

3 Ways CX & Market Research Are Aligning



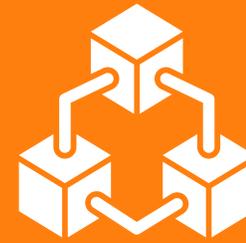
1. Using Market Research Fundamentals In CX

- **Designing questions** with an analyst
- **Selecting a survey audience** based on program goals
- **Firm analysis** on feedback collected with statistics and segmentation



2. Utilizing VOC Continuous Listening for Market Research

- **Hot swap questions** in VOC surveys to answer specific market research questions
 - Cheaper than fielding a new study
 - Provides immediate access to an audience
 - Prevents email fatigue



3. VOC & Market Research as the Source of Truth

- **Breaking down market research silos** by viewing it with CX
- **Using a single platform** to field and analyze your market research and CX program