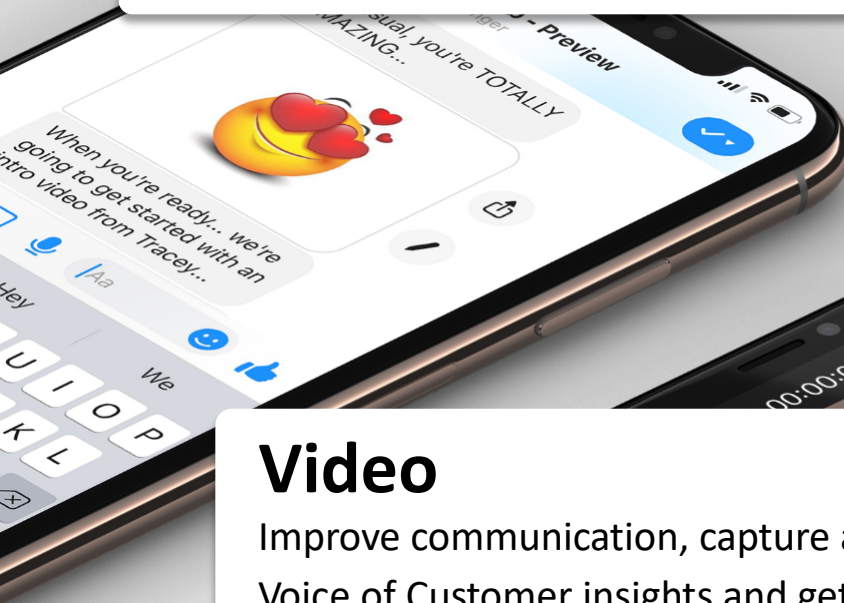
Welcome to the 3rd wave
Conversational Insights

