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RESEARCH INC.

Signet Research Expands Customer Experience Platform *Maximizing Data Analysis*

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NEW FEATURES INCLUDE:

- PowerPoint Exports
- Heat Maps
- Quadrant Reports

Signet Research Inc., a leading market research firm, introduced Sibyl™ in January of 2017. A customer experience (CX) platform, Sibyl™ offers highly sophisticated functionality allowing businesses to monitor and grow customer loyalty. Over the past year, Sibyl™ has launched a suite of advanced features that maximize the usefulness of the data collected, setting it apart from other CX platforms.

Branded PowerPoint Exports: Acting on customer intelligence is the only way to boost loyalty – making data sharing within organizations crucial to any CX strategy. Sibyl's™ PowerPoint Export feature allows users to download their data into digestible and visual presentations that make sharing, and ultimately **acting**, easier than ever.

Heat Maps: Using color to visualize data, heat maps reflect how consumers interact with a web page, an advertising campaign or even product packaging. Each element in the image being studied (e.g. headline, logo, copy) can be measured for appeal and engagement. Data is displayed using degrees of color which provides a clear look at what resonates most with consumers.

Quadrant Reports: Sibyl™ puts an abundance of data into users hands. Quadrant Reports help prioritize that data by highlighting the most efficient and effective allocation of an organization's resources. From there, a clear path emerges.

Signet's Managing Director, Byron Zanopoulo, puts it this way, "Sibyl makes the collection, analysis and sharing of data effortless and comprehensive so you can present the intelligence to the individuals or departments in your organization who can effect change."



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In today's ultra-competitive marketplace, every business, brand and organization must consistently evaluate and improve its customer experience. Sibyl™ makes that process painless. It's easy to use, flexible and highly customizable. And because we monitor our own CX, new and improved features are added constantly.

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About Signet

Signet Research, Inc. is a full-service market research firm located in Englewood, NJ. In addition to the Sibyl™ platform, we offer our clients all phases of market research from study design and questionnaire development to programming, data analysis and presentation writing. We have been delivering exceptional value and service since 1968.