A Blockchain-Powered Survey Software for Growing Businesses

ABSTRACT

Reviewfy.io is a blockchain-powered review platform that helps businesses implement customer surveys efficiently, and encourage maximum participation from end-users. The platform has been designed to make feedback sharing easier with an improved user experience and respondent-optimized approach.

We aim to become the ultimate review system for creating productive brand growth, as well as help customers monetize their valuable time and efforts.

For organizations, Reviewfy.io strives to:

- Achieve a higher survey response rate using a unique approach
- Time-saving survey creation and implementation for busy executives
- Build brand loyalty and foster relationships with customers
- Provide meaningful insights to ensure businesses can adapt and scale

We strongly believe that customers are the most important asset of any business. To nurture this connection, and receive constructive feedback, we aim to:

- Provide customers with a simpler way to share their experiences
- Reward respondents for their valuable time

Unlike other survey platforms, Reviewfy.io is driven by the idea of simplicity. The platform features are designed to empower brands with deep insights pivotal to their growth. Our powerful analytics transform the feedback into actionable data that drives innovation.

This whitepaper elaborates on the brand's vision, underlying mechanisms, and the platform's ecosystem to improve the existing feedback system.

UPDATES

This paper may evolve and be updated as necessary in response to new information. Interested stakeholders can visit this whitepaper to check for future updates.

Table Of Contents

01.
Introduction

Customer reviews are the lifeblood of any business. They have the potential to shape consumer opinions and influence purchasing behaviors, leading to greater revenue and brand loyalty.

A Salesforce1 report suggests that 63% of customers want brands to know their unique needs, with 76% of B2B buyers expecting the same. But, nearly 50% of the users admit that they don't share their experiences through social media (CFI Group)2. Consequently, the best way to understand your customers is to directly ask them about their opinions.

Interestingly, peer reviews3 have a larger influence on consumers than any other marketing strategy. Considering the significance of customer reviews, brands should be able to convince users to submit their experiences easily. However, most of the time this isn't the case.

On the other hand, customers are more likely to respond to surveys if they don't require much effort and offer rewards. And above all, the data must be accurate and reliable for anyone using it.

1.1 Mission

We believe every business should be able to tap into meaningful insights. To interact with their consumers and know what they are feeling.

For this, we have created a new way of collecting user reviews: simplified, honest, and impactful. Reviewfy.io is built to mitigate the challenges faced by organizations in implementing effective surveys. And eventually, emerge as a transparent system for users to make purchase decisions.

1.2 Rationale

Customers share their service experiences now more than ever. Different review platforms are taking advantage of this to build awareness around consumerism and influence purchase decisions.

However, the current solutions lack the innovation to engage audiences—resulting in businesses missing out on valuable insights. Survey creation, as well, can quickly become tedious as brands try to reach more consumers. Reviewfy.io aims to simplify the survey implementation process and recognize user efforts through a reward system.

The founding team has been in the customer-facing areas of businesses for more than two decades now. Since then, we have realized the increasing demand for customer feedback and the massive gap in supply. The probability of end-users reviewing their experiences is the highest, only when they either have an extremely good or bad experience with a specific company's product or service. But the data points at two extremities are not enough for a business.

- To gain a competitive edge and provide higher customer satisfaction, organizations need to track deeper insights.
- Customers need an optimized platform that allows them to share honest opinions with minimal effort and time.

This has fueled the inception of Reviewfy.io, designed to attract consumers to share feedback, through a simplified and transparent system.

1.3 Encouraging Productive Brand Growth

Customer surveys are impactful for all types of businesses: it is as important for small-sized companies as it is for larger organizations. But here's the thing—they are only valuable if consumers are asked the right questions, in the right way, at the right time. That is why designing and implementing an effective customer feedback survey is no easy task.

But the simplicity of survey implementation makes Reviewfy.io unique from existing platforms. We strongly believe that it must be convenient for both—brands creating them and end-users interacting with them. Our platform empowers brands with an innovative structure that makes this possible. The addition of blockchain technology solves the problem of customer participation by incentivizing them to complete surveys.

The platform's value proposition for businesses is that they can fully leverage the power of reviews through easy implementation and greater participation. This is made possible by integrating three major aspects: a smart framework, ease of sharing, and incentivization.