Organic, immersive, agile

Insight activities that leverage modern communication methods

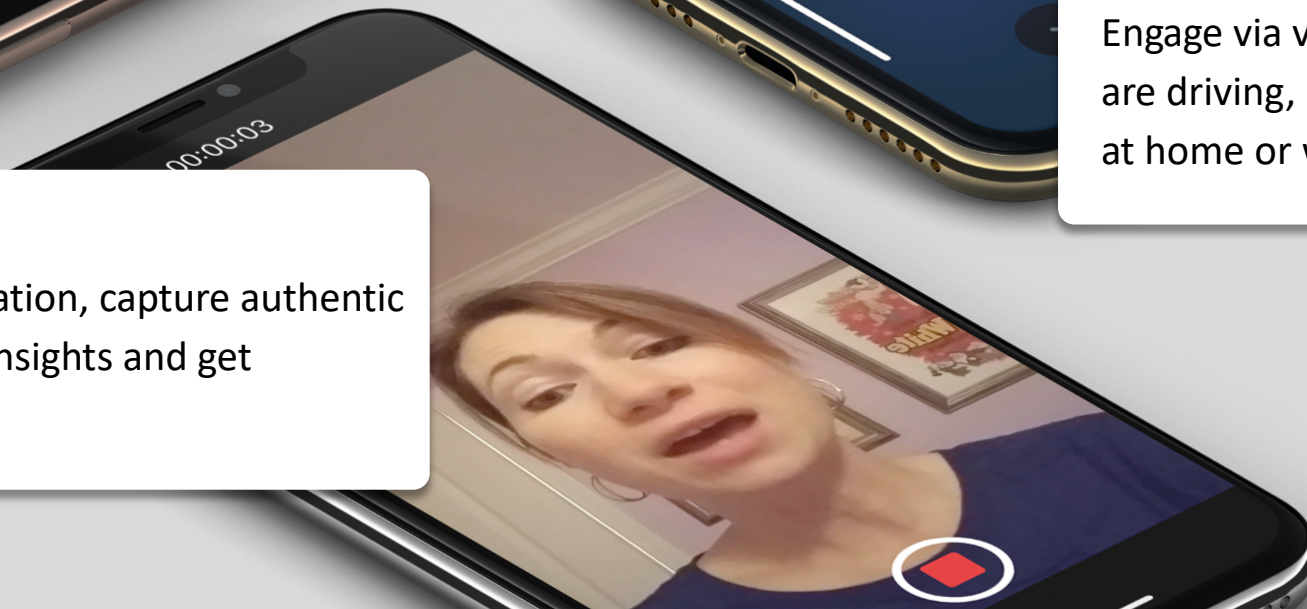
Chat

Have the conversation in the popular messaging apps where consumers already are



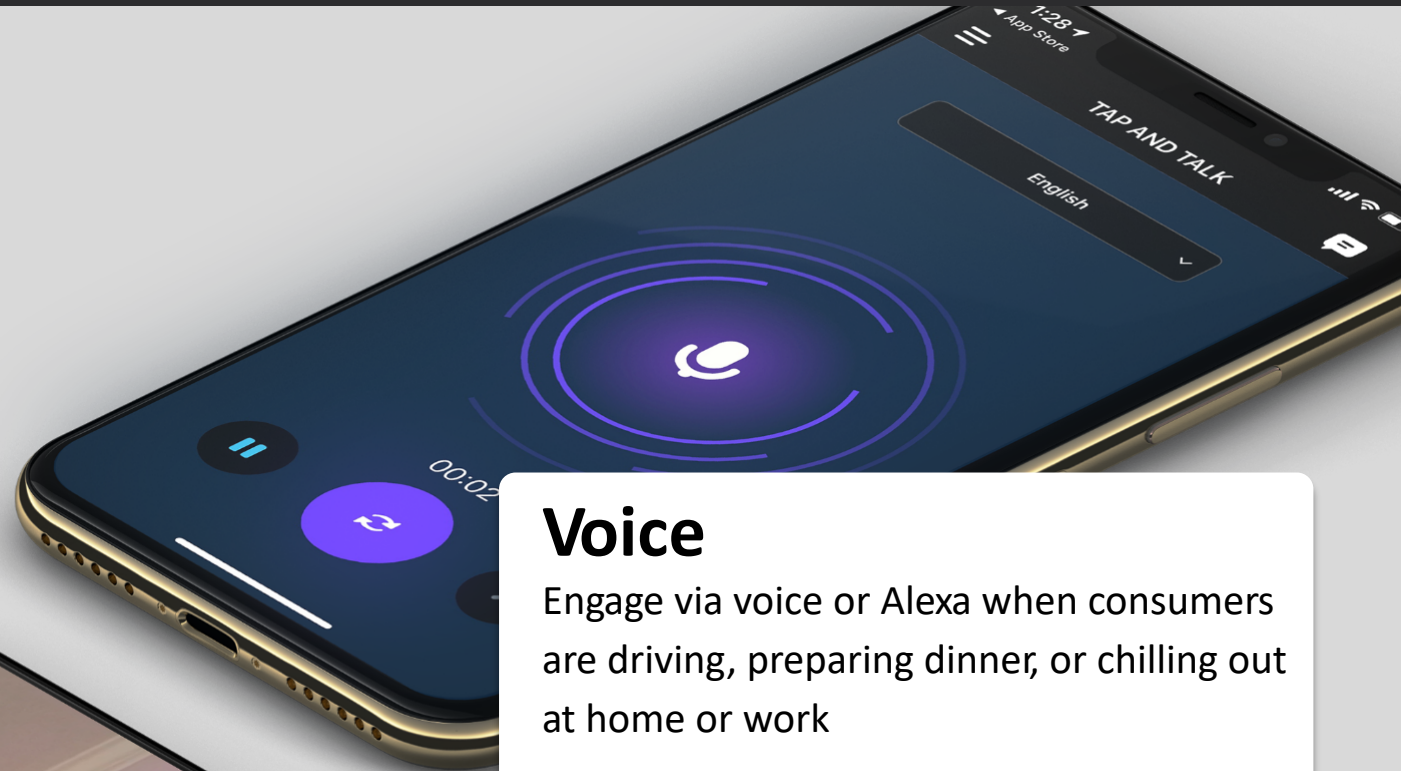
Video

Improve communication, capture authentic Voice of Customer insights and get contextual info



Voice

Engage via voice or Alexa when consumers are driving, preparing dinner, or chilling out at home or work





Hi 🙌

Thanks for dropping by! Today I'd like to chat
with you about TV shows 📺



You ready?

