

“IF YOU WANT TO BUILD A PRODUCT THAT'S **RELEVANT TO PEOPLE**, YOU NEED TO PUT YOURSELF IN THEIR SHOES”



Why Understanding

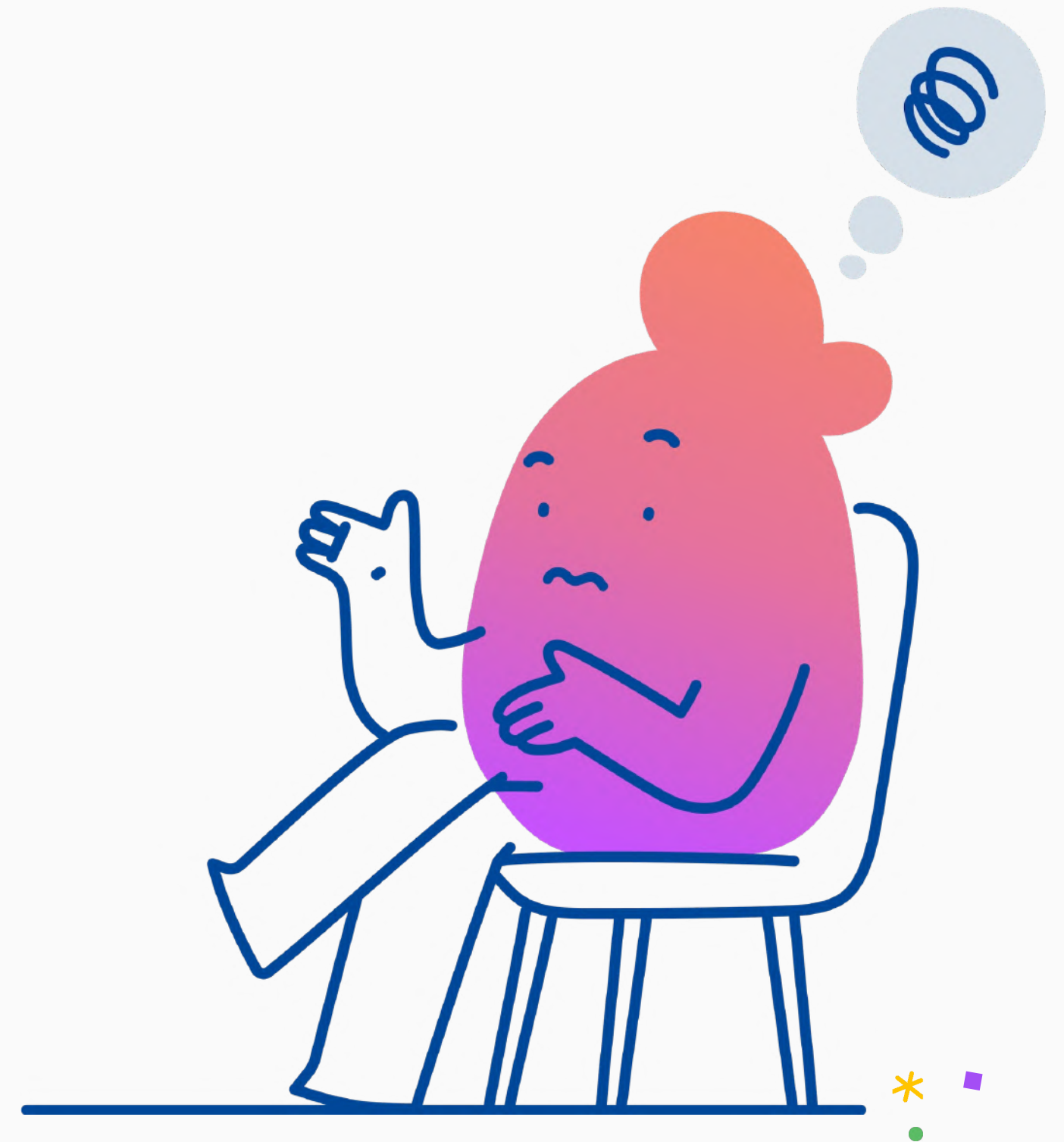
YOUR CUSTOMER MATTERS?

