



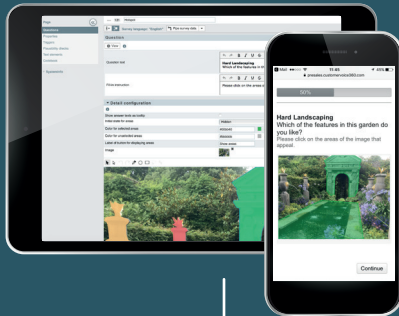
DRIVING INCREASED COMPETITIVENESS FOR MARKET RESEARCHERS

Market research insight has never been more valuable to business decision making – but at the same time the challenges have never been greater.



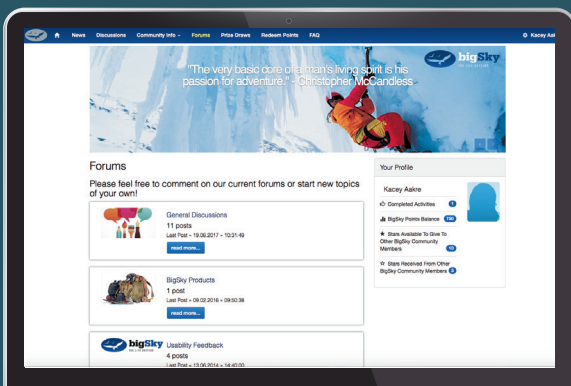
QUALITATIVE AND QUANTITATIVE RESEARCH THROUGH A SINGLE PLATFORM

Whatever your project, Questback's technology meets all of your market research needs:



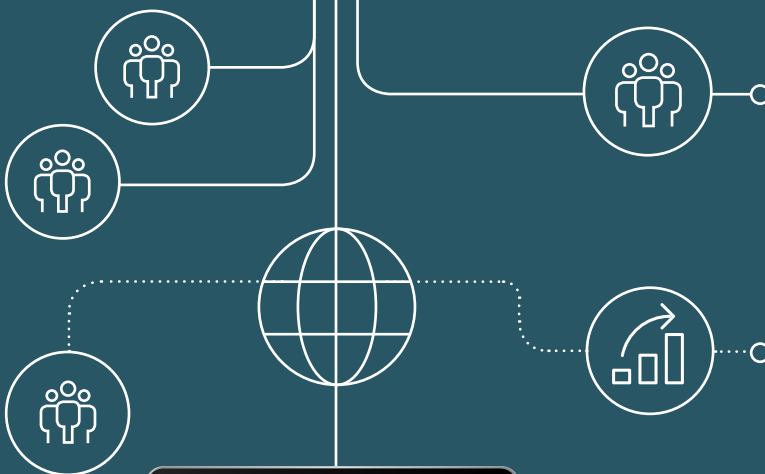
ONLINE SURVEYS

from simple one question forms to gamified, complex multi-client, multi-lingual and multimedia research projects.



ONLINE PANELS

market leading panellist and content management, sampling, recruitment and reward tools.

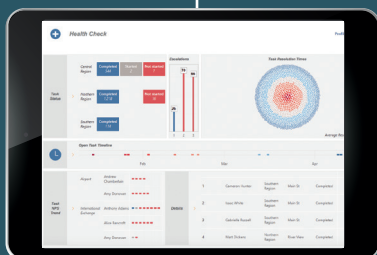


DYNAMIC, POP-UP ONLINE COMMUNITIES

launch feedback communities and surveys quickly and easily, engaging with participants through their device of choice.

MARKET RESEARCH ONLINE COMMUNITIES (MROCS)

create, administer and benefit from online communities.



REAL-TIME, INTERACTIVE DASHBOARDS

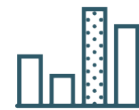
empower your clients by designing and delivering your data to key stakeholders in dynamic, attractive dashboards.

DRIVING **INCREASED COMPETITIVENESS** FOR MARKET RESEARCHERS

Market research insight has never been more valuable to business decision making – but at the same time the challenges have never been greater. Research projects are now more complex, consumers are more difficult to reach and competition is rising. Clients are demanding faster results while budgets remain static. To succeed, market research agencies and in-house insight departments need to focus on delivering more valuable insights, more quickly and efficiently than ever before if they want to differentiate from competitors in a crowded sector.