Let's go! 🙌 🙌



A simple idea:

**Engage with people in
a conversational style...**

**...via modern messaging
networks instead of
email...**

**for immersive,
in-the-moment insights**



Don't Take Our Word For It:

**Case Studies of Conversational Approaches in
Action**

Key benefits of conversational approaches

Broad Demographic Reach

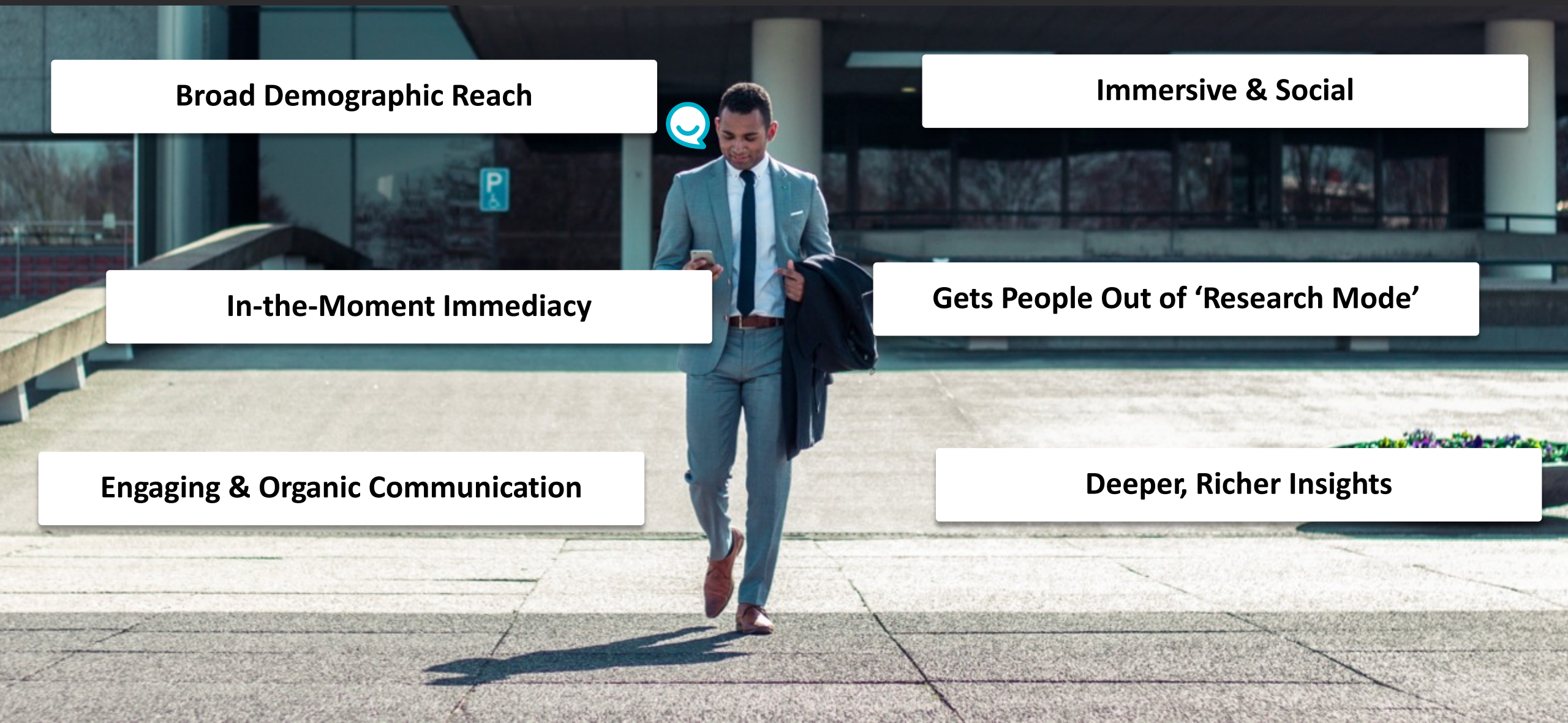
Immersive & Social

In-the-Moment Immediacy

Gets People Out of 'Research Mode'

Engaging & Organic Communication

Deeper, Richer Insights



Messaging-based research has broad reach

(Prefer mobile messaging over email and phone)