Today, providing a **great user experience is essential** for all online businesses, whether they are a large corporation, an SME, or an entrepreneur.

Nevertheless, Only 55% of companies are currently conducting any user experience testing.

Main reasons :

- Budget
- Staff
- Time
- knowledge



At Odaptos, we know that traditional Customer Research is

* **EXPENSIVE, DIFFICULT & LONG**

due to challenges such as participant recruitment, scheduling, conducting the interview, minimizing bias, and data analysis.



With our video conference tool powered with AI

WE CAN MAKE IT EASIER!

- No need to search for a place to host interviews anymore.
- Your team is now available to conduct more interviews or focus on added value tasks.
- Fewer cancellations from your testers.



Even today analysis are

MADE BY HAND...

Interviewers and Analysts may **have their own biases and opinions** that can influence the questions they ask or the way they interpret the responses.

40%

Verbal information lost

60%

Non-verbal Information Lost



With our

ARTIFICIAL INTELLIGENCE

We can **identify friction points** based on Human Emotions, **facilitating** how companies share information from studies.

Information from users

100%

Reduce

COGNITIVE BIAS





Let us present to you

OUR SERVICES

Video Conference tool

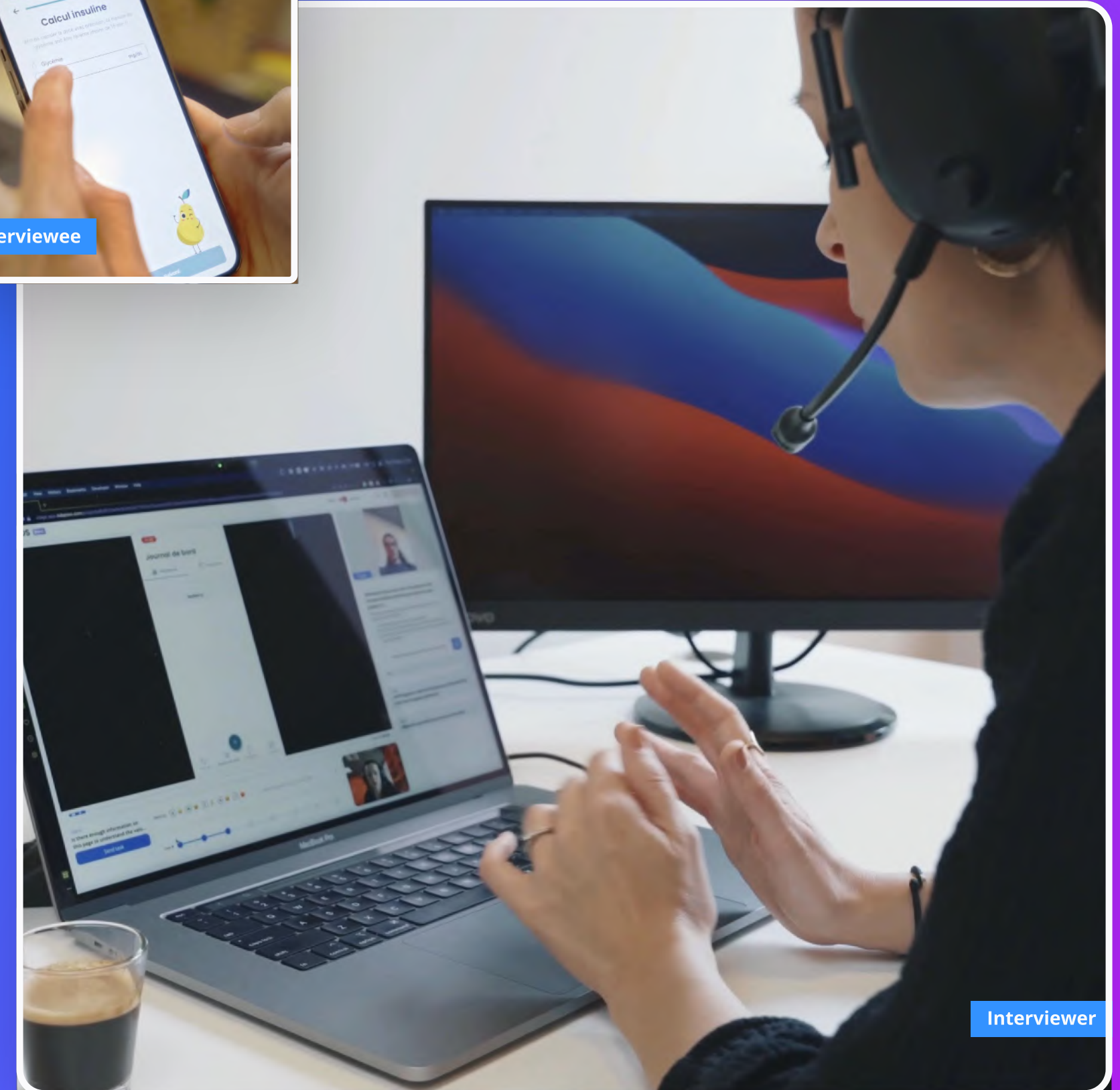
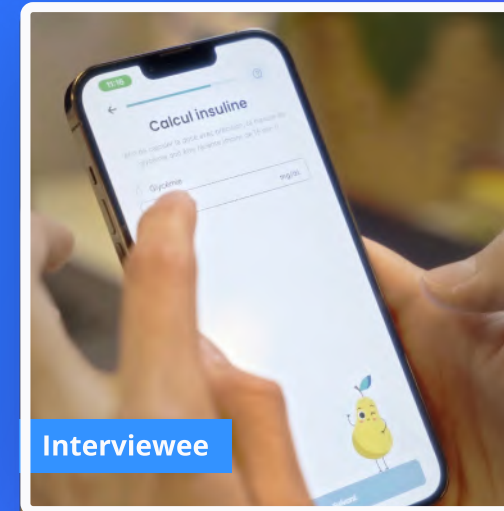
With our video conference tool, you can meet with your users anywhere, ask them questions, and stop worrying about taking notes, with our tool you will never lose a word.

