

This is the best survey ever! 🥰

I liked this survey very much.
Much more fun than other surveys..



Reach3



“Chattify” your research:

How to Write **Conversational** Surveys
That Increase **Engagement** and
Deliver **Deeper Insights**

Loved this survey! I wish
other companies did this

Very cool chat!



Reach3

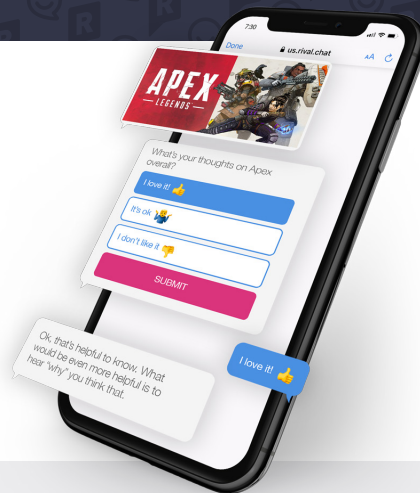
RIVAL

Surveys often feel like a test rather than a meaningful brand engagement. If you're looking to get better insights from your customers, it's time to deliver an experience that feels familiar, organic and fun. **Here's how.**

1

Be conversational

A survey almost never sounds like how people talk to each other in real life. (When was the last time you started a conversation with, "On a scale of one to 10, how satisfied are you with your dinner?"). Think of your survey as a conversation that real people would have with each other.



2

Start with a bang

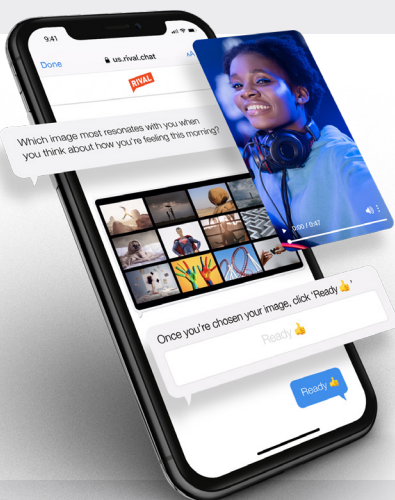
If you lead with a demographic question, you'll likely see a high drop off in your chat. Quite frankly, it isn't engaging, and can be a bit of a turnoff. Think about how you'd naturally open a conversation with a friend and use that same approach in your chat.

3

Simplify and shorten

~70% of chats are completed on mobile phones. That means people could be doing your chat anywhere — at work, on the bus, or making dinner—which means they likely don't have much time. When you use the Rival platform, up to 80% of people agree to be recontacted. It's okay to keep your chats short and save more questions for later.

4



Consider both brand personality and context

Giving your chats a personality will make them more fun for people to complete and should feel like a natural extension of your brand experience. That said, don't forget about context. Think of who your participants are and what they might be doing while answering your chats.

5

Chop out repetitions

Even a short chat can feel lengthy if it's repetitive. Say you ask, "have you ever heard of this brand?" and offer "yes" or "no" as responses. If you ask this exact same question five or six more times, it becomes a chore for readers. Rephrase questions to keep them conversational!

6

Respond and acknowledge

Conversations involve a back and forth, yet most surveys don't mimic this dialogue. You can create your chats to reflect the same experience people have when they're messaging with friends and family. Thank people with a fun GIF or use a meme to mix it up.

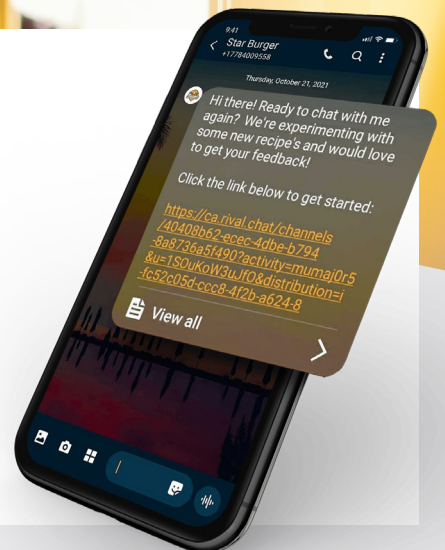


7

Get your timing right

Much like typical text messages, people tend to answer chats as soon as they get the notification. Use this to your advantage by sending chats when people are most likely to be looking at their phones. From our experience, the ideal time is just after work (5:30-6:00 p.m.).

*For live events, your ideal chat time will depend on the event's schedule.



8



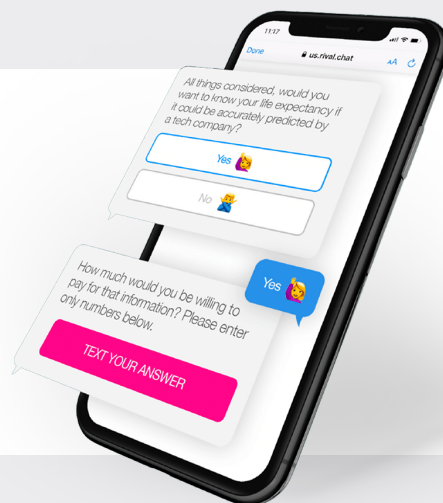
Be smart with your visuals

With chats, you can use images, videos and GIFs to make them more fun—but don't overdo it. Also, consider speed; having too many images will affect your chat's load time. Choose images with a smaller file size (~20KB is ideal).

9

Use emojis

Emojis are another great way to bring your chats to life, especially because they transcend language barriers. 😞 and a 😊 can be interpreted by almost anyone.



10

Keep it going

Turn conversations into meaningful relationships. Keep learning from your customers by asking them to join your community. Over time, you'll get high-quality insights that can inform better business decisions.

Ready to start a conversation with your customers?

Our market research experts can help you with everything from chattifying your surveys to building a robust community. Get in touch to learn more.

rivaltech.com/demo

