

### eSurvey/Form Builder

In overview we designed this tool in response to increasing demands from our customers to provide forms, surveys, opinion polls etc.

Constructing a form from code up, as you know, is time consuming and for our customers, costly. The eSurvey/Form Builder then is another web based product which allows users either to access a bank of ready made and “approved” forms (which are easily integrated into their eMarketing communications or onto their website), or to build their own.

Much like the eMarketing tools the form builder is constructed around each client’s requirements. The permutations are limitless so for expediency, we provide a number of “pre-agreed” templates to enable our customers to get up and running. The content for each of these templates is editable.

Using the eSurvey tools, you can quickly and easily create web-based surveys using only your web browser. The survey tool allows you to easily deploy surveys and view results immediately as responses are received.

In overview then, the tool would enable each department to create for example:

- Customer Satisfaction Surveys
- Simple and complex Event Registration
- Feedback forms
- Opinion Polls
- In house feedback
- Capture points on website – “request info”
- Business Process Forms
- Project Management Forms
- Health and Safety questionnaires

Below is an overview of the functionality provided through this web based system.

Item	Details
<b>High Levels features</b>	<ul style="list-style-type: none"> <li>• 21 different question types</li> <li>• Question libraries</li> <li>• Data export to Excel/CSV file</li> <li>• Powerful page condition logic</li> <li>• Dozens of admin options</li> <li>• Easily modifiable look and feel</li> <li>• Ability to pre-populate from e-marketing</li> </ul>
<b>Design and integration</b>	<p>Surveys can run within the system, as a link from your own website or can stand alone.</p> <p>Integrate new template into Think Smart Marketing Campaign Manager eMarketing portal.</p>
<b>Editable survey/form functionality and reporting</b>	<p>Set up of an editable survey form online to be used for survey’s, event registration etc.</p> <p>Fields, text and images are editable.</p> <p>Functionality includes:</p> <p><b>Editable look and feel functionalities</b>            Create unlimited templates            Add logos to any form            Edit the font family, weight, size and colour            Set buttons or text for navigation            Specify form alignment in browser</p> <p><b>Question set up and editable functionality</b>            Choose from 21 different question types. Includes all basic question types, plus advanced questions such as 4 types of matrix questions, ranking, and constant sum.            Various question types available are:</p>

	<ul style="list-style-type: none"> <li>• One Answer per Row (Option Buttons)</li> <li>• Multiple Answers per Row (Checkboxes)</li> <li>• Multiple Answers per Row (Textboxes)</li> <li>• Rating Scale (Numeric)</li> <li>• Constant Sum</li> <li>• Ranking</li> <li>• Open Ended - One or More Lines</li> <li>• Date</li> <li>• Heading</li> <li>• Horizontal Rule - HR</li> <li>• HTML</li> <li>• Image</li> <li>• Message</li> <li>• Multiple Answers - Checkboxes</li> <li>• Number</li> <li>• One Answer - Drop Down</li> <li>• One Answer - Option Buttons</li> <li>• Open Ended - Comments Box</li> <li>• True/False</li> <li>• Yes/No</li> </ul> <p><b>Options available for questions</b>            Display answers in random order            Make answers to questions optional            Set a default value for a question            Set minimum or maximum answer values            Require valid email address format for text questions            Set maximum number of characters for each answer entered            Select from predefined list of set answers</p> <p><b>On submission options available</b>            Display custom message when user submits form            Redirect to any URL upon form completion            Display reports            Close the browser window (for pop up windows only)            Automated email to user after completion of form</p> <p><b>Reporting Options</b>            The advanced reporting includes summary reports, individual results, lists of respondents, report filtering, and data export.</p> <p>View all form results online            View each individual question results online            Download results as an Excel spreadsheet</p>
<p><b>Security</b></p>	<p>All Survey's run unique and encrypted primary keys: Other security measures include:</p> <ul style="list-style-type: none"> <li>• Surveys can have specified start and end dates</li> <li>• Each survey is assigned access levels to ensure the appropriate security for that particular survey, this will allow:               <ul style="list-style-type: none"> <li>◦ One response by a single user</li> <li>◦ Multiple responses per user</li> </ul> </li> <li>• The survey system can at your request run over SSL (additional cost).</li> </ul>
<p><b>Pre-population</b></p>	<p>The Survey tool has the ability to accept variable data from an eMarketing campaign. This data can be inserted into any question field, or can be hidden but still recorded.</p> <p>The standard e-marketing fields can be mapped per survey to allow full flexibility in arranging the mapped fields from an e-marketing campaign to any survey question.</p>

<p><b>Integration to Portal</b></p>	<p>As part of the eNews system this tool works seamlessly with eNews campaigns and integration of emails into Campaign manager.</p> <p>Allowing surveys and campaigns to be sent out whenever required.</p>
<p><b>Other functionality</b></p>	<p><b>Question Libraries</b> Create a question once, save it in a question library, and then re-use the question on any number of surveys.</p> <p><b>Data Export</b> Export data from any survey into CSV/Excel in one of three formats. Includes dozens of options for exporting additional data.</p> <p><b>Page Conditions</b> Use powerful page condition logic to optionally display any page in a survey based on responses to one or more questions on previous pages.</p> <p><b>Answer Piping</b> Display the answers to questions on previous pages in the text of questions on subsequent pages.</p> <p><b>Results Sharing</b> Easily share your survey results with others. Each report share allows for granular control over which reports are shared, and what functionality is available for that user.</p>