



OPINIONMETER

*“On Demand Customer Feedback
at the Point of Experience”*

For further information, please contact:

Morgan Strickland, CEO
Opinionmeter International, Ltd.
510-352-4943, x101
morgan@opinionmeter.com
www.opinionmeter.com

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Opinionmeter Survey Solutions

Capturing and Reporting on Customer Experience in Real-time

The key to capturing the best understanding of a customer's thinking and satisfaction regarding a product or service is to ask them at their Point-of-Experience – the place of their purchase decision or their experience with the business. The Key to making timely and accurate business decisions is having access to real-time data analysis. Opinionmeter's technology provides the tools necessary to deliver these solutions to your organization.

With the Opinionmeter system, you have the flexibility of accessing real-time customer experience feedback from a myriad of touch points throughout the organization - onsite and online, all from the convenience of any browser.

All survey devices are web-enabled and remotely managed through the web-based SurveyManager application. Real-time Point-of-Experience feedback is then transformed into actionable reports through the SurveyManager's comprehensive reporting tools. Reports can be pulled manually or pushed on a scheduled basis.



In addition to the popular Opinionmeter mini-kiosk, a variety of touch screen systems are available in handheld, tablet and kiosk configurations. Being a web-based application, the SurveyManager also has the capability of distributing online surveys.

Here are a few of the unique aspects of the Opinionmeter survey system:

- Modular solution – Opinionmeter's unique device-independent approach assures the right device for the right touch point, at the right time in the transaction flow for ultimate real-time feedback
- Automated system – from survey programming to customized report delivery, the entire system is automated
- Scalable technology – built from the ground up on Microsoft .NET technology
- Small footprint: No software to install – hosted web-based server application
- Real-time access to point-of-experience data

Please visit www.opinionmeter.com for additional information. A Flash Tour presentation is available from the following link: http://www.opinionmeter.com/om/flash_tour.htm

Opinionmeter “TouchPoint” devices

A Range of Interactive, web-enabled data collection devices

Opinionmeter maintains a device independent approach. Device independence provides the necessary flexibility to offer multiple data collection solutions in order to reach the customer whenever and wherever the customer experience occurs: the right hardware solution at the right place at the right time.

Here is a brief sampling of the wide range of interactive survey devices Opinionmeter offers.

- **Opinionmeter TouchPoint Mobile:** iPad, iPhone, iPod Touch
- **Opinionmeter TouchPoint:** multimedia Touchscreen system
- **Opinionmeter TouchPoint Handheld:** PocketPC device – ultimate in portability
- **Opinionmeter TouchPoint Tablet:** handheld or counter mounted touch screens
- **Online – web surveys:** distributed to email lists, or as a URL
- **Scanning Paper surveys:** Scan to Web



TouchPoint Mobile

iPad, iPhone, iPod Touch



Opinionmeter's **TouchPoint Mobile** app is a natural extension of our 17-year focus on capturing real-time 'voice of the customer' feedback at the point-of-experience. Building on the success of our multi-mode feedback platform, we have extended our mobile survey solutions to include the iPad, iPhone and iPod Touch.

TouchPoint Mobile enables companies to improve business performance by capturing real-time, on-demand customer satisfaction data at the customer's Point-of-Experience.

TouchPoint Mobile uses the SurveyManager, Opinionmeter's award-winning feedback management platform. The hosted SurveyManager allows you to manage all aspects of your survey campaign; from survey design to report delivery and device management, all through any browser.

