Confirmit AskMe

CONFIRMIT ASKME ENABLES YOU TO:

- Create a survey in just one authoring environment and deploy it everywhere

- Allow participation online or offline on almost any device

- Enjoy unlimited downloads of the app

- Provide a single link to download the app and survey through a Smart App Banner

- Available on App Store® and Google Play®

- Accelerate multimedia file playback and capture

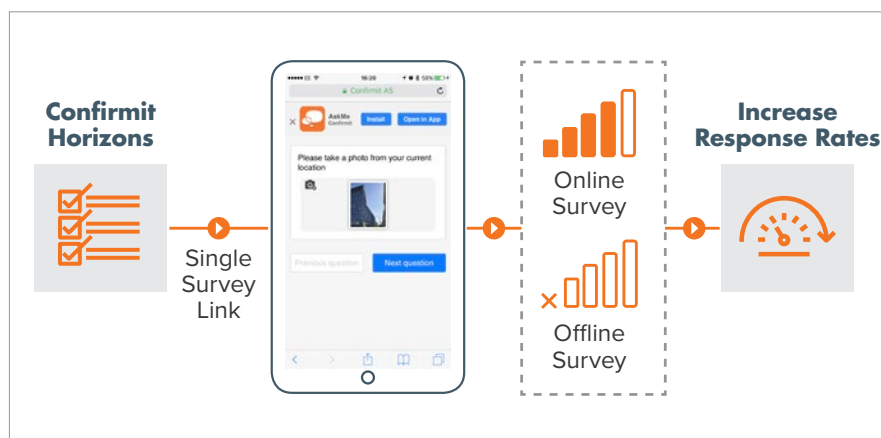- Brand the app with your name, logo and colors

Delivering a Mobile Survey Experience, Anywhere

As mobile increasingly dominates people's everyday lives, survey participants expect to be able provide feedback when and where it suits them - using their device of choice. Whether you are asking for regular feedback, doing diary studies, or asking them to capture multimedia content, providing respondents with a convenient mobile option to submit their feedback is imperative to driving increased response rates.

Confirmit AskMe™

Confirmit AskMe™ is a mobile survey app that makes it easy and convenient for respondents to complete your surveys. It's backed by the power of Confirmit Horizons, the world's leading technology for multi-channel feedback and research. And best of all, AskMe works offline! So regardless of the quality of the responders Internet connection, your survey responses won't be lost – even if they contain multimedia information like photos or videos.

SEAMLESS EXPERIENCE

What types of surveys can be run in the app?

All of your online Confirmit Horizons surveys can be enabled for offline data capture using AskMe. In addition to standard surveys, Confirmit AskMe is an excellent solution for diary, audit, or other on-going studies in which a single survey must be answered by the respondent multiple times depending on your needs. Best of all, the app's ability to receive previously loaded respondent data facilitates personalization and eliminates redundant data entry for all your surveys.

"As the UK's leading independent standard-setting body and provider of warranty for new home, we need to enable our auditors to provide timely, accurate data about the new buildings they're assessing. Confirmit AskMe is the ideal tool for this as not only can our people complete surveys regardless of internet connectivity, but they're able to submit photos to back up their comments, and the app automatically captures geolocation data so we know that the data provided reflects the correct site."

Martin Fearnley
Information Innovation Manager at NHBC

The Benefits of Confirmit AskMe

Increase response rates: Participants can take part in surveys when the time and place is right for them, without having to worry about the stability of their Internet connection or excessive use of their mobile data. The survey experience is seamless, facilitating quick and easy data collection, even for multimedia content.

Increase quality of insights: AskMe makes viewing surveys with images, audio and video much faster and easier, broadening the type of survey you can deploy.

Seamless participant experience: For participants that already have the app, just one click downloads the survey to their mobile device. For those who don't have the app, one click presents participants with our innovative Smart App Banner from which they can quickly install the app and download the survey.

Unlimited downloads: You can invite an unlimited number of participants to join your studies and participants can install the app on as many mobile devices as that want, all at no extra cost.

