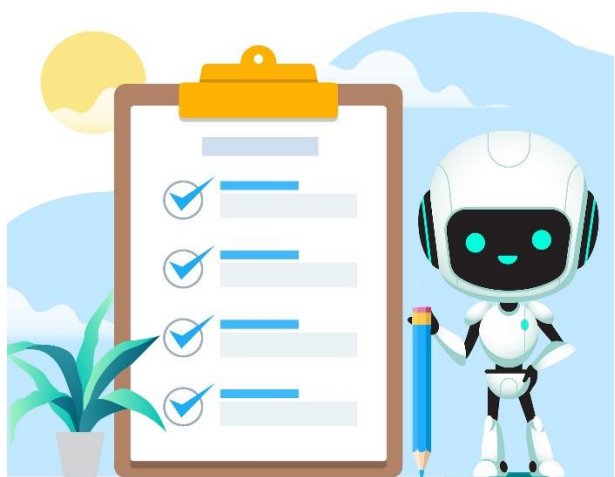


How Vaping Texas managed to engage teens from across the state for their survey?

A COGNIAIM SURVEY ASSISTANT CASE STUDY

- 📊 **80.00 % of targeted audience covered because of the excitement of the conversation-based survey assistant**
- 📊 **90.00 % respondents completed the survey**
- 📊 **80.00 % respondents used exclusive features of CogniAim Survey Assistant**



Vaping Texas is a website that creates awareness among teenagers about the adverse effects of vaping and e-cigarette. They wanted to conduct a survey to enhance their approach of spreading awareness. A Survey is one of the most exhausting tasks for any organization, yet one of the most important tasks to get to know your customer/targeted audience. Vaping Texas's targeted audience were teenagers, the most difficult age-group to engage. Hence, it made their task somewhat more challenging.

A good survey is not forced upon the respondents; rather, it is presented just like an easy conversation with a natural flow.

CogniAim Survey Assistant uses fun, interactive, engaging, and natural-flowy conversation to take the survey. It does not feel monotonous like any other question-answer survey. Hence, it attracted teenagers, their targeted audience.

They were aiming for the solution of some targeted questions, like:

- Psychology of teenagers.
- Teenager's level of expertise on Vaping.
- How do they get access to these products?
- And some other questions on the culture of vaping among teenagers.

The Challenges they had

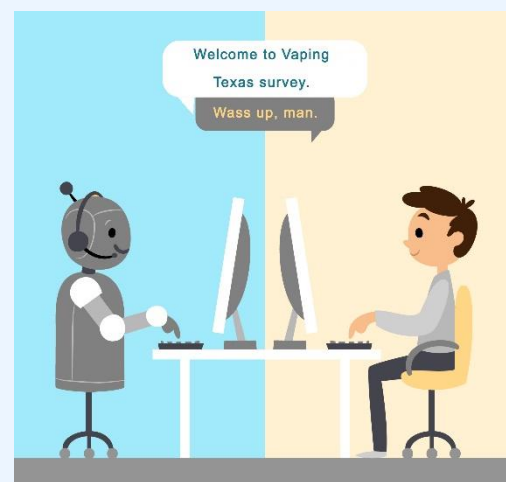
Challenges always knock your door at the beginning of something special. So, was the case with Vaping Texas. They also had some challenges ahead of them in the survey.

Teenagers do not want to respond to a monotonous questionnaire survey. So, bringing them to the survey was a difficult task.

Humans have average attention span of 8.25 seconds and the teenagers have even shorter attention span. So, making them complete the survey was a difficult task.

📝 Teenagers might fill the survey form just for the sake of completing it, rather than answering the questions honestly. So, making them answer all the questions honestly was a difficult task.

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The Solutions we gave



"Challenges are meant to be met and overcome," said Liu Xiang, one of China's most successful athletes. CogniAlm Survey Assistant helped Vaping Texas in overcoming these challenges. CogniAlm Survey Assistant can take a survey while having an interactive and engaging conversation with the respondent. CogniAlm proved to be the one-stop solution for every challenge they were facing.

- ✍ **CogniAlm Survey Assistant utilized natural language and cool slangs that teenagers use in their daily life. These human-like conversational skills of the survey assistant attracted the teenagers and increased their attention span as well.**

Assistant: *Welcome to Vaping Texas survey.*

Teen: *Wass up, man.*

Assistant: *Which Texas County do you live in?*

Teen: *Dallas*

- ✍ **CogniAlm Survey Assistant did not ask questions monotonously. It had entertained teenagers by having fun-conversation with them. For instance, whenever a teen complained about boredom the assistant shared a fun-fact with them.**

Assistant: *Welcome to Vaping Texas Survey.*

Assistant: *Which Texas County do you live in?*

Teen: *Dallas*

Assistant: *What is your age?*

Teen: *14*

Teen: *I am bored.*

Assistant: *Let me share a fun-fact with you.*

Do you know? The unicorn is the national animal of Scotland.

Teen: *Wow*

Assistant: *Do you feel fine now? Should we continue the survey?*

Teen: *Yes, we can continue.*

Assistant: *What is your gender identity?*

Teen: *Male*

- ✍ **Each human being is unique, and so are their expectations. CogniAlm Survey Assistant personalized every teenager's experience by addressing them with their name and by changing the flow of the questions depending upon the emotions of a teenager. This personalization made them feel**

acknowledged and motivated them to complete the survey with honesty. Hence, the assistant helped in increasing the retention rate and in increasing the quality of data collected.

Assistant: *Welcome to vaping Texas Survey.*

Teen: *Hi, this is Jim.*

Assistant: *What is your age, Jim?*

Teen: *14*

Assistant: *Which Texas county do you live in?*

Teen: *Dallas*

The Results we reaped together

When we perform a task, we wish for certain results. When Vaping Texas implemented CogniAIm Survey Assistant as the solution, they also had certain expectations for the result. And CogniAIm Survey Assistant fulfilled all the expectations. It proved to be the right tool for Vaping Texas to conduct an online conversational survey with teenagers being their targeted audience.

- ✎ The conversational way of surveying attracted a large number of responses from teenagers.
- ✎ The fun-conversation increased the attention span of teenagers and made them complete the survey.
- ✎ The data collected by them was of great quality, as happy and acknowledged respondents submitted the responses wholeheartedly.

