Forsta Introducing Forsta: A New Force in Market Research



Presenters



Bob HullVP Reporting Solutions



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VP Data Collection



Forsta in Brief

FocusVision + Pconfirmit. + pconfirmit.

The leader in CX & Market Research solutions

- Approximately 3 000 clients in 100+ countries
- R&D team of 200+ members developing our combined platform suite
- Service team of 250+ members supporting with data collection, reporting and design
- Co-owned by Verdane Capital and EQT
- Leader in Customer Feedback Management Platforms in latest Gartner report





Employees

750+ staff worldwide

Client Examples



















Challenges our industry is facing...



Speed & Agility



Impactful Insights



Centralized Information & Integrated Data



Vertical & Horizontal Engagement

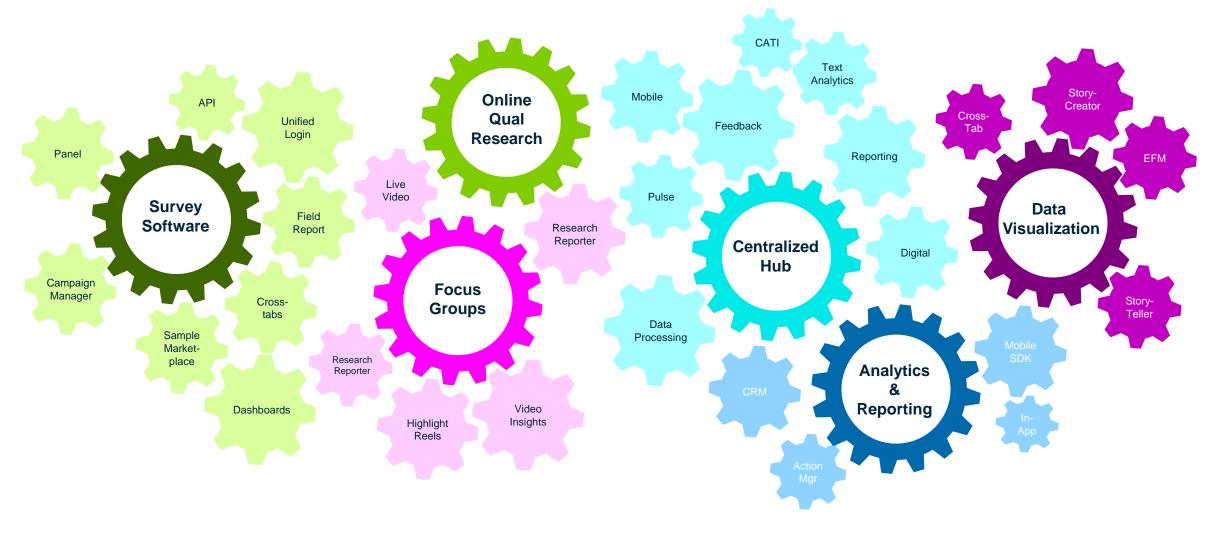


Are you evolving the core of your business?





Current State: Disparate portfolio of applications



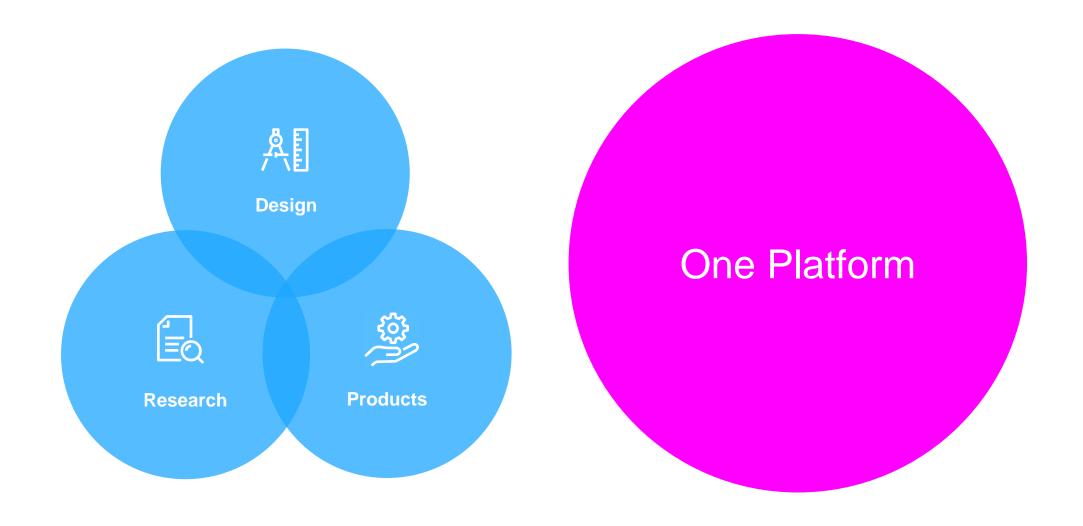


An End-to-End Research Process From Data to Insight

Data Capturing Data Analysis Reporting Actions and Workflows **Data Consolidation Data Enrichment** Distribution Automate Data Processing Reduce Reporting Production Time Deliver Personalized & Engaging Information Capture Data from Multiple Sources **Enable Fast Decisions & Actions** Survey, Mobile, Setup **Portal Options** Inbuilt Features python* Digital, Panel Collection THE RESERVE TO SERVE THE RESERVE THE Structured Data API Create scripted Alerts data processing rules for data **⊗** Text Infographics cleaning, data Reports Analytics Track and Measure **Dashboards** enhancements etc. Standard or Productized workflows, task and Review & Understand deliveries. ογο ογο ογο Marketing Data, Sales Transactions, Media API Interactive Data. SoMe Data etc. Data Visualization **Data Exploration** SmartHub ~~<u>}</u> Monitor (<u>(i)</u> ≪ Share Unstructured Data Online Focus Groups, API IDI. Boards Custom workflows, Cross Tabulation Case Management task & deliveries ് Collaborate Rest API Other Data Collection Data Files **Avenues** Proprietary Data Hub Action Plans **Document Storage**

APPLICATIONS: Brand & Advertising | Syndicated | Media | Ad Hoc | Voice of Customer | Voice of Employee







Q&A Session





Thank You

→ FocusVision + Confirmit. + Oapresy = Forsta

