



interact™  
solution

FOCUSGROUPCENTERS

the solution  
for changing focus groups

Interact is a turn-key video solution for Focus Groups geared towards enhancing facilities through innovative marketing research techniques and video collaborations. This innovative solution is your gateway to observing and enhancing your current facility offerings and capabilities valuable skills through a virtual video observing environment. The interact – Enhanced Evaluation Solution also fosters live video critiquing and evaluation with the purpose of developing core competencies and processes.



**JURY SIMULATION**



**ONLINE RECRUITMENT**



**ONLINE MARKETING RESEARCH**



**LIVE VIDEO FOCUS GROUP SESSIONS**



**GAIN MORE REVENUE BY OFFERING MORE SERVICES**



**MOBILE APPS OFFERING FOR MYSTERY SHOPPING AND FIELD STUDIES**

 Our feature sets of the interactive Video product and opportunities

1. Opportunity for you now to be able to offer more services and the ability to make money off these services.
2. No cluster of tapes or DVD's to manage or transport. All video sessions are securely stored directly on Interact's secure web portal
3. Customers and moderators will be able to view and annotate a live session in your facilities and the video will be available along with the annotations within 60 seconds (no matter what size of the session being completed) in their own secure profile.
4. Focus Group Administrators will have the ability to create a customer account. The customer and moderator will have the ability to login into the session within sixty seconds of the session being complete and see the video, annotate the video and share the video with any other team members. This will eliminate the time of having to FTP to each client thus saving time and money.
5. Moderators and clients can add typed comments/observations that are time stamped to the exact location in the video that the note was added. This allows clients to click on each note and "jump" to the specific point in the video that the moderator and client would like to make an observation.
6. The customer will have their own unique profile where they can share any video content, documents, PDFs, excel files, etc.
7. All data is stored on the secure web portal where customer can be assured all their sensitive information is totally secure by applying all the latest security and HIPPA compliant standards
8. Customers and Focus Group Administrators will have the ability to categorize and sort the content created from the session.
9. In most cases interact will be able to leverage your existing equipment by simply adding an encoder to the camera to work with your existing rooms.
10. Interact will provide a turn-key solution to make sure all the equipment and services for the install and ensure everything will work. We will need very little time from your staff to setup. We would need a Public IP address and if set behind the firewall a couple of firewall changes.
11. Apple and Android Apps can be used for secret shoppers and outside field studies

For more info visit us:

[www.interactsolution.com](http://www.interactsolution.com)

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