The eventual goal is to become the only platform businesses will need to work in sync with their customers, enabling the end product to deliver mutual value addition.

02.
The Framework: Faster & Productive

Leveraging a React-based core, Reviewfy.io is deployed on the Azure network. The framework is chosen while keeping in mind the scalability and security aspects. In this section, we give a detailed overview of the different layers that collectively build the platform to fulfill its purpose.

2.1 Rapid Business Survey Creation

To solve the problem of flawed review gathering, the first stepping stone is to create a perfect survey—one that is effortless yet impactful. This needs to be accomplished irrespective of the business size and survey frequency.

OpenAI ChatGPT creates questionnaires to save researchers time and effort spent in formulating survey questions. A higher response rate is a direct result of the improved quality of questionnaire, reduced workload, and increased convenience with which surveys may be created using ChatGPT.

Reviewfy.io's system allows organizations to build interactive surveys in a matter of minutes. Our core idea is to create a five-question survey form that is visually appealing to engage respondents. This concept is beneficial in two major ways:

- Teams can create a survey in less than 10 minutes.
- Less ambiguity in research and more focus on a particular topic segment.

Post setting up the Reviewfy.io account, organizations can easily add different stakeholders and define their roles inside the platform. Everything here is decided by the people—starting from the theme of the console to how the team delegates the work process.

With our question library, creating questionnaires is easier than ever. It takes less than 10 minutes to add questions targeting different types and save them for the future. Team members have the option to leverage both pre-existing icons or upload custom icons for visual questions. This makes survey creation simpler as now, multiple forms can be created with only a few drag-and-drops from the user-built question library.

2.2 Ease Of Response Collection

Reviewfy.io's survey forms follow an interactive strategy: customers are more inclined to respond as they can answer the entire questionnaire in 35 seconds with visual responses.

One can select multiple response types for a single form – text, emoji, and rating. This feature allows an enjoyable survey session for end-users while still enabling brands to tap into maximum insights.

Organizations have the option to integrate multiple channels – email, WhatsApp, Discord, and Slack. This makes the survey dispatch process more straightforward and allows them to reach maximum customers at once. Selecting one or more channels is completely at the convenience of the team members, providing them maximum control over the campaign.

2.3 Smart Analytics

With Reviewfy.io, organizations can sit back and relax while feedback data is crunched and actionable reports are generated for all stakeholders. Our interactive dashboard allows members to get in-depth, actionable insights into their customer experiences. This is the place where one can overview the entire survey campaign – rollouts, channel-wise responses, and API integrations.

In case of all details pertaining to a single form, team members can leverage our form analytics inside the dashboard to dive into any related data; in case stakeholders are looking into the consolidated view of all survey responses, the form review section can be helpful.

AI-driven sentiment analysis is used to convert text-based data into meaningful insights and all types of responses are scored quantitatively as sensible metrics.

2.4 Tokenized Incentives

As valuable as customer feedback is to businesses, we have determined a way to reward the end-users for their responses. Our standard R5 tokens on the Polygon network solve this purpose through blockchain integration into the survey platform. In this case, the Polygon network has been chosen to deliver maximum transaction speed with minimal gas fees.

The idea is to get timely and useful feedback through tokenized incentives. The introduction of blockchain also brings a sense of trust for both brands and consumers as the responses are now recorded and verified through their hash value.

This entire process is on auto-pilot through our smart contract running on Polygon: tokens are to be granted to the respondents once the survey is approved. The customer reviews are not visible to the brands till the above condition is fulfilled. This removes biases in incentivizing the respondents and fosters the brand-customer relationship. Having said that, organizations have full control over whether or not they want to include this feature in their system—determine the number of tokens per response, and token utilization—if they choose to integrate it at all.

03.

Reviewfy.io Ecosystem

The emergence of online review platforms has disrupted local marketing initiatives. As an increasing amount of value is generated in this space, Reviewfy.io strives to innovate the survey implementation process.

In the previous sections, we have discussed Reviewfy.io's framework and the reasons behind some of its important choices. Now, we will explain the platform's ecosystem, elaborating on the technology and implementations.

