

MySayToday's Client XM Lab Launches Revolutionary SaaS Platform for Affordable and Scalable Online Qualitative Research

NEW PLATFORM

You Spoke. We listened.

We've updated an Insights Community platform purpose-built for meeting CX, Sales, Marketing, and HR unique business needs.



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[MYSAYTODAY.COM](https://mysaytoday.com)

Ottawa, Ontario Apr 19, 2023 ([Issuewire.com](https://www.issuewire.com)) - **MySayToday's Client XM Lab**, a leading provider of online qualitative research and client engagement solutions, has announced the launch of its innovative SaaS platform, offering affordable insights with high-impact results for customer interactions, advanced insights, XM, surveys, and ideation in one place.

Whether you're a **business leader, human resources executive, or salesperson**, MySayToday Client XM Lab can help you get the consumer insights you need to make informed decisions. The platform provides a comprehensive suite of tools to help businesses gain valuable insights for better decision-making. Boost your market research effectiveness through their state-of-the-art AI-enhanced suite of tools and agile insights solutions.

MySayToday Client XM Lab's, 20 years in the making, has been developed based on feedback from clients and the company's own experiences to provide a tailor-made solution that meets the demands of the market today and is ongoing. With the market's uncertainty and trends, businesses and brands need to stay ahead by understanding consumer behavior and identifying ways to continuously learn and grow. MySayToday provides a cost-effective solution to achieve that objective.

"We are thrilled to launch our SaaS platform for online qualitative research," said **Geordie Adams, Founder and President of MySayToday**. "Our platform's unique features, pricing model, and AI-enhanced tools make it a game-changer in the market, providing businesses with access to valuable insights at an affordable cost. We are confident that our platform will help businesses stay ahead of the curve and make informed decisions for their growth and success."

The platform's pricing model is straightforward, with no hidden fees, ensuring that clients stay within budget. The Insights Community platform includes a range of features such as surveys, ideation, AskUs forums, live dashboards, real-time insights, video storytelling, brainstorming, and more. The platform's flexible approach allows clients to mix and match the tools they need to gather insights and engage their clients or employees in one place.

The platform's exclusive packages are available at one-third of the cost of other leading brands, making it the most affordable and accessible solution for businesses of all sizes. You can explore how to include insights into action by building out projects for customer experience, product experience, brand experience, or employee experience.

"We are so excited to disrupt this marketplace by providing a superior, accessible research tool at a fraction of the cost of competitors," said **Rochelle Rondon, Vice President of MySayToday**. "It will be a game-changing experience for brands and businesses."

MySayToday Client XM Lab's platform is now available for sign-up, and interested businesses can take advantage of the exclusive packages to get started with their online qualitative research. For more information, please visit www.mysaytoday.com.

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