Gen Z **75%**

Millennials **65%**

Gen X **65%**

Baby Boomers **63%**



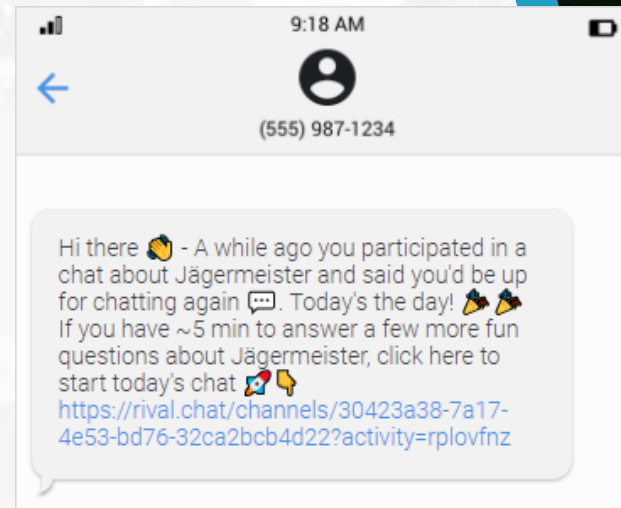
Jägermeister®

Inspiring the “Lost Generations”

Multi-phase conversational exercises among (LDA) Millennial, Gen X and Boomer consumers

60%+

response and recontact rates across generations



In-the-Moment Engagement



Messaging-based activities leverage the immediacy of text notification-based invites

95%

Of text messages are read within 3 minutes of being received



On-Demand Broadcast Optimization

Real-time feedback from viewers via conversational exercises during live broadcast of 2018 Draft

Geo-triggered on-site interviews

85%

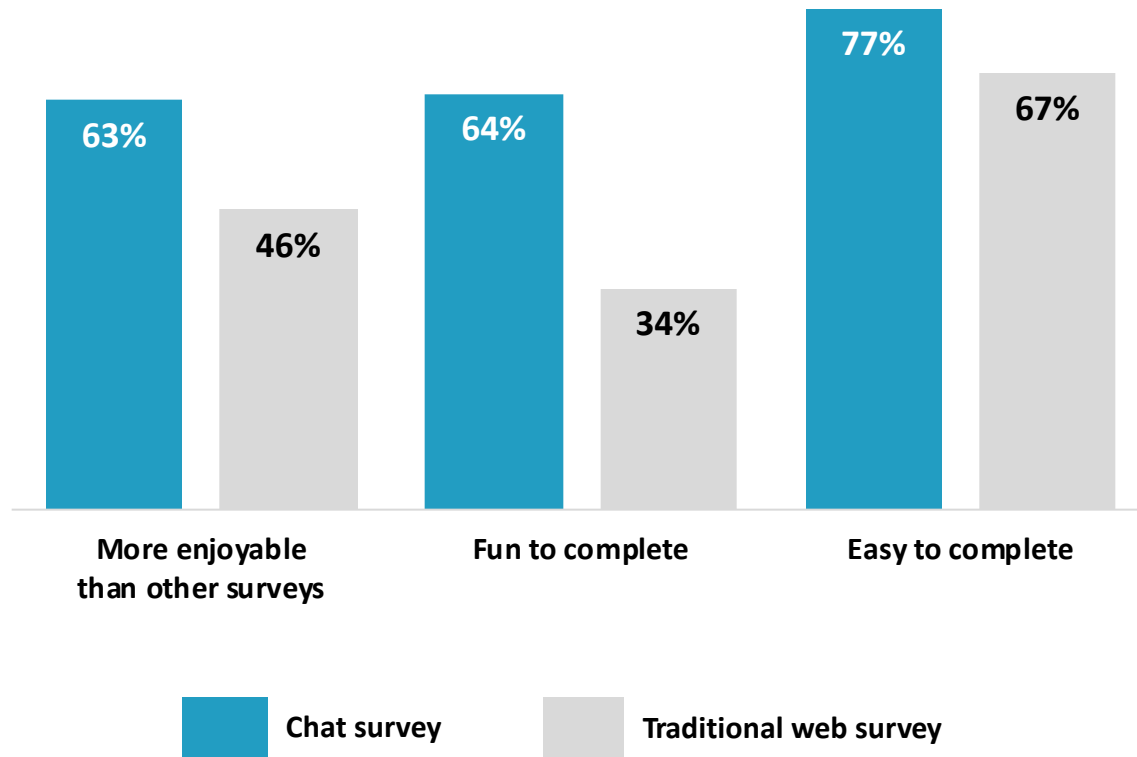
completion rate

20

on-demand IDs



Conversational approaches are more engaging & organic



It was a new concept, but I liked it. Makes the survey seem more like a natural conversation.

