

The Leader in On-Demand Customer Collaboration

Passenger® creates collaborative relationships between brands and their most valued consumers.

The conversations within these private brand communities provide companies with timely, actionable insight, while empowering consumers through ownership of ideas.

Customers are out there talking about their experience with your brand and products every day. Passenger invites you to be a part of that conversation, now.



Sessions



Supports both rich media and multiple static images • Real-time experience supports thousands of participants simultaneously • Create, post and display immediate results from Session polls • Capture both business-to-customer and customer-to-customer dialogue

Discussions



Indexed discussion topics facilitate further discussion • Media showcase provides context to allow participants to elaborate • Organic, asynchronous customer-to-customer interaction

Activities



Immediate turn-around on ad hoc questions to various customer segments • Gather valuable quantitative and qualitative feedback • All responses are associated with individual user profiles



Passenger® Benefits

Although the specific use cases vary, the Passenger platform produces several inherent benefits including the ability to:

- Identify and collaborate with key customer segments
- Leverage socially-networked, existing customers to acquire new customers
- Drive customer advocacy through ownership of ideas
- Analyze vital customer and competitive insight
- Identify emerging market trends and discover new opportunities
- Generate new product or service ideas and refine creative concepts
- Assess product features, functionality and value
- Acquire a longitudinal view of customer attitudes and preferences

Passenger® Advantages

- Simple, rapid deployment
- Real-time, rich media Sessions support thousands of customers simultaneously
- Synchronous and asynchronous customer experience
- Best-in-class usability through both subscriber and user interfaces
- Fully scalable Software-as-a-Service (SaaS) model offers continuous enhancements without additional time and investment

Quick Polls



Immediate turn-around on ad hoc questions to various customer segments • Gather valuable quantitative and qualitative feedback • All responses are associated with individual user profiles

Message Center



Provides easy business-to-customer and customer-to-customer communication • Attach and send reference files and other stimuli • Manage Session and Quick Poll invites

Analytics



Extract valuable information that turns participation data into actionable insights • Explore both qualitative and quantitative information in context • View outcomes of specific user groups or individual user profiles

For more information or product demonstration, please contact:

Andrew Fischer
afischer@thinkpassenger.com

6100 Wilshire Blvd.
 Suite 1110
 Los Angeles, CA 90048

323 954 8000 t
 323 954 8090 f
thinkpassenger.com