



### Civicom ChatterBox®

Surprise yourself. Take advantage of the new and improved Civicom Chatterbox® - A complete suite of tools to help you execute fast, flexible and effective online studies.

### What is Chatterbox?

Civicom ChatterBox® is an online and mobile qualitative research platform for engaging audiences to gain honest and actionable insights.

- Run asynchronous studies of most any size and duration.
- Conduct projects with one or multiple segments.
- Host short-term projects or longer term studies and communities.
- Witness reactions and collect data in near real-time from mobile devices.

### Advantages

#### Stronger Engagement

- Highly intuitive and usable design
- Full access from any device at any time
- Familiar social networking experience

#### Faster Results

- Monitor and probe in real-time
- Gather instant feedback from the group
- Rapid reporting and instant transcription

#### Better Data Quality

- Collect well-considered, in-depth responses
- Include peer interaction to yield deeper insights
- Get more accurate "in the moment" responses

### GREAT FOR

- Concept Testing
- Behavioral Studies
- Customer Feedback
- Employee Satisfaction
- Custom Projects
- Longitudinal Studies
- Respondent Journals
- And More

### Famous Civicom Support

You won't be left out on your own when you run a study using Civicom Chatterbox®. You can benefit from the proven strengths and dedication of the Customer Service Team at Civicom Marketing Research Services. Remember: At Civicom, Your Project Is Our Most Important Priority.

### Activities

Run Moderated Threaded Discussions complete with a wide variety of activities and tasks.

- Text Based Questions
- Polls
- Photo Uploads
- Video Uploads and Web Cam Recording
- File Uploads
- Image Review Exercises
- Sorting and Ranking Exercises

### Analytics

Generate detailed reports to expedite data interpretation.

- Innovative analysis tools
- Quickly synthesize data
- Browse visual overviews
- Track responses in real-time
- Rich charting options
- Speedy analysis and reporting
- Extremely easy to use