I wish every survey took a cue from your company. A really innovative way to do surveys. Plus, it expedited the survey-taking process.



Source: Rival Chat survey (n=1065) and Traditional Web survey (n=1004); topic: sunscreen U&A



Teen Trend Predictions

Multi-phase conversational exercises with incorporated sentence starters, emoji-based scales, audio and video uploads



1000+

completes for both phases

30%

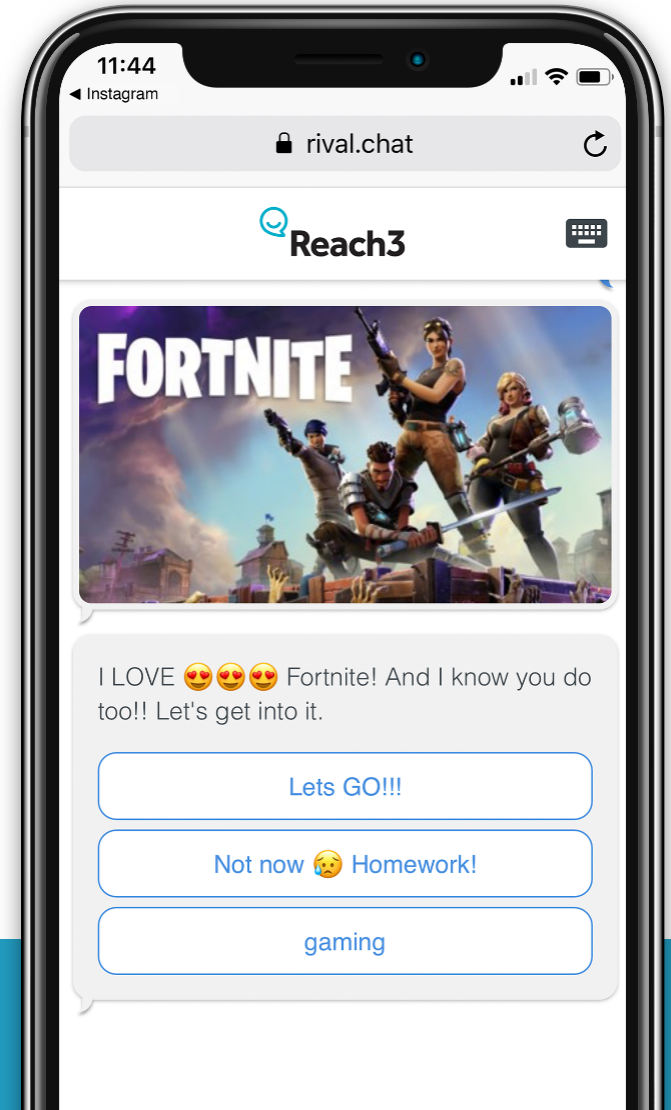
of teens submitted a selfie video



Conversational approaches are immersive and social



Seamlessly trigger activities on



FORTNITE

Understanding the Phenomenon

A Mobile Agile Community (MAC) of Gen Z and Millennial Males, recruited solely off of a gaming influencer's Instagram story

