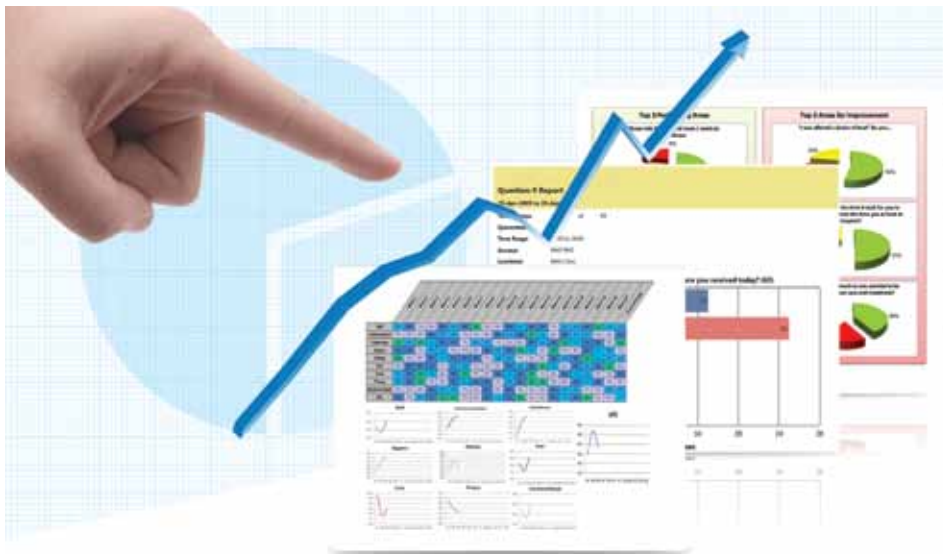


## ViewPoint Research Control Suite

### System Overview



### ViewPoint RCS is an online application providing secure access to a powerful business intelligence tool.

The collection of data through multiple feedback channels including data import from other sources, together with the analysis and reporting engine of ViewPoint RCS, creates an unrivalled Self-Service solution for measuring customer or service user experience.

Customer choice is driving up the need for service excellence and the best source of quality improvement information is the customer or visitor themselves. The ViewPoint Survey Solution is designed to measure customer satisfaction and provide insight into improving their experience.



### Audits with ViewPoint RCS

The flexibility of the ViewPoint RCS means it is also a powerful tool to carry out management audits within an organisation. Designed to capture data utilising multiple methods using various selection criteria, ViewPoint RCS has been used to carry out risk assessments, management performance audits and demographical audits.

“

We have saved about half of our research costs.

Colin Samways,  
Marketing Manager,  
Cadbury World.

”

### ViewPoint Benefits

- Valid8™ data validation filters out false entries and ensures high quality data
- Multi-language, large text and image-based survey options, ensure accessibility and demographical inclusion
- Our multi-channel data collection method increases the number of customer survey responses
- Can be used as a Self-Service application or as part of our Managed Services. Let us take care of the whole process and free up the time of your staff
- Highly secure data capture, transfer and storage

*“ViewPoint enable us to gather high volume, high quality customer feedback and make financial savings.”*

**Penn Trevella, Head of Marketing, Wales Millennium Centre**

*“It puts our customers at the heart of the decision making process.”*

**Dave Monkhouse, Group Customer Services Manager, SLM**

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## ViewPoint RCS empowers you:

### Survey Design

Using ViewPoint RCS you can create a range of simple or complex surveys, utilising different question types, text sizes, languages, colours, images and graphics. Our easy-to-use survey wizard ensures high quality survey production. User access can be restricted to ensure only trained, authorised staff can create surveys.

