# TRUE REPLY
*& be heard*

# INTELLIGENT, AUTOMATED VOICE-BASED SURVEYS

## The future of consumer interaction is voice-based interfaces

Focus groups and face-to-face interviews provide excellent context but are expensive to run, especially for large scale data collection. Online form-based surveys are cost-effective, but lack the emotion and context behind collected feedback.

True Reply's user-friendly, accessible platform is perfect for collecting and analyzing voice-based responses using intelligent, automated interfaces. We bridge the gap between cost-effectiveness and emotional and contextual data collection regardless of sample size.

**TrueReply.com**

# WHY TRUE REPLY?

## Simple To Use

Setup and launch a survey across the Amazon Alexa community or to a toll-free phone number within minutes.

A fully automated, voice-based survey means there are near zero barriers to participation, regardless of economic, age, or health-related circumstances.

## Capture & Archive Emotion

Phone-based surveys provide the opportunity to access all audio responses for use in deeper response analysis.

Audio files are available for listening and downloading via dashboard for content distribution.

## Simple & Clear Insights

Responses are fully indexed and open-searchable, which leads to layers of great visualizations and reporting.

By leveraging the respondents voice, True Reply goes beyond simple quantitative and qualitative surveys to create an platform that leads to better data collection and deeper insights.
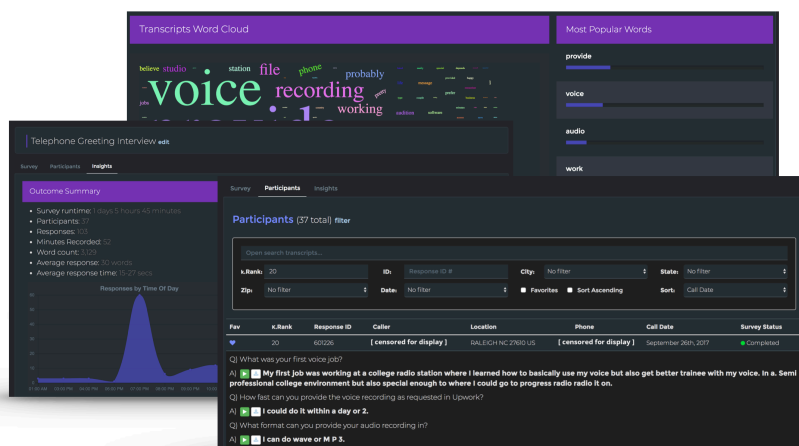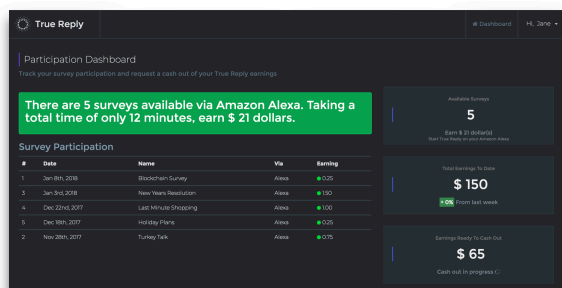
# Key Service Advantages

- Simple, linear dashboard experience
- 100% cloud-based; designed to scale
- Incredibly cost-efficient
- Fully accessible across all demographics
- Audio recording of phone responses
- Auto-transcription of audio recordings
- Fully indexed for open-searching
- Filtering by demographics

- Data visualization and reporting across key indicators
- Toll-free telephone numbers
- Amazon Alexa skill for survey participation
- QR code links direct to your survey
- Support for incentivized surveying for greater engagement