

RIVAL

New Customer Experience

Engage your new COVID customers continuously to anticipate unmet needs, reduce churn and boost long term customer value.

Drive business results that matter

Understand the composition of your new COVID customers and drive key loyalty metrics: CSAT and NPS.



Uncover actionable insights in real-time, not weeks or months



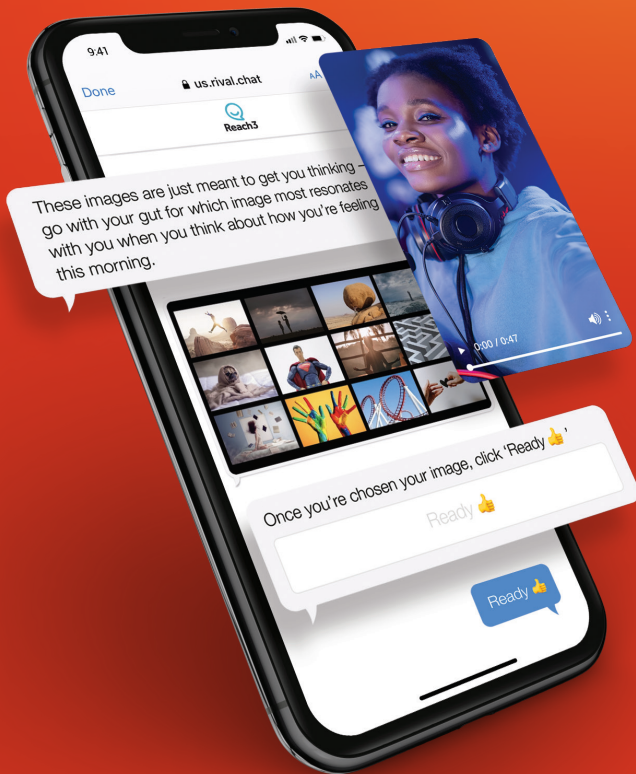
Predict changes in purchase behavior



Inform new strategies to expand market share and sustain growth



Proactively respond to unmet needs in the market



Engage and nurture your next wave of brand advocates

During the pandemic, many businesses saw a massive influx of new customers. Deeply understanding and anticipating their needs will help drive growth and boost customer lifetime value.

This out-of-the-box solution blends conversational research design principles with the world's best mobile market research platform to uncover deeper, richer insights on the unique needs of your new customers.

Who We Work With

VIACOMCBS

facebook

DIAGEO



Microsoft

MARS WRIGLEY

P&G

allbirds



Kimberly-Clark

Walmart



"The Ripl community has already provided immeasurable value. The Rival platform has replaced the need to invest significant resources in siloed, ad hoc research projects.

I don't have a team of researchers at Brunswick, so the greatest source of value comes from having Reach3 on my virtual team."

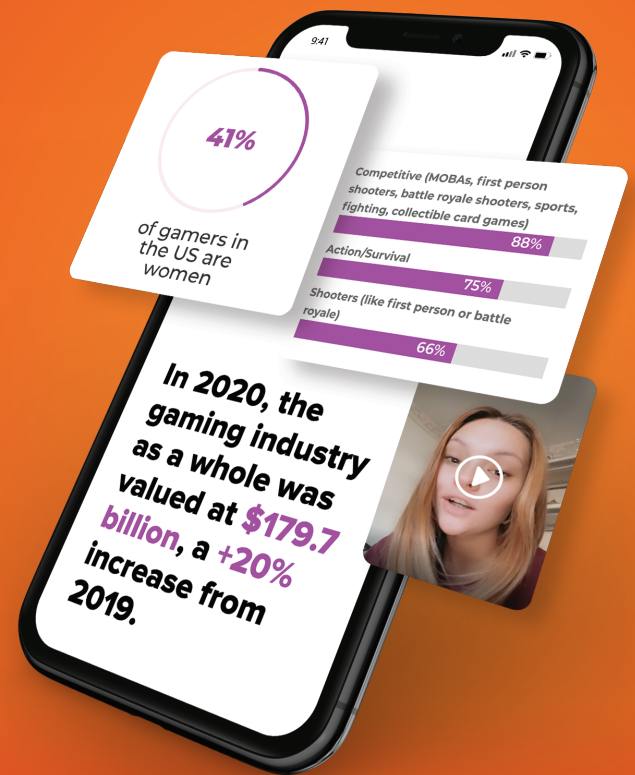
—Larisa Mats, Consumer & Market Insights Leader

BRUNSWICK

Put us to work

New Customer Experience includes:

- Recruitment of new customers into a custom branded mobile community
- Development of Comprehensive Community Learning Plan
- 2 custom research engagements per month (qual, quant & video)
- Monthly dynamic mobile reporting
- New customer persona profiling & video illumination
- Loyalty, Share of Wallet and competitive category landscaping/ benchmarking
- Available with Assisted and Full Service research support



Ready to learn more?

rivaltech.com/demo | grow@rivaltech.com

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