### Survey Control

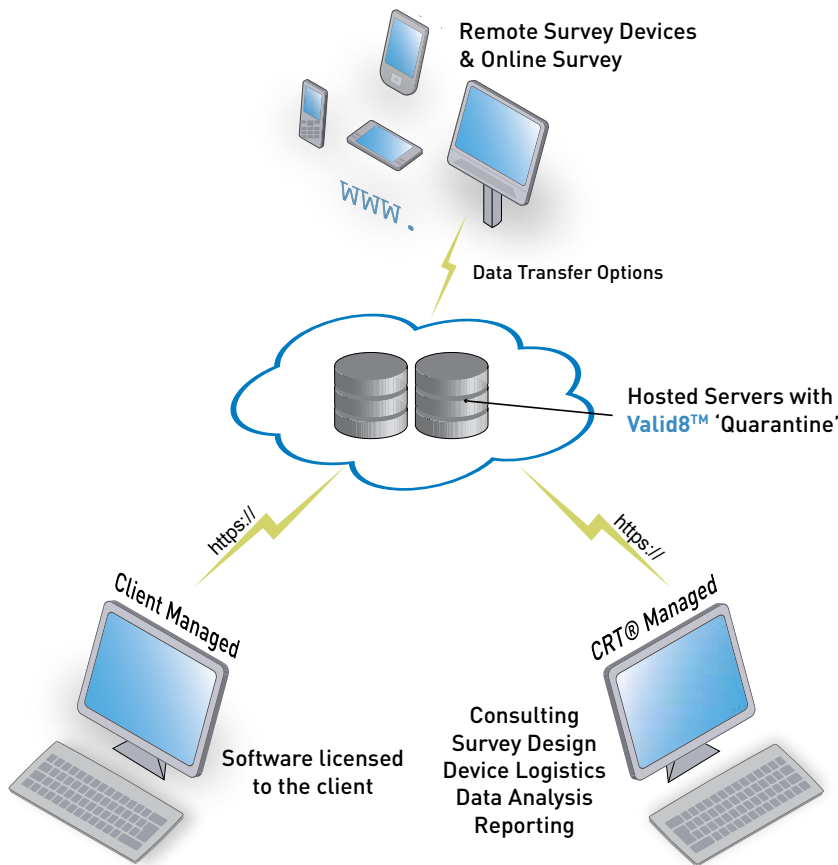
Once designed, you can manage and deploy your surveys across a range of engagement platforms. ViewPoint RCS then enables you to monitor survey performance and upload response data for validation and analysis.

### Survey Analysis

Response data is centrally and securely held in our ViewPoint RCS data repository. Once filtered through **Valid8™** algorithms, the response data is analysed via standard 'one click' reporting or more complex cross tabulation or filtered analysis. You can create multiple reports or export to other data analysis tools to drive out actionable information. From this, organisational performance can be measured and improvements instigated.

### Survey Devices

Multi-channel data capture along each customer's journey is achieved through our range of Touch Screen kiosks, Tablet PCs, Mobile Phone text messaging and Online Surveys.



*People find ViewPoint easy to use which allows us to gather feedback from a much wider range of demographics than was previously possible. Collecting real time feedback has always been difficult but ViewPoint allows everyone to be included, with a level of anonymity that makes them feel secure when giving point of experience feedback.*

**Chris Giles, Development Manager**



The system truly is helping us to shape community services.

**Ian Tritschler, Associate Director of Business Intelligence and ICT**



## ViewPoint RCS Features

### Survey Design

- Secure intuitive web-accessed interface
- Range of question and answer types
- Simple or complex routing options
- Verbatim 'open text' capture
- Images as buttons & custom graphics
- Customisable survey look & feel
- Multiple Languages
- Randomised question order

### Survey Control

- Range of connectivity options
- Easy to manage survey editing
- Straightforward survey deployment
- Monitor response rates to evaluate survey effectiveness
- Centralised data repository for easy access

### Survey Analysis

- Powerful analytics engine for standard and advanced reporting
- Auto-reporting
- Advanced custom reporting
- Device & location specific reporting
- Data validation to ensure high quality results
- Survey data is compatible with external reporting packages
- Demographic reporting

Our partners:



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