3.1 Reviewfy.io's Technical Aspects

In section 02, we previously mentioned that Reviewfy.io leverages the React framework at its core. We have chosen the Azure network to deploy our web app for maximum scalability and security. The user data is securely backed up in the cloud, ensuring no data is lost in case of disaster. Privacy is uncompromisable and has been ensured throughout the platform ecosystem.

Our platform is also optimized for mobile devices to serve user convenience. The agile analytics provide deep insights in real-time that can be retrieved through our dashboard. This can be segmented as per channels to understand the metrics better. Teams can add their favorite tools through simple integrations of API—and they are good to go.

To level up the existing system, blockchain technology has been introduced. The unique selling proposition (USP) of the platform is the tokenized incentivization that is processed through a smart contract on the Polygon blockchain for reasons discussed in section 2.4. The smart contract executes a transaction when a batch of up to 25 surveys is approved and stores its hash value on the blockchain. This value cannot be altered and is used to access the survey data anytime in the future.

3.2 Reviewfy.io for Businesses

Reviewfy.io is built to materialize the idea of making customer surveys simpler. Arguably, the most significant implementation of Reviewfy.io is to help organizations derive maximum value out of their surveys. All our features (as discussed in section 2) condense to achieve this at its core.

The entire ecosystem is built to execute the following:

- Rapid form creation using simple drag-and-drop to simplify the survey process for organizations.
- Pre-existing, ready-to-use templates to kickstart the survey designing for all stakeholders.
- Custom-built question libraries to reuse the survey form's content whenever necessary
- Easy sharing of surveys through different channels for maximum reach
- API integration of organizational tools to use the platform across a wide range of operations
- Visually appealing, short surveys to encourage customer participation
- Analytics and all-in-one interactive dashboard for real-time, meaningful insights

Through our ecosystem, we enable businesses to leverage data that unlocks a new wave of user-centric innovation.

3.3 Reviewfy.io for Consumers

As an end-user, the platform seems straightforward—users receive our unique five-question form that they interact with using strong visuals. Depending on the consumer preference, forms can be distributed across different channels (more discussed in section 3.4).

Once the forms are filled out, customers receive rewards in the form of standard R5 tokens, the value of which will be decided by the organizations. These tokens can be used for brand loyalty purposes or future utilities as planned by Reviewfy.io.

To receive the tokens, they need to connect to the wallet where the tokens will be transferred. Once connected, the process is automatically implemented through our smart contract, given all conditions are met.

To preserve the integrity of the feedback, respondents may answer the survey only once, without the option of forwarding it to anyone else. This step also simplifies the tokenization process per user for organizations.

In the future, Reviewfy.io will emerge as a single source of truth for customer reviews where all the respondents are verified through the blockchain network, delivering complete transparency.

3.4 Channel Integrations

Our platform allows sharing of questionnaires with customers through multiple channels—including email, WhatsApp, Discord, Slack, direct link, and QR codes. These can be shared with respondents either individually or in bulk. Below, we elaborate on each platform and how their strategic integration can help enable wider survey adoption.

To make a particular channel the default, one can enable the toggle button for the desired channel configuration.

3.4.1 EMAILS

Email is one of the most widely adopted ways to distribute survey forms. Configure your email service provider by integrating the API and start sending out those forms. Platform integrations include SendGrid for email and SMS, SMTP for emails, WhatsApp, Slack, and Discord

Our unique approach involves embedding forms within emails that allow respondents to read the questionnaire without leaving the existing page. They can then click the form and complete the survey in 35 seconds. This makes it more likely for them to respond as it is less time-consuming and does not require any redirection to an external link.

3.4.2 WHATSAPP

Organizations have the option to contact customers on a more personal level—integrate WhatsApp with Reviewfy.io and send out forms directly to their accounts. To get started, one simply needs to paste in the Message SID and API keys.

