

[TIVIAN]

A PLATFORM FOR ALL CASES



RESPONDI CASE STUDY

Panel provider respondi is even closer to the consumer – thanks to Tivian's software.

A Platform for All Cases



Respondi AG is a leading quality provider of international access panels. Since its foundation in 2005, it has been delivering suitable participants for quantitative and qualitative online and mobile studies to its clients and conducting them throughout Europe. Over the last ten years, the company has experienced rapid growth.



OBJECTIVES

High-quality quantitative and qualitative online and mobile studies

Cost efficiency and security

Effective quality control

Situation

Every day, respondi had to face the following pressures:



Competition



Time



Cost



Quality

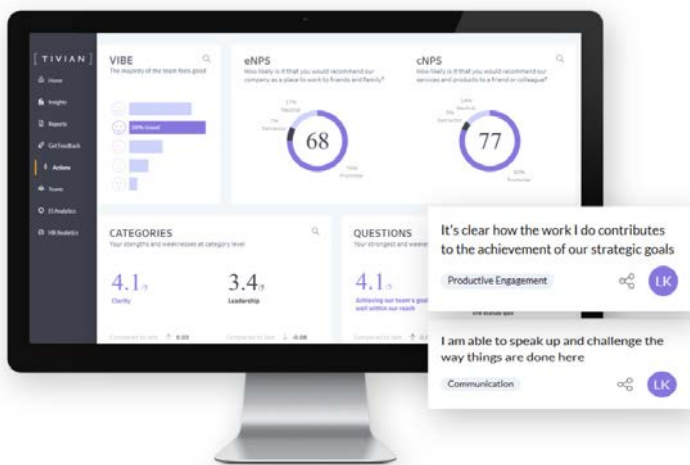
Scarce budgets, increasing cost pressures, and rising quality demands from customers contribute to the dilemma that market research institutes and field service providers have increasingly been exposed to in recent years. They are forced to put their own processes and infrastructures to the test in order to be able to exist in this tense reality and continue to deliver high-quality market research. However, the quality of a study depends on valid data. And that starts with the selection of respondents.

Solution

Functional and easy to use

Since its foundation, respondi has successfully used the Enterprise Feedback Suite (EFS) from Tivian, which combines all the functions needed to build a panel and efficiently manage and control it on a single platform. The survey module EFS Survey, together with the add-on module EFS Panel, which hosts the data of panellists permanently, forms the infrastructure basis for the company's business model.

All respondi employees work with only one platform through which they handle all project steps: from creating offers to managing panels to conducting projects.



REAL-TIME REPORTS

The unique feature of the Tivian software is that, as the only online feedback software platform on the market, it combines high functional depth and flexibility with intuitive ease of use. Employees can quickly and easily carry out projects, allowing respondi to use its resources and employees efficiently in terms of both time and cost.

Another advantage

It grows with the company and its tasks: “Usability, flexibility, and scalability are important to us in every process,” explains Dr. Otto Hellwig, board member of respondi AG. “With Tivian’s software, we can quickly

and easily implement projects and easily process large amounts of data – without special IT skills.” The high flexibility and resilience of the software, combined with intuitive ease of use, enable respondi to carry out even complex projects in a cost-efficient and timely manner – with quality standards that satisfy their customers.

DR. OTTO HELLWIG

respondi AG Board of Directors



We were impressed from the beginning by the usability, scalability, and flexibility of the survey engine. Over the years, the software has grown with our requirements, so that we can still execute our business model today with the software of the European market leader in feedback platforms.”

Result

Rapid Growth

This satisfaction bears fruit. Over the years, the company has grown rapidly: originally starting with four employees, today 50 employees at three locations in Cologne, Paris, and London serve over 350 satisfied customers. Annually, up to 2.5 million interviews are conducted via the EFS platform in over 2,000 projects. The respondi panel now includes over 300,000 panellists from all over Europe.

The profile information for over 300 participants is managed and regularly updated automatically. This enables respondi to select very specific target groups for any type of market research project at the touch of a button, providing precise insights for customers.



RESULTS AT A GLANCE

More projects per employee thanks to fast project setup

Cost efficiency through automatic target group creation and master data updates

Data and investment security

Software as the Core of the Business Model

“The Enterprise Feedback Suite by Tivian forms the core of our business model,” emphasizes Dr. Otto Hellwig. The platform supports respondi in all tasks related to panel management, starting with the recruitment of new members, ensuring panel quality, managing incentives, and implementing market research projects – both online and mobile. “Close to People” is respondi’s motto. Thanks to Tivian’s software, it becomes a lived reality as it paves the way to people and thus to customers.

A software that grows with you

Over the years, not only has the company grown, but the software has also evolved flexibly with the increasing demands. With the growing number of software users, the challenges in panel management naturally increased. Flexible and innovative solutions were needed and continue to be in demand – especially in times when people are no longer just online on their computer, but increasingly reachable via their mobile phones.

Room for own developments

On the basis of the EFS platform, respondi has therefore developed its own mobile app to get even closer to its customers’ target groups. The mingle app has been on the market since September 2014 and offers a wide range of application possibilities. Panel members can be reached via mobile even on the go, and the app can measure additional information such as web history or geotracking. This is made possible only by the strong performance and interface capability of the Tivian software.

Market leader thanks to the right software

Tivian EFS provides respondi with the basis to implement projects quickly, reliably, and above all, cost-effectively. Automated processes, a responsive layout, secure data hosting on certified servers, as well as constant software development supported by years of partnership exchange contribute significantly to making the panel provider a leader in its field today.



Fact sheet on the opinion platform mingle

Size

More than 300,000 members from all over Europe

Survey techniques

Online and mobile

Survey frequency

Members are invited to participate in a survey about twice a month

Recruitment

Advertising, search engine marketing, affiliate partners, Facebook, mingle blog, partnerships

Incentives

Cash / shopping vouchers / credit that can be donated

“Close to people.”

About respondi Germany

respondi AG is the leading provider of high-quality international access panels. The company, founded in 2005, provides its clients with suitable participants and conducts quantitative and qualitative online and mobile studies. The 50 employees in Cologne, Paris, and London are close to the panel members and provide the clients with the insights they need. It's no coincidence that respondi's motto is "Close to people."



LET'S TALK.

The intelligent experience management leader

Through advanced analytics and cutting-edge AI technology, Tivian helps great organisations capture and harness experience data to drive business listening, deeper insights, and better decision making. Tivian's intelligent experience management platform increases corporate effectiveness and enables a smarter business world, empowered by insight. Built on 20 years of experience in enterprise feedback management, Tivian provides over 400 customers in 35 countries with the ability to take action and achieve their objectives.

Reach out for more information here:

<https://www.tivian.com/uk/contact-us/>