Benefits

- ✓ Record open-ended comments in the customer's own voice.
- ✓ Append pictures and video to your survey responses.
- ✓ Customize your survey layout using your brand's logo and corporate identity.
- ✓ Gather online or offline survey data – an internet connection is not required!
- ✓ Identify individual response locations with GPS and Google map integration.
- ✓ Send low-satisfaction alerts to management in real-time via email or text.
- ✓ Deliver surveys in any language with the SurveyManager's multilingual feature.
- ✓ Run multiple surveys simultaneously on the same device.
- ✓ Select from a wide range of question types: single response, select all that apply, open-ended (text, voice
- ✓ Recording, video and photo options available), ranking and a variety of matrix questions

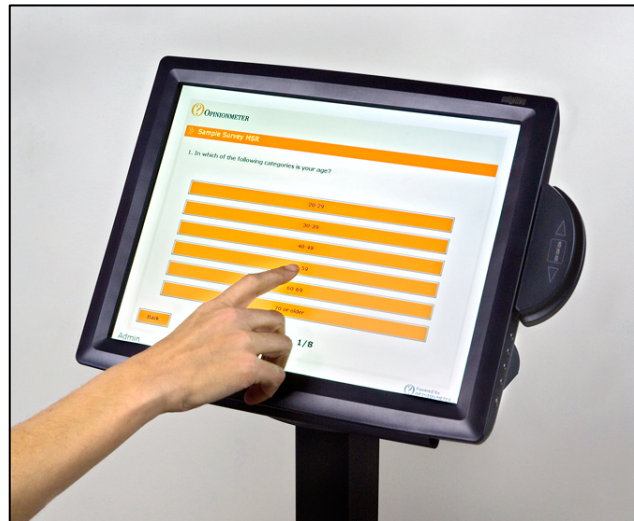
Opinionmeter TouchPoint: Multimedia Touch screen system

The simple to use touch screen kiosk is ideal for capturing spontaneous feedback in fast-paced service environments. The multimedia kiosk is highly visible, attracting your customers to share their views on your products and services.

Respondents simply follow the survey questions on the kiosk screen. Data is collected in confidence and transmitted to Opinionmeter's web server in real-time, where flexible automated web reporting is available.

Opinionmeter's TouchPoint kiosk provides a simple and flexible customer interface. Multimedia presentations, information and advertising can be included alongside our easy-to-use survey software.

As seen on www.opinionmeter.com, we have selected the ELO touchcomputer as the preferred hardware device for the large touch screen system, although other hardware vendors can be used (such as IBM's Anyplace Kiosk). The Elo touchcomputer is available worldwide with worldwide support and availability



System Strengths:

- Onscreen virtual keyboard
- Optional magnetic card reader – integrate with existing loyalty card programs
- Multimedia capabilities – video, audio – advertising opportunities
- Branching logic – complex surveying and skip patterns
- Run multiple surveys simultaneously – e.g. customer and staff (external and internal)
- Multilingual survey capability
- Digital Signage – run digital signage during idle time between surveys
- Real-time Satisfaction Alerts – low score alerts can be emailed to management allowing them to intervene before the customer leaves the store.
- Run in Online or Offline mode.

Mounting Options: Kiosk, tabletop or wall-mounted

Opinionmeter TouchPoint Handheld: PocketPC device

The Opinionmeter TouchPoint handheld guarantees that feedback is collected quickly and conveniently right at the customer's point of experience - the place and time the customer experiences the product or service. The simple to use touch screen device is ideal for capturing spontaneous feedback in fast-paced service environments.

Respondents simply follow the survey questions on the touch screen. Data is collected in confidence and transmitted to Opinionmeter's web server in batch mode or in real-time, where flexible real-time web reporting is available.

The TouchPoint handheld is used as a stand-alone system or to supplement the TouchPoint kiosk models. It can be passed to inpatients, airline passengers, diners, and exhibitors etc. to obtain their views without the need for them to walk to a kiosk. Or your own staff or researchers can use it to replace paper surveys, collecting views in person or over the phone without data re-entry.