3.4.3 DISCORD AND SLACK

Reviewfy.io allows brands to share Survey forms through Discord and Slack through a simple integration of the webhooks. Once done, the forms can be sent and also saved for future reference.
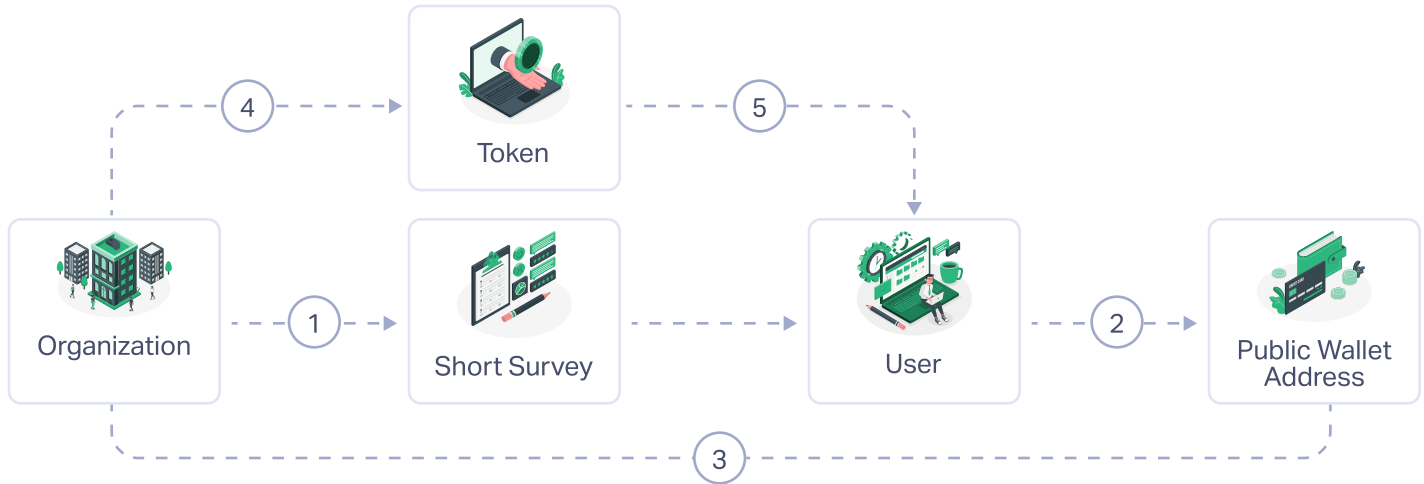
3.5 The Process Overview

Fig 1. An overview of the entire customer survey collection process.

To give organizations a better understanding of the overall ecosystem, here is a step-by-step breakdown of the entire process that they will encounter when interacting with the platform.

STEP 01

Registered organizations create a short five-question survey, assign a token value, and send it to their customers using Reviewfy.io.

STEP 02

The customer adds their public wallet address and completes the survey.

STEP 03

The organization approves the survey—the smart contract containing the hash of the survey(s) approved in the same transaction gets executed and distributes the tokens to the respondents' wallets.

STEP 04

After the approval and token distribution, the survey data becomes available for the organization to use.

STEP 05

The distributed tokens are available in the customer's wallet that can be used towards brand loyalty or other activities as decided by the organization.

04.
Use Cases

Now that we have discussed the Reviewfy.io ecosystem, let us explore some of the possible use cases of the platform.

4.1 Growth-driven Businesses

We discussed earlier how Reviewfy.io solves the problem of organizations struggling to get customer feedback. It must be kept in mind that the platform is essentially a business-oriented platform: after carefully studying the gap in the existing survey system, the design and approach have been crafted such that businesses can gain maximum insights with minimal questions. Powerful analytics completes this process as the responses are converted into actionable data.

4.2 Automated Systems With Smart Contracts

Our platform is powered by a smart contract on the Polygon network which paves the way for future utilities. Right now, the smart contract is implemented for the token distribution but this can be updated as per the evolving market needs.

In the future, the platform may execute multiple operations on auto-pilot through these smart contracts with minimal human intervention and complete transparency. The idea is to evolve as we include blockchain technology in a broader sense to support our core idea—enhancing the survey system.

4.3 A Loyal Feedback Community

In the later stages, the blockchain-powered survey system will enable the development of a loyal feedback community for brands. This will be accomplished in two ways:

- Reward system with utilities to foster brand loyalty
- Customer verification to maintain the authenticity of the feedback

Organizations have full control over the privacy of their customer reviews. Eventually, they may decide to leverage the responses, collaborating with Reviewfy to publish trustworthy reviews. This aligns with our future vision to emerge as an honest source of information to help consumers make purchase decisions.