Artificial Intelligence

After each interview is over our services process the information from video, voice, and screen sharing, to create automated insights for your teams, using NLP and Facial Recognition.

Research Report

We have a Built-in feature that allows teams from everywhere in your company to share and discuss the insights from each research project.





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OUR SERVICES



Video Conference tool

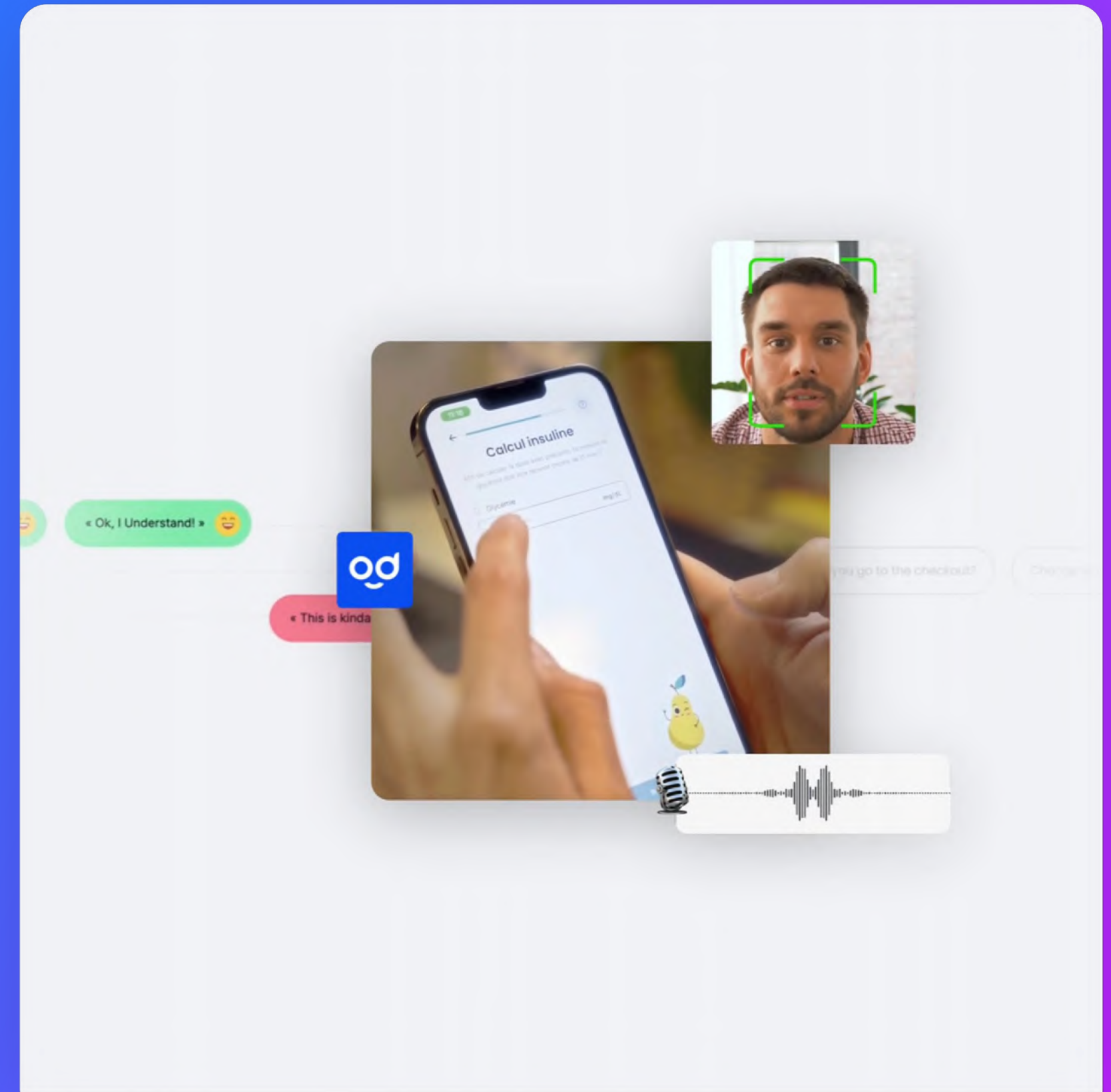
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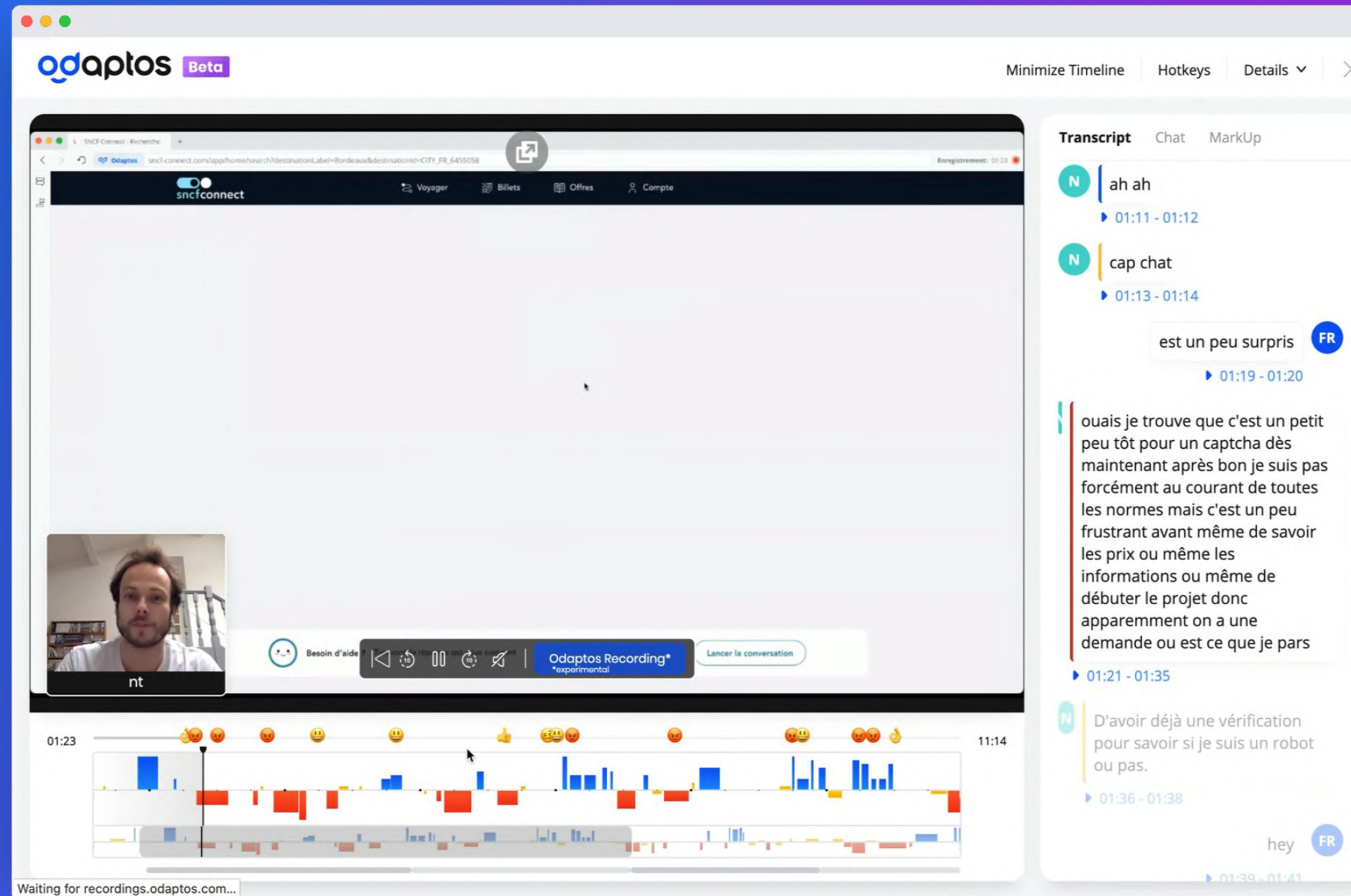
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How we can

