ROGATOR
EXPERTS IN FEEDBACK & SOFTWARE

RogMessenger

Your benefits with **RogMessenger**:

- Time saved through automated sending of invitations and standardization of the invitation process
- Freely selectable invitation interval or direct sending of invitations after each touchpoint (e.g. product purchase)
- FTP interface to your CRM data system Compatible with the G3plus survey software
- Setup and administration is handled by Rogator
- Optional booking for your survey project

The automated Rogator invitation management

Simplify the sending of participant invitations and reminders for your continuous feedback process through automated invitation management with RogMessenger.

RogMessenger –
automated sending of invitations to your survey projects

RogMessenger allows you to send out invitations and reminders for your survey project directly, conveniently, touchpoint-based and automatically.

Especially for continuous feedback processes, such as Net Promoter Score, customer or employee surveys, our RogMessenger service considerably simplifies the invitation process for you. RogMessenger is also a useful and time-saving alternative to manual invitation mailing for one-off survey projects with several survey waves.

You can add RogMessenger to your current survey project at any time, optionally and easily. The function can be connected to RogManager. This ensures that your survey results will not end up on the servers of third parties.

RogMessenger allows you to define various touchpoints, such as the purchase of a certain product or the start of a campaign. If any of these touchpoints is reached, the customer, employee etc. will immediately receive an automated e-mail regarding your ongoing survey.

Should you wish to use additional, already existing data on a specific customer group in your analysis, RogMessenger can transfer this data to the survey.

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Functionality and scope of services

Functionality of the RogMessenger

In a first step of the automated invitation management, your CSV file with all participant addresses is uploaded to our FTP servers. RogMessenger processes this data independently with regard to grace periods, Robinson lists, creates access codes and then starts the automated sending of invitations by e-mail.
The layout of the e-mails sent corresponds to the mail template you have previously stored. As soon as the participants have completed the survey, the results will be recorded in RogManager and can be viewed and downloaded there at any time.

Technical services at a glance

- Freely definable invitation templates
- Individual invitation texts using dynamic placeholders
- Multilingual invitation possible
- Playback of secondary data possible
- Automatic creation of participation codes
- Grace period (invitation after a defined period of time)
- Check for stored Robinson list
- Status report on sent mails

RogMessengerPlus – the customer-specific extension function

Upon request, we can set up your customer-specific RogMessengerPlus Solution. This upstream database solution automatically checks your existing participant data before sending out invitations and is exactly tailored to your needs. This allows you, for instance, to identify incorrect e-mail addresses or perform plausibility and duplicate checks of your Excel participant list during upload. The predefined reminder dispatch allows you to control your invitation waves automatically and in time. Reminders are automatically sent out at a time defined by you if no results are yet available for the relevant persons.

RogMessengerPlus is particularly suitable for more complex invitation processes with several surveys, survey waves, various languages or several contact persons involved in the survey process.