861

completes in first 12
hours



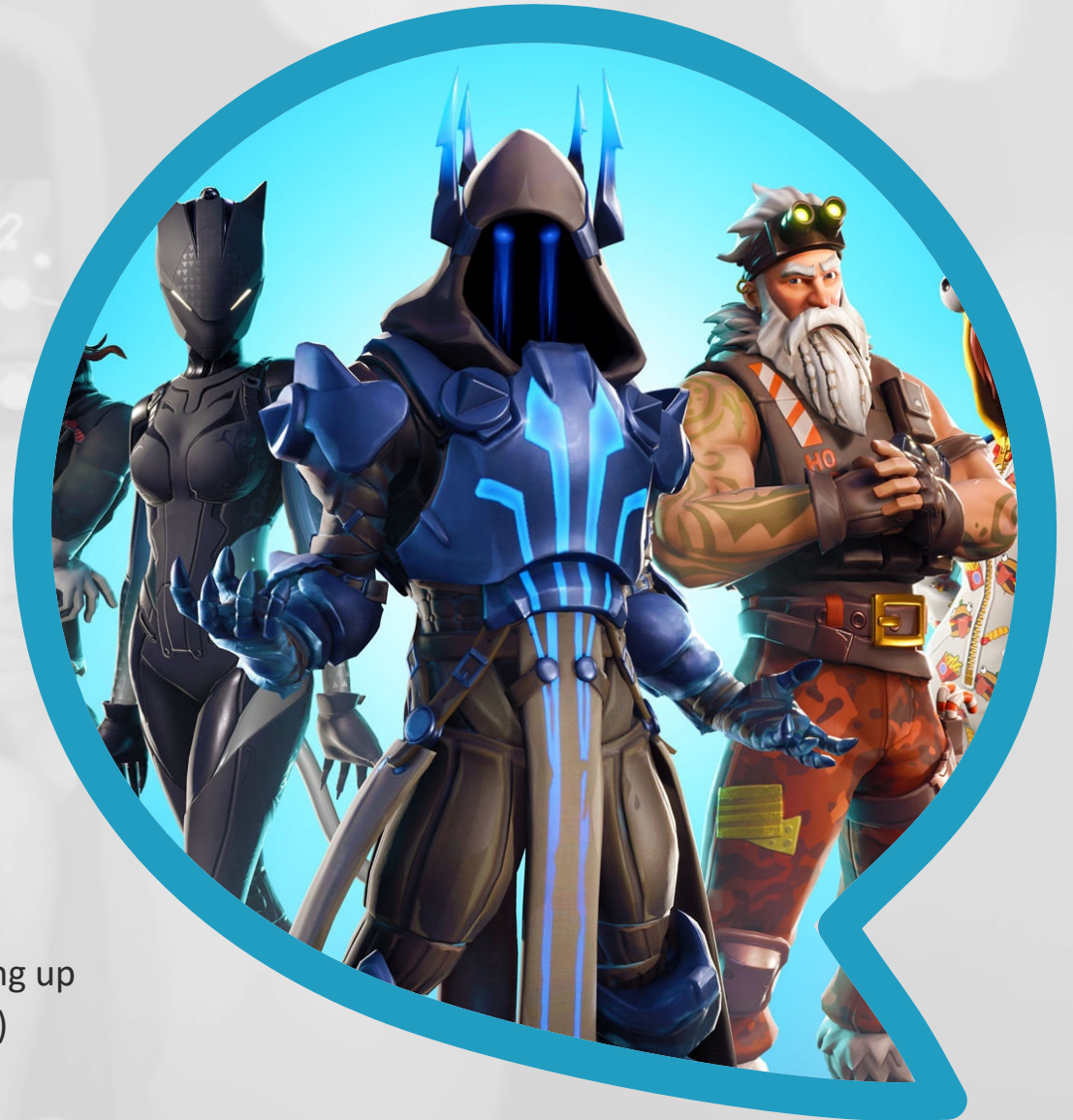
100+

selfie videos uploaded



5

recontacts (leading up
to S6 release)



Get people out of “research mode”

You want authentic, human responses...

...so why not treat respondents like the human beings they are?





Stopping Switching Behaviors

After a traditional approach falls short, Reach3 develops an authentic & empathetic conversational exercise

"I find it interesting that at 6 months, moms lose any concerns.....it's like a switch goes on..... We are saying [CLAIM], which I think is being interpreted as less effective than [COMPETITOR]."

--Client Feedback

"The role of [SYMPTOM] is FASCINATING to me. I had never thought of that before seeing the video verbatims. It makes so much sense though..."

--Client Feedback



Unlock deeper, richer insights



It's human nature to share and belong...

...so give your consumers a reason to share!





IT Decision Makers Opening Up

Understanding preferred features among ITDMs via quali-quant conversational exercise, with incorporated video uploads

