

## SIMPLIFY YOUR RECRUITING PROCESS

### MANAGE



Build & grow your panel database

### QUALIFY



Identify the ideal participant

### SCHEDULE

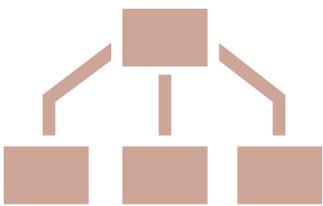


Automate & fill your study quotas

### ENGAGE



Utilize multi touch point interactions



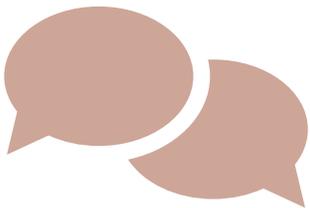
Panel Management



All-in-one research platform



Incentive Management



Communication & Engagement



**ARCS®** questionnaire builder allows you to:

- Quickly program questionnaires for upcoming studies.
- Store your screeners and questions in a library for future use.
- Transfer questionnaire responses directly to your participant database.



Panelist Portal

## PLAYTEST RESEARCH CASE STUDY

A global gaming company was relying on disparate tools (internal and external) for their **playtest** recruiting, database, and records keeping.

They sought a single onsite all-in-one scalable solution behind their firewall to meet their growing global multi-studio location needs.

They required a system to securely interface with other internal databases and leverage their data to identify qualified users for recruitment to their studies.

Lastly, they wanted a solution that would allow them to deliver a unified brand image for their playtest panel members.

They chose ARCS for their recruiting needs, replacing multiple databases, survey tools, and a separate email platform. ARCS saves them time and process costs from not having to work in three or four different systems.

With ARCS, this client has deployed a scalable platform that will grow with their playtest operations.



Discuss how ARCS can help your current participant engagement solution meet **GDPR** requirements?

## FIND YOUR FOCUS WITH ARCS

**ARCS** is an automated feedback and panel management platform for recruitment, survey data collection, and custom reporting using multiple touch points.

**ARCS** is designed to help playtest researchers, product evaluation managers, qualitative facilities, focus group researchers, and employee feedback managers to identify and schedule the right set of participants in less time and at a lower cost.

Engage with your customers, clients, and employees with our highly customizable and robust suite of modular tools.

**ARCS** is easier to use and more powerful than ever and promises to be a game changer for your company.

Regardless of what your participant engagement needs may be, ARCS has a solution for you.

## ARCS - ASK THE EXPERTS!

**ARCS** delivers a streamlined and unified set of tools to increase efficiency and reduce time and cost:

- Session management and recruiting.
- Advanced panel management with user-defined fields.
- Touchpoint governance - send invitations, confirmations and reminders via email or SMS.
- Track participation history, survey responses and incentives.
- Surveys optimized for smartphones and tablets.
- API integration for validation or data sharing with other platforms.
- Complex quota management.
- Powerful point & click sample selection and query tools.
- Optional community / bulletin board module.
- Unlimited studies.
- Hosted or on-site solutions.