HELP YOUR COMPANY

BETTER:

We have developed a compliant, all-in-one tool that provides qualitative and reliable insights into end users' emotions, free from cognitive biases.

FASTER:

Our value for money is unbeatable. We enable you to make significant savings by optimizing your team's efficiency and productivity. With Odaptos, you can now focus on the things that matter.

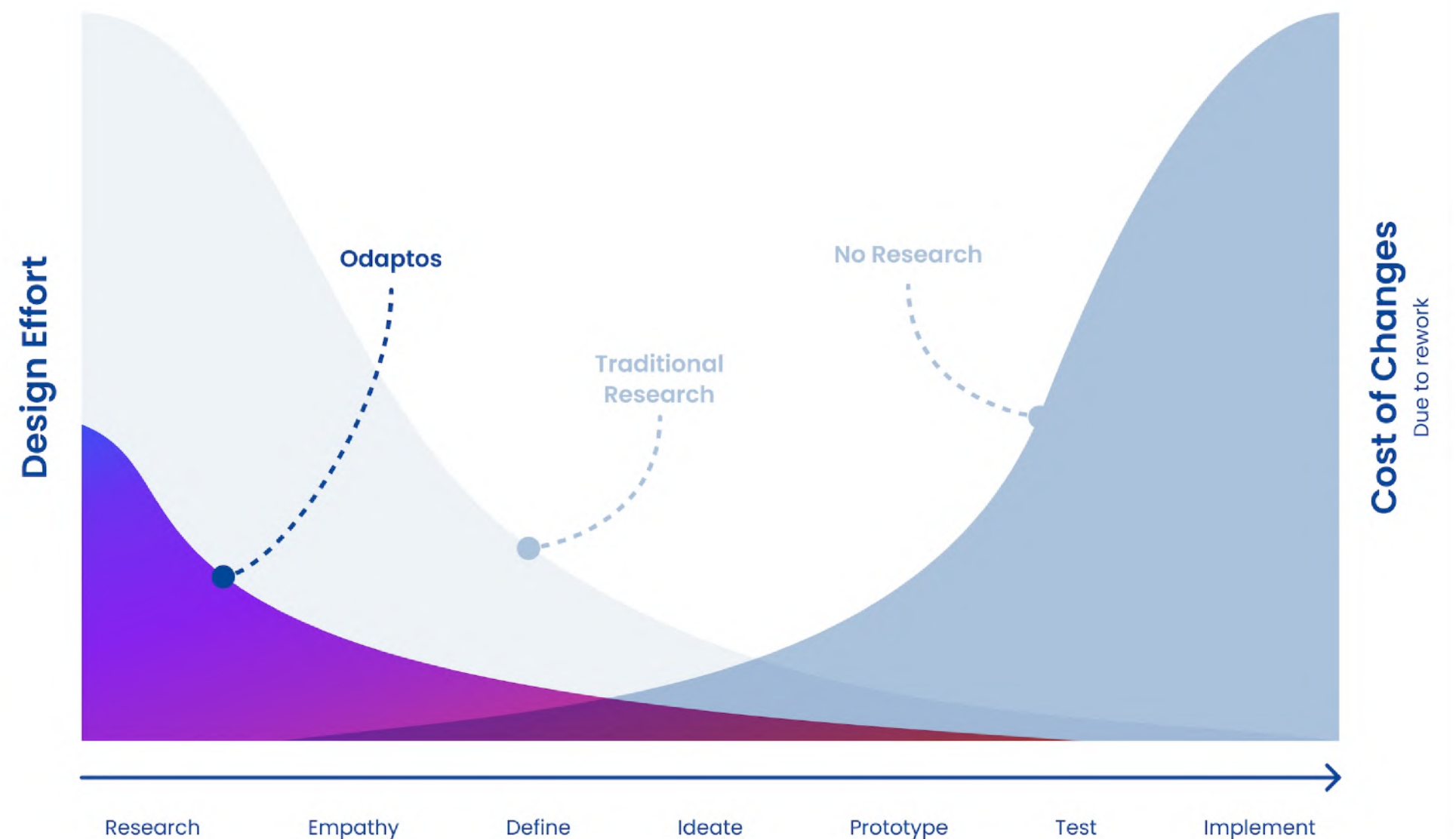
CHEAPER:

And discover how Odaptos can change the way you understand your users' emotions.

Benefits of

CX RESEARCH WITH ODAPTOS

Cost impact of conduct CX Research early to avoid expensive changes



We know you want to know

HOW MUCH IT COST?