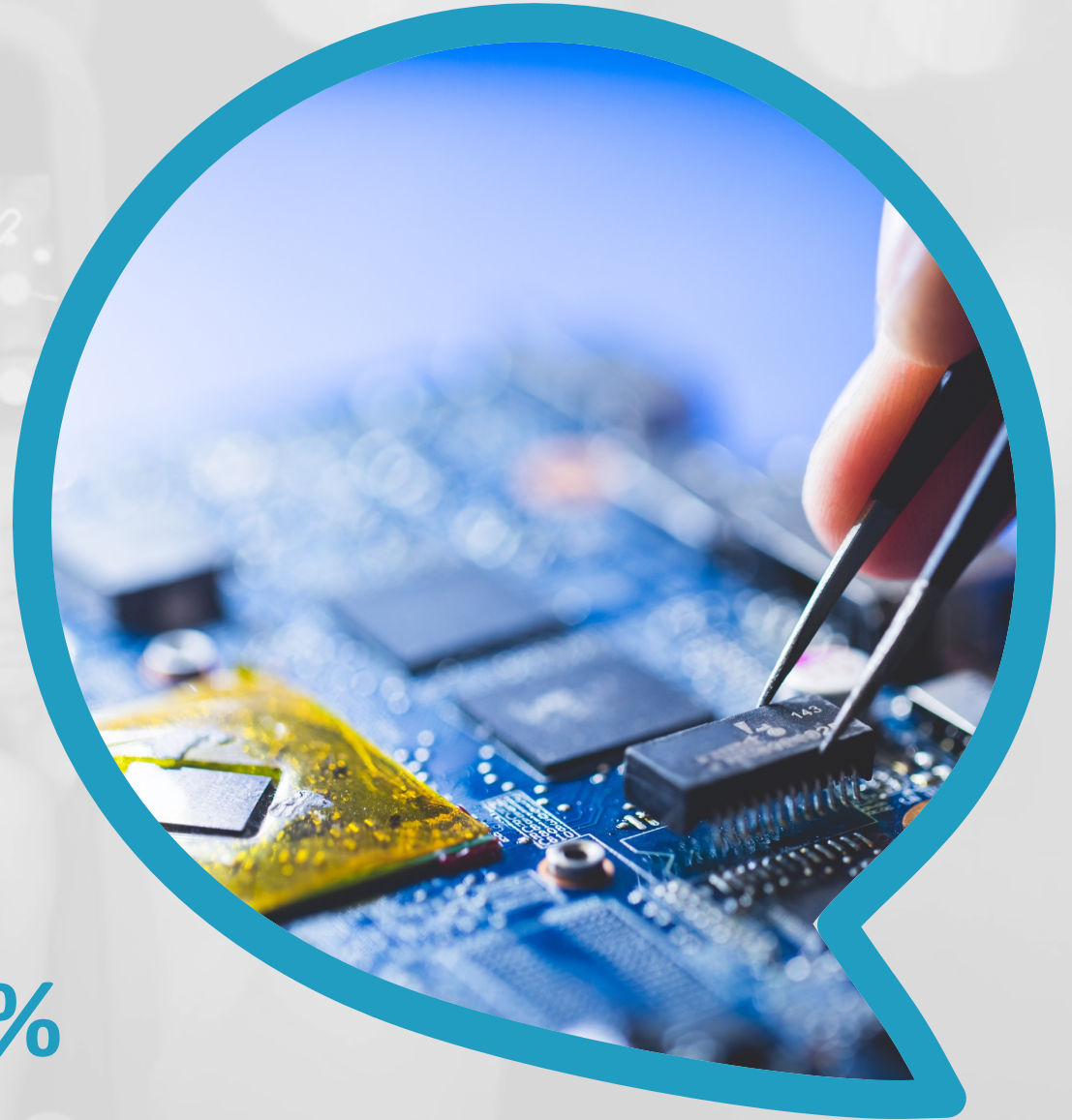
17
words

Avg. text response

122
words

Avg. video response

+700%



In Conclusion...

Reach People Where They Are

Mobile-first, during their daily lives
Engage via Messenger, SMS & Web
Hard-to-reach groups (younger,
Millennial/Gen-Z, multi-cultural populations)

Natural, Engaging dialogue

Two-way conversations at scale
like talking to a friend
Chat, voice video, pictures & emojis
Getting people out of 'research mode'

Immersive and Social

Live feedback, top-of-mind, instantly, in context
Expressive & Immersive
System 1 & 2 engagement



Richer Human Insights

Organic, in-the-moment conversational techniques
drive deeper, more authentic insights
Humanize data via emotive video, photo, projective &
observational feedback



A hand holding a lit sparkler over water. The sparkler is lit, and sparks are falling into the water. The background is a blue, slightly hazy sky over water.

It's time for us to step outside the [Email] box

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