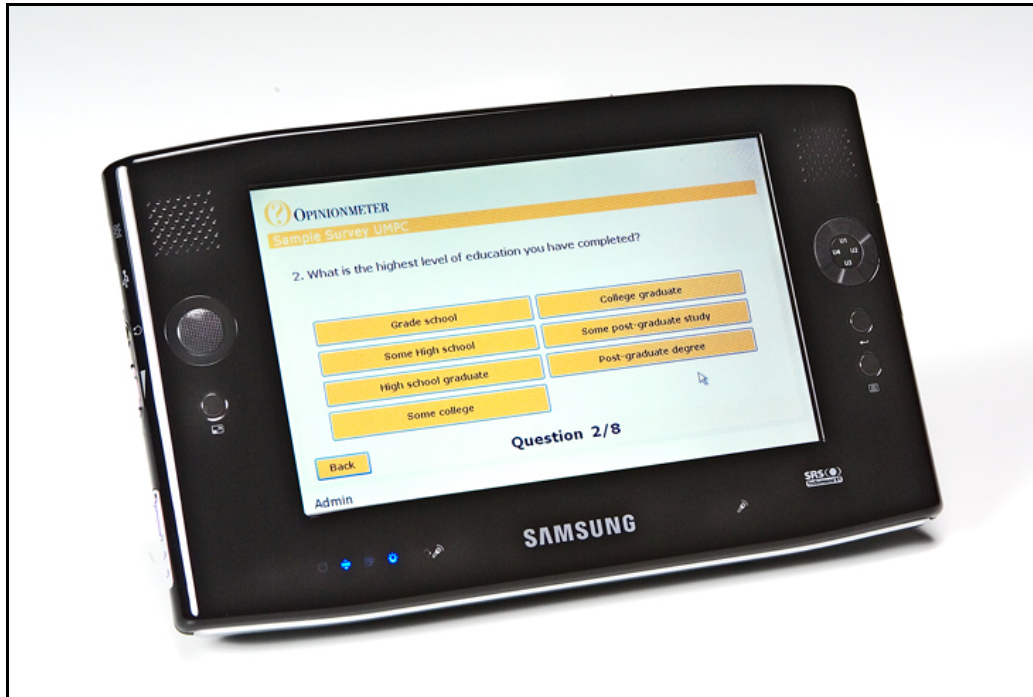


System Strengths:

- Ultimate in portability
- Simple-to-use touch screen
- Onscreen keyboard for open-ended comments
- Multilingual survey capability
- Branching logic
- Cost effective hardware
- Counter top/teller window or field surveys
- Wireless or wired
- Long battery life

Opinionmeter TouchPoint Tablet

The latest addition to the Opinionmeter mobile product line is the new mini-tablet, AKA the Ultra Mobile PC (UMPC). It can run on battery power or from AC. It can easily be carried and also has two built-in tabletop stands for counter-top mounting. This system runs the new TouchPoint application, which means you have full multi-media options, along with multilingual and multi-survey capabilities.



System Strengths:


- Large 7" display for easier open-ended entries and multimedia
- Teller window - Counter top or field surveys
- Run from battery or AC
- Multiple Surveys simultaneously
- Open-ended comments with onscreen keyboard
- Multimedia capabilities
- Simple-to-use touch screen (finger or stylus)
- Multilingual survey capability
- Branching logic
- Cost effective hardware
- Wireless or wired