Simple survey workflow: With Confirmit Horizons, you can create your survey once and launch it to all your preferred channels, including Confirmit AskMe. A single survey link with a consistent look and feel across channels can be sent to your participants, making for a seamless respondent experience.

Superior Insights with an Excellent Respondent Experience

Leveraging multimedia, such as audio and video, in surveys can help to improve the quality of insights you collect by driving respondent engagement and increasing completion rates. Unfortunately, with traditional mobile survey platforms, multimedia can create challenges that deter respondents such as slow upload/download speeds and excessive mobile data usage.

To create a streamlined and engaging respondent experience, Confirmit AskMe was designed to eliminate those challenges! We load your multimedia content during the initial survey download, so the audio or video can be viewed offline. Not only does this improve the speed with which multimedia files are displayed, it also helps to reduce the respondents' data usage as they are able to download the files over Wi-Fi, for example, and view the files offline at a later time.

As the respondent is completing the survey, data, including multimedia files, are instantly captured and can be saved offline. Once the respondent is back online, the data is seamlessly synchronized back to Confirmit Horizons. This eliminates all frustration related to speed or excessive mobile data usage.
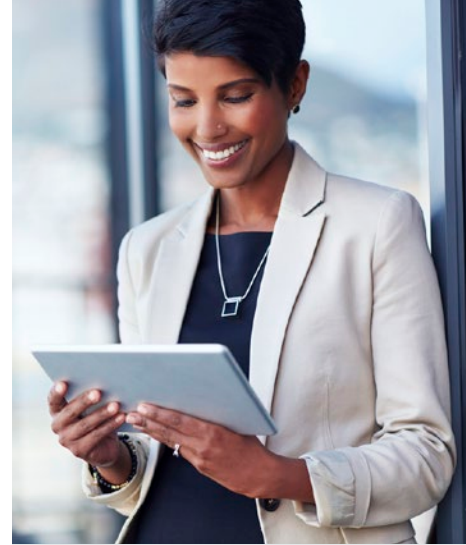
Additionally, the AskMe app can be branded to match your preferred style. Add your corporate theme, logos, colors and icons to give it a look-and-feel that is consistent with your brand. In this way, participants recognize and trust the app. Furthermore, all of your surveys, across all channels, both online and off look and feel consistent, lending credibility to your brand image.

And, it's easy for people to find your app. Your branded app will be available on both App Store® and Google Play® for your participants to download.

Part of the Confirmit Horizons Suite

Confirmit AskMe is a key module of Confirmit Horizons, our award-winning software solution for Voice of the Customer, Voice of the Employee and Market Research programs. Our experts understand how critical offline mobile survey participation is, and how to help you get the most from your solution to maximize ROI.

To find out more, contact info@confirmit.com or visit www.confirmit.com.

HIGHLIGHTS:

- Increase response rates with just one link for online and offline surveys

- Designed to adapt to your own branding

- All Confirmit Horizons features available offline

- Increase quality of insights by adding multimedia capabilities to your studies

- Unlimited downloads of the app

- Easy to add offline capabilities to your existing studies

About Confirmit

Confirmit is the world's leading SaaS vendor for multi-channel Voice of the Customer, Voice of the Employee, and Market Research solutions. The company has offices in Oslo (headquarters), Chengdu, Grimstad, London, Moscow, New York, San Francisco, Sydney, Vancouver, and Yaroslavl. Confirmit's software is also distributed through partner resellers in Madrid, Milan, Salvador, and Tokyo. Confirmit powers Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection, panel management, data processing, analysis, and reporting. Customers include Aurora, British Airways, British Standards Institution, Copart, Cross-Tab, Dow Chemical, GfK, GlaxoSmithKline, GMO Research, JTN Research, KeepFactor, Morehead Associates, Nielsen, Research Now, RS Components, QRS, Sony Mobile Communications, and Swisscom. Visit www.confirmit.com for more information.