Questback provides the open, flexible technology to underpin your success. The complete, scalable solution for all areas of market research, from panels to pop-up communities, it lets you launch research faster and more efficiently while bringing down costs through automation. Easy to use and simple to build on, it delivers a mobile-first platform for innovation and differentiation through powerful technology, backed up by our experienced professional services team.

Whatever your market research needs, Questback's all-in-one solution is designed to bring down costs and drive up the value of your insight.



QUESTBACK IN ACTION – CASE STUDY

respondi
CLOSE TO PEOPLE



Pan-European market research agency respondi has been working with Questback since its foundation, relying on the technology platform to underpin its growth. Using Questback allows respondi to run projects quickly and effortlessly, without requiring specialist IT skills, enabling the company to maximize efficiency and cost-effectiveness.

Automation, ease of use, secure data hosting on certified servers, and Questback's continuous software advancements have all helped respondi become a market leader.

respondi uses Questback for all of its panel management, ranging from the recruitment of new members to panel quality assurance, bonus management, and the implementation of online and mobile market research projects. It now has over 300,000 panellists from across Europe, with over 300 pieces of profile information managed and automatically updated regularly for each one.



Usability, flexibility, and scalability are important to us during every process,”

DR. OTTO HELLWIG
CEO of respondi AG

“By using Questback, we can implement projects quickly and easily and process large amounts of data without any trouble. Questback’s technology constitutes the core element of our business model.”

QUESTBACK IN ACTION – CASE STUDY



Collecting viewer feedback is crucial to fine-tuning TV programs to ensure their lasting success. Recognizing this, global content company FremantleMedia commissioned Ipsos Connect to create and run its iCount viewer research panel. Ipsos Connect turned to Questback, the company's global partner of choice for research panel software, for a solution. Ross Williams, Research Director, Ipsos Connect, explains why.



We previously ran iCount on an internal tool, with support located in North America.

This naturally limited the speed of response, and made it difficult to make changes and upload new questions quickly. We saw the advanced functionality that Questback provides, the flexibility it offers, and were impressed by the 'can do', positive attitude that the team demonstrated. We were therefore fully confident in adopting Questback as iCount's platform for the future."

ROSS WILLIAMS, Research Director, Ipsos Connect

Thanks to Questback, Ipsos Connect and Fremantle Media are now benefiting from the ability to launch new research in hours, rather than days, greater respondent engagement through innovative new features such as a video rating tool and easier management through Questback's flexible technology.



KEY QUESTBACK BENEFITS:



SINGLE, UNIFIED PLATFORM.

Built from the ground up, our integrated solution spans all research types, making it simple to share data and run qualitative and quantitative research together.



EASIER TO USE.

Questback removes the need for survey scripting, increasing efficiency and removing the need to invest in specialist staff.



LEADING EDGE.

All surveys feature mobile-first, responsive design, full multimedia capabilities and integrated text analytics.



FUTURE PROOF.

We're continually developing our cloud-based technology, regularly adding new features to ensure it always meets changing agency needs.



SPEED.

Create and launch the most complex surveys in hours, rather than days due to intelligent technology across the survey process.



IMPROVED EFFICIENCY.

Automate administration and management of multiple surveys and panels, giving you more time to focus on reporting and insight.



EXPERIENCE.

Questback's technology is built on extensive experience in the market research sector, supported by our open, knowledgeable professional services team.



POWERFUL REPORTING.

Flexible, reporting makes it easy for you to uncover and share insight faster through interactive, graphical dashboards and other report formats.



SECURITY FIRST.

Our solutions are built to protect confidentiality, ensure security and meet the highest privacy standards.



OPEN.

Our technology is easy to integrate with your existing market research, CRM and ERP solutions, maximizing your investment and allowing a smooth upgrade path.

All of our market research solutions have been created to deliver value out of the box. But we know that researchers have individual needs, so we have created the Questback Feedback Platform – technology that can be tailored to your specific requirements by our professional services team.

WANT TO FIND OUT MORE?

Contact us to arrange a live demo on 1-800-974-8784 or send us an email to info@questback.com

A FEW OF OUR CLIENTS:



GALLUP



randstad

respondi
CLOSE TO PEOPLE

John Lewis Partnership



Lufthansa



FUJITSU

decision
technology





Questback is a global leader in enterprise feedback management technology, helping market research agencies and internal teams transform their operations and increase business performance through greater insight, understanding and the ability to differentiate from competitors.

People matter.
Get their insight.

www.questback.com

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