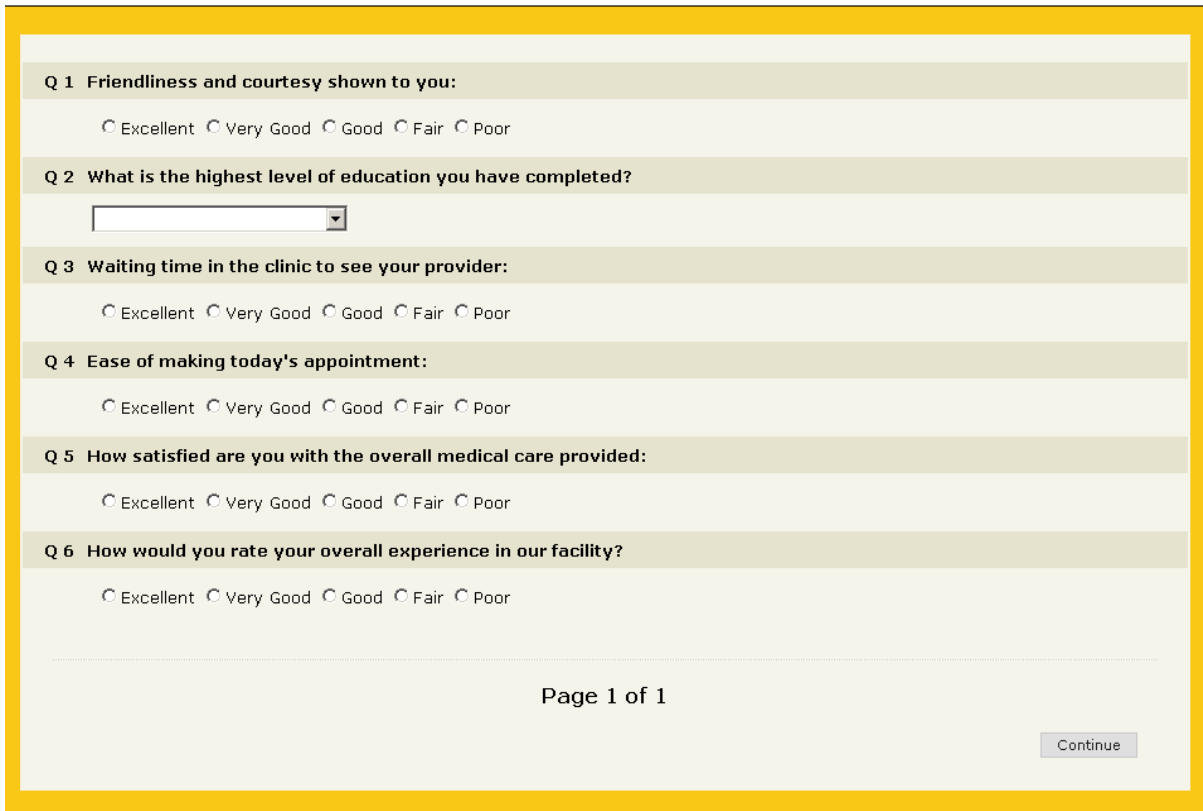
Mounting Options: Teller window / Counter-top / service desk as well as handheld or in the field applications.

Online – Web Surveys

In addition to on-site surveying, Opinionmeter can also manage your on-line survey campaigns, all from the same SurveyManager application. Use web surveys for customer, employee and website satisfaction feedback. Send an email invitation, linking to the survey, or place a survey link directly onto your website.

Click on the link below to view a live demonstration survey!

[Online Survey Demo](#) 



The screenshot shows a survey interface with the following questions and options:

- Q 1 Friendliness and courtesy shown to you:**
 Excellent Very Good Good Fair Poor
- Q 2 What is the highest level of education you have completed?**
- Q 3 Waiting time in the clinic to see your provider:**
 Excellent Very Good Good Fair Poor
- Q 4 Ease of making today's appointment:**
 Excellent Very Good Good Fair Poor
- Q 5 How satisfied are you with the overall medical care provided:**
 Excellent Very Good Good Fair Poor
- Q 6 How would you rate your overall experience in our facility?**
 Excellent Very Good Good Fair Poor

