

# C+R RESEARCH'S AGILE SOLUTIONS

Deadlines Move Fast. We Move Faster.



## SmartMod

Merging Human Design with AI Agility for Deeper Learning

SmartMod blends the best of both worlds: C+R's seasoned qualitative moderators and AI. Our moderators craft the discussion guide and an AI chatbot executes it, engaging participants in adaptive, natural conversations.



Human-led design and analysis



AI chatbot conducts dynamic, real-time interviews



Flexible formats: video, audio, or text



Fast, scalable insights with depth and nuance



Use as a standalone exploratory tool, a precursor to foundational quant, or to bring learning to life

Faster insights with breadth and depth, driven by qualitative expertise and AI efficiency.

**Agile Qual, Evolved.**



## SNAPIQ

Quick, Custom Insights Delivered in Days

Fast, flexible, and built for speed, SnapIQ delivers custom insights in as little as three business days—perfect when you need clear, reliable answers fast.



Ideal for tight budgets or timelines



Perfect for comm checks, concept testing and quick-turn questions



Clear, concise PowerPoint reports or data tables



Actionable insights for fast decision-making



Agility without compromise

Agile quant that is efficient, insightful, and scaled to fit your timeline and resources.

**Fast, Flexible, and Insight-Driven.**

C+R's suite of agile research solutions provides you with the agility needed for your research goals without compromising your insights.