TRADITIONAL SURVEY	REVIEWFY.IO
1. Creating or repurposing surveys is often time-consuming and demands more effort.	1. Ready-made templates and a drag-and-drop feature enable survey creation in less than 10 minutes while the question library helps to repurpose.
2. More questions can blur the focus of the survey and throw away customer interest.	2. The unique five-question form helps retain both the research focus and customer interest.
3. Limited channels to share the survey forms directly from the platform.	3. Multiple channels and webhooks that can be integrated directly with the platform for survey sharing
4. Reviews can be filled multiple times or forwarded to different users resulting in vague feedback.	4. Reviews can be filled only once with no forwarding allowed which prevents any duplication of responses.
5. There's no way to verify the authenticity of the reviews.	5. Transaction data can be verified using hash value, therefore maintaining the authenticity of all reviews.

05.
Tokenomics

5.1 Token Supply

The tokens on Reviewfy.io are standard R5 tokens on the Polygon blockchain. There's a maximum supply of 1 billion tokens with no burn mechanism included, at least in the initial stages.

5.2 Token Utility

In essence, the tokens work similar to brand loyalty points but leverage the advantages of the Polygon network. Organizations have full control over the utilities that they would like to associate the token with. For example, they can allow consumers to gain premium subscriptions or a discount voucher with the tokens collected. In the future, we envision bringing new utilities for the tokens that will be discussed later in the Roadmap (section 06).

5.3 Token Distribution

As a part of the sign-up process, Reviewfy.io provides organizations with free tokens—the amount of which is principally determined by their size and requirements—and comes with a validity of six months. Any further refill of tokens is chargeable if one wishes to continue using them.

All token-related transactions are performed on the blockchain network. They are distributed through our Polygon smart contract built into the platform (check section 2.4 for reference).

Organizations that incorporate the blockchain aspect into their system mandatorily need to provide incentives to approve and view customer responses. The number of tokens per response is decided by the concerned company and can be altered at any stage. Stakeholders must have connected their wallets, loaded with sufficient Matic to approve tokens. These can be approved singularly or in a batch and will be transferred to the respondent's wallet upon approval.

06.
Roadmap

6.1 Merchant Shop For End Users To Redeem The Tokens

Right now, the token utility is at the sole discretion of the concerned brands. It is limited to loyalty points or as decided by the organization. But the Reviewfy.io team is already working at the backend to execute merch shops for consumers. This will enable them to utilize their tokens beyond specific brand purposes and gain further interest in the platform, and in turn, respond to customer surveys.

6.2 Custom-built Tokens For Brands

To integrate blockchain into the survey system, organizations need to adopt the standard R5 tokens created by Reviewfy.io. But this will soon evolve as we introduce features where brands will be able to custom-build their tokens and decide utilities around them. While the fundamentals remain similar, organizations will get the creative freedom to create tokens, unique to their brand and community.

6.3 Verify Respondents & Feedback Data Through Blockchain

As we build deeper into the blockchain, our goal is to implement user verification on the platform. Feedback data stored on the blockchain network cannot be altered and will be associated with a specific customer. This can be easily recognized with a hash value, making the entire system more transparent and trustworthy.

07.
Conclusion

End-users are shaping the brand values of modern businesses as they become increasingly user-centric. Capturing honest customer feedback empowers organizations with data-driven decisions. This is also crucial for attracting potential customers to their existing user base.

Globally, consumer review platforms are working towards an industry-wide voluntary code to mitigate doctored or fake customer reviews to benefit businesses. Reviewfy.io has analyzed the limitations of existing survey platforms and developed a short survey questionnaire pattern, to capture interests, while still providing enough insights to brands.

The visually appealing forms enable consumers to answer effortlessly, encouraging greater participation. The deep analytics turn this information into useful data that can be leveraged by the brands. The Reviewfy's R5 tokens enable the integration of blockchain into the survey system, bootstrapping the first blockchain-powered review platform.

REFERENCES

1   **Salesforce State Of The Connected Customer**
2   **CFI Group Report**
3   **Mckinsey Podcast**

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Blockchain-powered Surveys

Get timely & useful reviews with Reviewfy.io