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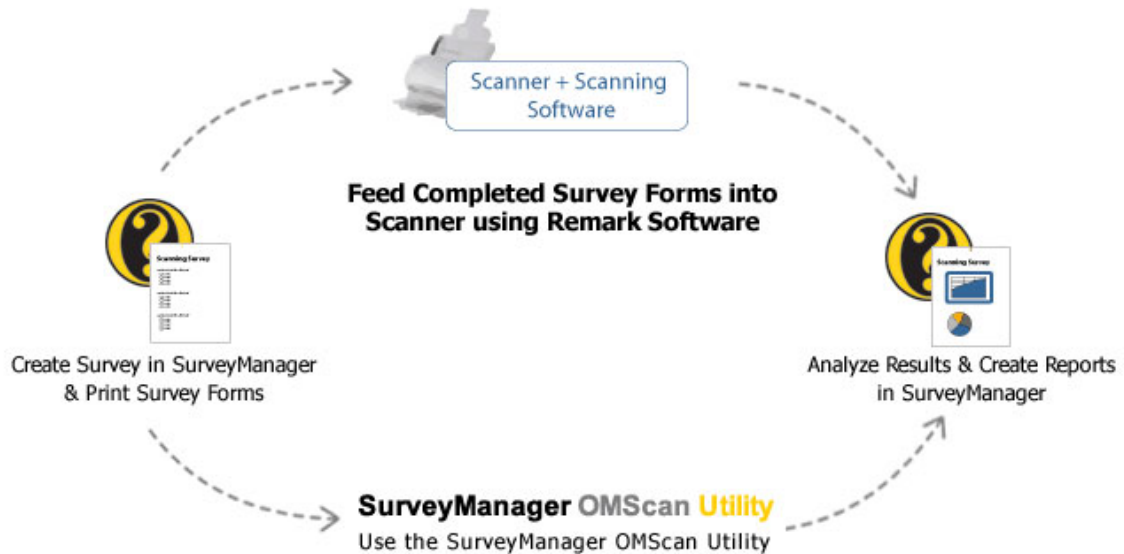
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Easy-to-Use Online Survey Software

- Create complex and branded web-based online surveys on your own with our easy-to-learn, online survey software tool.
- Start from scratch or work with the built-in question and response library to build your customer service surveys.
- Over 15 different question types available to choose from.
- Brand your online surveys within Opinionmeter's online survey software tool by integrating your corporate logo and colours.
- Apply branching logic and skip patterns to turn your online survey into an intelligent data collection tool that adapts to a respondent's answers.
- Include video, images and sound media within your survey questions and response scales.

Scanning Paper Surveys: Paper to Web

How Scanning paper surveys works with the SurveyManager



Easy-to-use Survey Design Wizard: use the SurveyManager’s paper survey design wizard to create your questionnaire, by entering your questions and selecting a response scale. You can select a response scale from the extensive response library or create your own.

Customize your Survey Forms: The SurveyManager will lay out the survey for you, aligning checkboxes and single response bubbles for you. You can either print or export to further customize the survey form before printing. You can include your own logos, fonts, graphics, and branding – all without confusing the scanner.

Plain paper surveys: no need for expensive special forms – paper surveys can be printed on whichever paper you prefer.

Multimode data collection options: want to use both paper and web or paper and a handheld device for surveys? Create two or more versions of the same survey, publish the survey to modality options and analyse them both together.

Scanning features: SurveyManager supports the use of checkboxes, sing-choice bubbles and block printing boxes with bubble grids below.

Automated data transfer: the OMScan is a utility designed to integrate Remark with the web-based SurveyManager. With OMScan running on the PC connected to your scanner, you can automate the upload of scanned paper survey forms into your SurveyManager account (see the workflow graphic above).

The SurveyManager: Comprehensive Survey Management application

The SurveyManager is a web-hosted application, providing everything you need to manage your onsite and online customer-experience feedback programs. From survey design to interactive web reporting, all management tasks are accomplished through the Survey Manager's intuitive interface. Through your SurveyManager login account you can remotely monitor and manage all survey campaigns, whether they be deployed as online, handheld or kiosk surveys.

The SurveyManager reporting tool is simple and easy to use. The system automatically compiles the raw data from your survey campaigns and transforms them into useful information and presents it to you in easy-to-understand, on-line, interactive reports. Stored on a secure server, your reports are kept in your personal password-protected account. Because they are web-based, they can be viewed from any computer whether you are in your office, at home, or in the field.

