

MUGEL SURVEY,

AND YOU GET A SURVEY,

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HENCHES ASSISTEN

Consumers are drowning in survey requests

Average number of emails a person gets per day

5-30% Average response rates

of brands rely exclusively on surveys for feedback



When asked to describe their home

300/Bad data

2-3

Panel companies

Fluffy

Yftf

Because this is how I feel

TI I will be back at the office today

Good morning I hope you had a great day

Good morning my love bug

Pizza with anchovies oysters and jalapeno peppers

Nsnagoahvjs sowobwys jeoenvwbow die my veis





A simple framework that emphasizes the human and empathetic aspects of research

Humanizing the Survey Experience



Empowering Modular Conversations

Thanks for clicking over **

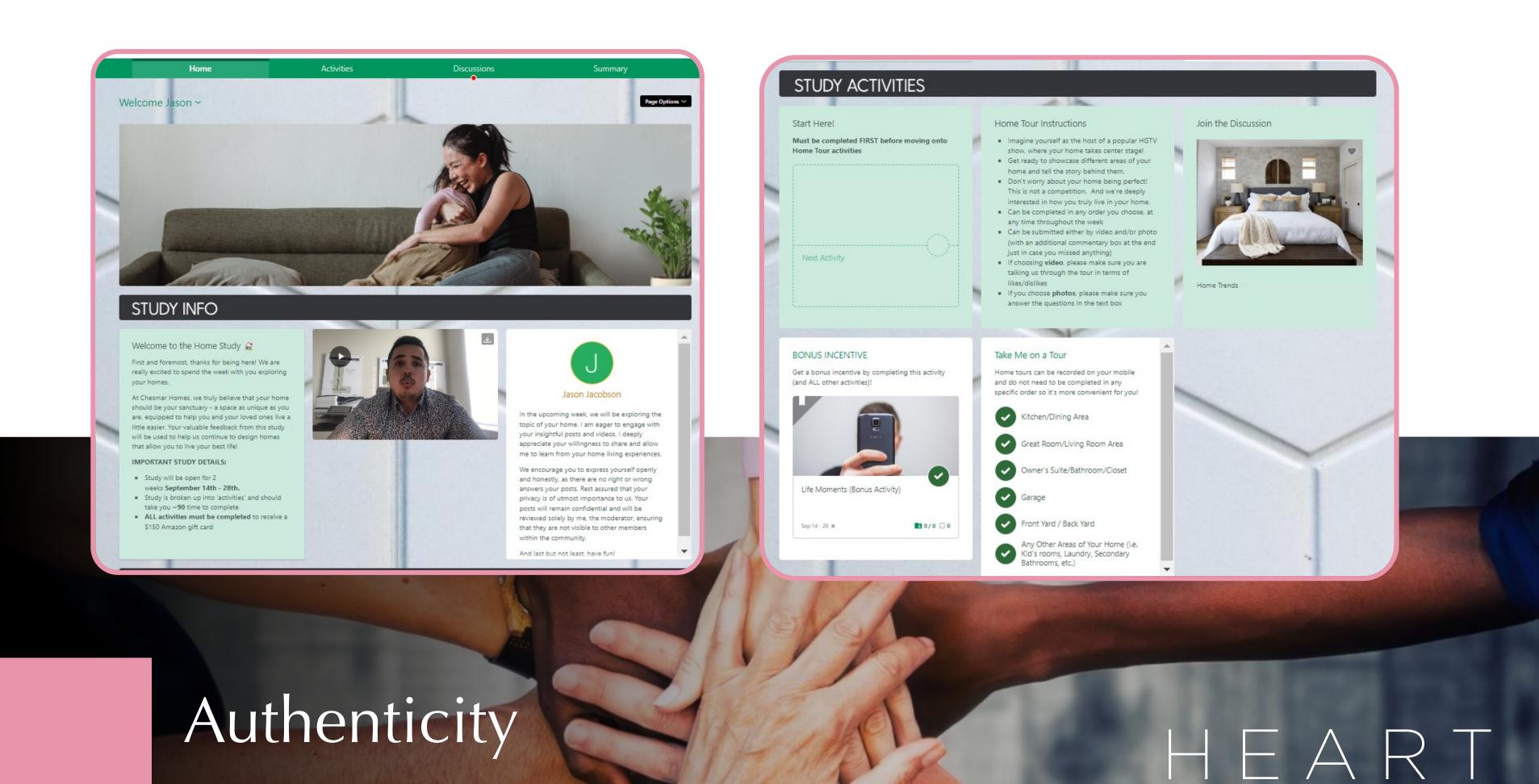
As a Woodside Homes owner, your journey is important to us.

Empowering



Roger Gannon, Woodside Homes COO, would like to share a brief message about what your relationship means to us!

Authenticity in Community Building



Responsiveness to Unsolicited Feedback



Tailoring to Customer Preferences







- Humanize the experience
- Empower modular conversations
- Add authenticity via community building
- 4 Respond to unsolicited feedback
- Tailor to consumer preferences



HEAR

Thank you!