We created an offer that allows companies the flexibility they desire, with a regressive price per minute based on their use.

Access all our features, **you only get charged for the interviews you make.**

2€
/MINUTE

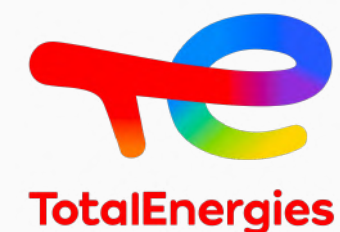
**The more you test
the less you pay**

Calculate your cost



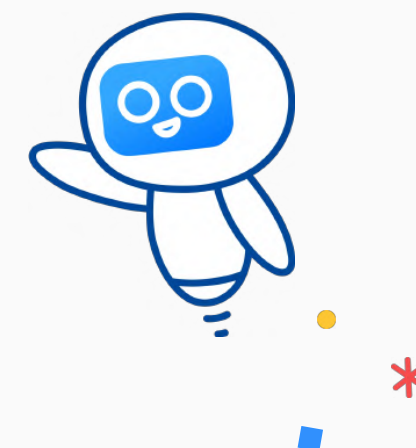
Our clients

They trust us



Join us now

[Start testing](#)



Wanna learn more?

LET'S DISCUSS

Discover how Odaptos can change the way
you understand your users' emotions.

[Plan a demo](#)

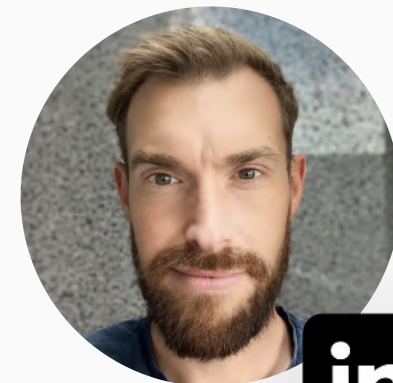


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