Recollective is an industry-leading and mobile-ready platform for conducting online qualitative research studies and developing insight communities of any duration and size.

Recruit
Recollective makes recruiting easier by streamlining the onboarding process – use a recruiting partner or panel provider, or source participants yourself.

- Upload participants, assign to segments and create custom profile fields with the click of a button by bulk importing from a spreadsheet.
- Ask qualifying questions, segment based on responses and balance quotas using the built-in screening tool.
- Direct qualified participants from any external source into a study using registration URLs or a simple integration.
- Use innovative webhooks to sync key events.

Design
Fully customize your site to effectively communicate brand and messaging while keeping the experience fun and engaging for participants with interactive tasks.

- Design engaging studies using a combination of activities, journals, discussions and real-time chat.
- Choose from a wide selection of task types including text, media uploads, image & video markup, card sorting, fill in the blanks, quick polls, grids and more.
- Target based on one or more segments to tailor the research experience. Quickly clone and then launch multiple studies to easily tackle multi-market research.
- Dive deeper by socializing activities among participants to encourage collaboration and co-creation.
Manage

In-platform messaging and communication makes it easy for moderators to keep participants and observers motivated and engaged.

Send study invites, communicate announcements and issue reminders to keep everyone on track.

Manage progress, participation, completion rates and points through integrated participant management tools.

Easily see which responses have been reviewed and probe participants directly on their contributions to gain additional insight and clarification.

Get client and research team members more involved during field by collaborating through the backroom.

Analyze

Cut down on the amount of time it takes to distill insights by leveraging the platform’s comprehensive analysis and reporting tools.

Review responses through activity streams and then save and codify meaningful excerpts for later reporting.

Analyze data directly on the site using interactive charts, word clouds, video & image walls, heatmaps, data tables and more.

Drill into any activity, analyze by segment and export data tables and charts instantly.

Export complete, media-rich transcripts: HTML, Excel, CSV.

Support & Services

Recollective is more than just a platform – let us help you to make your studies even more successful by involving our world-class support team and services.

Training – Familiarize yourself with the technology by selecting the training method(s) that best fits your schedule and needs including personal consultation, web conference, self-guided tutorials, in-app help articles and videos.

Design – Optimize your study design and insight generation by consulting with our experienced research services team on best practices prior to developing your guide.

Setup – Get your project up and running faster by leveraging inexpensive “Quick Start” services to upload participants, program and launch your study.

Quality Assurance – Includes a complimentary “Pre-Launch Check” to confirm everything is setup correctly and ensure a successful go-live.

Support – technical support available in-app, by email or over the phone with 24/7 emergency assistance.

Partnerships – Ask us about our recommended partners when it comes to recruiting, moderating and incentive management or register to become one yourself.

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