



# Zoom vs Discuss.io

## Top 8 Reasons Why Clients Choose Discuss.io Over Zoom

### 1 Save time.

Discuss.io is the only smart video platform built from the ground up for online qualitative market research. The integrated features mean you spend more time talking to consumers and less time pulling together the project and insights.

### 2 Multiple tools in one!

Discuss.io built the functionality of multiple tools into one integrated platform which means training, adoption and usage is more seamless and efficient.

### 3 Automation and efficiency.

Automating essential tasks in Discuss.io means your online qualitative program can scale rapidly with fewer resources.

### 4 Save money.

Combine the total price of all components of a Zoom-based solution, plus the time you'd save.

### 5 Incredibly intuitive and easy to use.

Originally built to make online interviews easy, we keep a tight connection between clients, our services team and the product team to improve usability and features on a weekly basis.

### 6 Services available.

Discuss.io provides a full suite of services ad hoc to help you where you need it. Recruitment, discussion guide development, moderation, project management, human translation and more. Go from DIY to full service in one request.



### 7 Scale up with ease.



Central storage of documents, discussion guides and recruiting across many sessions within a single project make doing one or one hundred interviews seamless



### 8 Secure and meets compliance.

GDPR, ISO 27001, CCPA and ESOMAR compliant as well as adhering to local, specific requirements like in Germany.

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|                                 |  zoom             |  discuss.io | ADDITIONAL INFORMATION   |
|---------------------------------|--|--|--|
| <b>PRE-SESSION</b>              |  |  |  |
| <b>Tech Check</b>               | Not supported - a risk!  | Integrated.<br>During recruitment + background check at start of each session.               | Tech checks rate participants internet speeds, giving them a “MOS” score. Low scoring recruits can be rejected.                                |
| <b>Quoting / Cost Estimator</b> | Multiple tools. Pricing scales differently for each.   | Interactive Quoting / Cost Estimator.  | Visit <a href="https://discuss.io/quote">discuss.io/quote</a>  |
| <b>Install</b>                  | Requires a download and install.   | Browser based - no install.  |  |
| <b>Security</b>                 | History of security issues and no single point of security with combination of multiple platforms. | Built with security in mind from ground up.  | See our <a href="#">security web page</a> or <a href="#">two-pager</a> (PDF). Or Google “Zoom security”  |
| <b>Compliance</b>               | GDPR.  | GDPR, ISO 27001, German anonymization, and more.   | See our <a href="#">compliance page</a> or <a href="#">two-pager</a> (PDF).  |
| <b>White Label</b>              | Not supported.   | Supported.<br>Custom color and logo.   | Impress clients by creating a branded experience. Read our <a href="#">one-pager</a> (PDF)   |
| <b>Project Management</b>       | Not supported. 3rd party solution required.  | Integrated.  | Plan all aspects of your interviews in one place, from recruiting and calendaring to discussion guides and project storage.                    |
| <b>MR Recruiting</b>            | 3rd party solution. Manual process.  | Integrated.<br>Upload your own list (“BYO”) or recruit from our Network.                     | We’re also global, recruiting in over 100 countries. <a href="https://discuss.io/platform/recruit/">discuss.io/platform/recruit/</a>           |
| <b>MR Incentive Management</b>  | 3rd party solution. Manual process.  | Integrated and automated.  |  |
| <b>Scheduling</b>               | 3rd party solution. Manual process.  | Integrated.  | Save significant time with our automated scheduling.   |
| <b>Pre-load Stimuli</b>         | Live screen sharing only.  | Upload ahead of time.  | Save time and avoid issues by uploading your stimuli before the session.   |
| <b>Stimuli Annotations</b>      | Not supported. Blank whiteboard only, or requires live screen share..                              | Fully supported. Includes private annotations. All are automatically saved.                  | Zoom supports annotations on stimuli on the education plan only - on NOT business or enterprise plans, which are limited to blank whiteboards. |

|                            |  |  | ADDITIONAL INFORMATION   |
|----------------------------|---|---|--|
| <b>DURING-SESSION</b>      |   |   |  |
| <b>Observers</b>           | Displayed.  | Hidden.   | This impacts responses. Read why this is important.  |
| <b>Back Room Chat</b>      | Supported, but manually set up.   | Integrated and automatically configured based on roles.                           | Public, back room, and private chats are saved along with the project.   |
| <b>Translation</b>         | Poorly Supported<br>3rd party solution required                                   | Integrated.   | DIY or we'll supply a translator.<br>Built with respondent, moderator and observer's experience in mind. (Translator is off-screen).   |
| <b>Telephone Fail-over</b> | Dial-in only. Users must call in.   | Dial in or dial out. We call respondents.   | If a respondent is lost due to poor internet, we can call them, so you can continue as seamlessly as possible.   |
| <b>Moderation</b>          | DIY.  | DIY or we have experienced moderators who can do this for you.                    | We can moderate sessions for you if needed. Moderation is a skill. Read our <a href="#">moderator guide ebook</a> , or our article on why it may be worth hiring an experienced professional [WRITE THIS]. |
| <b>Support</b>             | DIY.  | DIY, or we have an optional world class live support team during your sessions.   | We have support members located across the globe that speak local languages.   |
| <b>Video Save Moment</b>   | Only timestamp is saved.  | Flagged in timeline, 30 second clip automatically created (adjustable length).    | Automatically integrates into clip editing.  |

|  |        |    | ADDITIONAL INFORMATION  |
|--|---|---|---|
| <b>POST-SESSION</b>                              |   |   |   |
| <b>Editing, Clip and Highlight Reel Creation</b> | Not supported.<br>3rd party solution required.<br>Training required.<br>Storage required. | Integrated, browser based, extremely quick, simple.   | Our browser-based clip and highlight reel creation tool is simple to use, & stores all online.  |
| <b>Video Archive</b>                             | Raw recordings only.  | Raw video + clips + highlight reels.  | Store all videos, transcriptions and documents in one place with keyword search to quickly find quotes/comments related to topic at hand. |
| <b>Transcription Archive</b>                     | Otter.ai is the official Zoom partner. Uses cloud recording storage. \$20/user/mo         | Included as standard. Includes full text search across all saved transcripts in account, and integrates with our video editing process - highlight text to create a video clip. |   |