



## Introducing... **icon engage**

icon engage is a non-traditional unique engage technology design to provide better survey tools for participants, researchers and decision makers.

icon engage provides a fast, easy and effective way to get qualitative and quantitative insights at once so you can know what your customers are thinking, uncover emotional honest opinions and complete project in days rather than weeks or months.

With icon engage you get better and faster insights to develop and launch new products and services, maximize your brand and customer strategies, better understand your customers and prospects, collect leads and more.

Whether you need qualitative insights, multiple day studies and large or small sample sizes, icon engage allows you to understand what people are thinking while considering your products or service at the point of experience.

With icon engage you have the power to ask questions at any time and you can instantly see their response and take action impacting your business.

- Collect customers' insights right at the point of experience
- Analyzed results in real-time and track key data
- Share findings for decision making
- Filter clients by obtaining accurate, up-to-date and comprehensive demographics and/or firmographics information about your customers and prospects



*How it works***Imagine....**

in all your locations around the world there are customers volunteering to provide feedback to key questions that are driving your business. icon engage is placed at the point of experience and customers are invited to opt-in to take a survey for a chance to win instant rewards, they access the survey via a key given by an employee or location base signage or they can enter by simply touching the screen. Results can be viewed in real-time 24 hours a day 7 days a week.

**Imagine....**

you are the manager of a large retail chain and you are about to plan the next quarter and are very interested in the latest consumer trends about a fast moving category. With icon engage you can see a consolidated view of all your customer responses, simply log in to icon engage portal and preview result of all participating locations around the world, country, state or city.

With icon engage you can create a survey and schedule it for a target group of locations, icon engage gives you the flexibility to meet a variety of research needs, for example:

- You can schedule surveys to run automatically and track customer metrics over time
- Plan more targeted studies around your promotional calendar
- Quickly test new ideas and get customer feedback in real-time
- icon engage automatically filters clients by obtaining accurate, up-to-date and comprehensive demographics and/or firmographics information about your customers and prospects using the optional infoUSA module

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icon engage...

**Just a better and faster way to get customers' insights to help you thrive**