“Why would you not recommend our company to your friends?”
SurveyMonkey vs. McKinsey & Company

{ FAST. NOT SMART. } vs. { SMART. NOT FAST. }
FAST. NOT SMART.

- lack of depth
- limited analytics
- respondent fatigue
✓ slow
✓ expensive

McKinsey & Company

SMART. NOT FAST.
Crowd intelligence

Machine learning

Advanced statistics

Open-ended business question

Start: “What concerned you most about hurricane Irma?”

“A-ha” moments that move the needle

Finish: “I was worried about having water for my family” (supported by 84% of respondents)
Crowd intelligence allows customers to respond and collaborate in their own words.

Machine learning consolidates responses through a dynamic & self-calibrating process.

Advanced statistics validate natural-language answers.

"What concerned you most about hurricane Irma?"

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Open-ended business question

"What concerned you most about hurricane Irma?"

Start

"I was worried about having water for my family"
(supported by 84% of respondents)

Finish

“A-ha” moments that move the needle
SURVEY THAT FEELS LIKE A CONVERSATION

In which industry do you work?
Technology

How likely are you to recommend this company's service to a friend?
Neither likely nor unlikely

Why would you not recommend this company?
Too expensive
Bad customer service
Product doesn't meet my needs

In what ways can the company add more value to its service?
Customer service chat option
Make it cheaper

Others provided the following answers. Do you agree with them?

Better reporting tools
I agree  I disagree  Not sure

Choose one of the options
INTUITIVE STUDY
DESIGN
BLENDING QUANT AND QUAL IN REAL TIME

Question: “In what ways can the company add more value to its service?”

IdeaCluster™ shows correlations between selected answers.

IntelliSegment™ shows level of statement support for selected customer segments.
MANY QUESTIONS GROUPSOLVER HELPS ANSWER

- Concept Testing
- Product Development
- Ideation & Idea Validation
- User Experience
- Brand Perception
- Customer Experience
- Ad Testing
- Pricing Analysis
- Employee Engagement
BUSINESS MODEL

ONLINE DASHBOARD + RESPONDENTS + ANALYTICS

$5k-$50k per study  or  $10k+ annual subscription
OUR CUSTOMERS

MARKET RESEARCH AND CONSULTING FIRMS

CONSUMER BRANDS

UNIVERSITIES & NON-PROFIT