To view a demonstration of the web-based SurveyManager application, please click on http://www.opinionmeter.com/oms_demo/ After logging into the SurveyManager, you can quickly explore the real-time survey reporting features by going to the Reports module and creating a new report or simply previewing one of the saved reports (by clicking on the magnifying glass icon). Additionally, you can go to the Help menu and select one of the many Guided Tours.

Because the SurveyManager is web-hosted, there is nothing to download. No software to install. No maintenance. No administration. Just create your survey, deploy to a range of interactive survey devices or as an online survey and gather your real-time survey results online.



Survey Reporting - SurveyManager Reporting Capabilities

The SurveyManager provides a flexible and scalable reporting tool. The SurveyManager utilizes Reporting Services and Dundas Charts to bring you professional quality reporting output.

Automated report delivery (Report Scheduler): Additionally, the reporting module can be setup to deliver your customized reports at any time you wish. Yes, that’s right; the system will generate and deliver your customized reports based on the frequency and recipient you determine.

Satisfaction Alerts: low score alerts can be emailed to management in real-time, allowing them to intervene while customers are still in the store. Additionally, the SurveyManager provides a case management module allowing management to track all service recovery issues through to resolution.

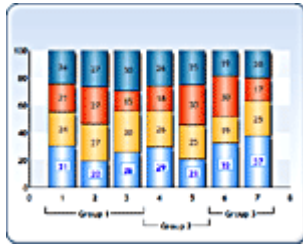
Output Options: the system can export any report as a Word, PowerPoint, Excel, PDF or Web page. Additionally, raw data can be exported at any time for inclusion in any statistical software package of your choice – be it SPSS, Crystal Reports, Cognos, etc.

Real-time Digital Dashboards

Dashboard: Sample Dashboard

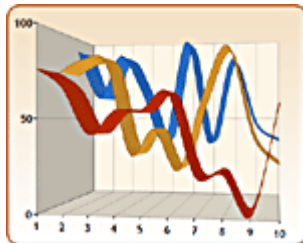


Chart Options: please find below a sampling of the charting options inherent to the SurveyManager Report module:



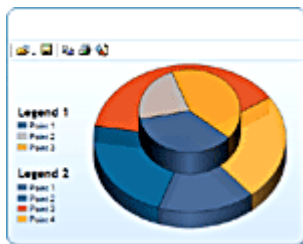
Standard Summary Reports

Where standard satisfaction responses are requested, across a number of questions, charts similar to this can be produced.



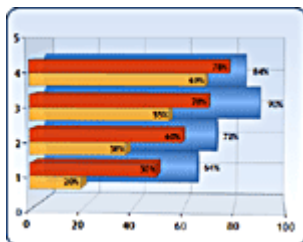
Customer satisfaction scores

Top box or top two box scores can be calculated based on question comparison or over time.



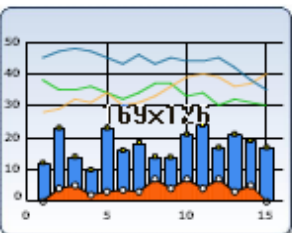
Automated Reporting templates

With the Report Scheduler, you can schedule when you would like your reports to be delivered, to whom and in what format.



Net Promoter Score

Built in NPS score tabulation and reporting available.



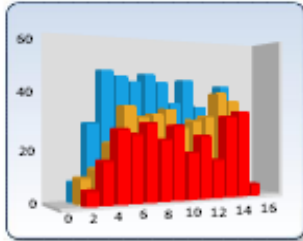
Unlimited cross tabulation filtering

The Cross tabulation option also provides a series of filters. Data can be filtered by date, time or any particular answer. These filters can be used in combination.



Comparing Locations – relative location performance

Compare location performance to determine how each location is performing relative to the others.



Assessing Variations during a Day

A simple bar chart may show that the average levels of service are satisfactory.