

KINETIC SURVEY



EXTEND THE POWER AND VALUE OF BMC REMEDY® WITH EFM.

The Only Enterprise Feedback Management Tool Built on BMC Remedy

Hundreds of organizations, including most of the Fortune 500, use the BMC Remedy Action Request System® (ARS) to manage and improve business processes. Today, few processes are as important as survey management—also known as Enterprise Feedback Management (EFM)—which systematically gathers and analyzes customer experiences to monitor and improve service delivery management.

Kinetic Survey is the only EFM tool built on the BMC Remedy ARS platform. It enables BMC Remedy users to easily replace their old single-use, scattershot external and internal customer surveys with one comprehensive EFM platform, not just for service management use, but also for customer support, sales and marketing, HR,—virtually any functional group in your organization.

Get more from your BMC Remedy investment

Kinetic Survey leverages BMC Remedy to integrate customer feedback into business processes. It provides a consistent methodology across your organization, with standardized training and documentation, and standardizes survey branding

across the enterprise for a consistent and professional look and feel. For BMC Remedy users, there's no more powerful and cost-effective way to implement EFM than Kinetic Survey.

The native EFM tool for BMC Remedy from the leading BMC Remedy developer

Kinetic Survey comes from Kinetic Data, one of world's largest and most experienced third party BMC Remedy software companies. It installs on your BMC Remedy ARS server, works with all BMC Remedy forms, and runs on all supported versions of ITSM, standard or customized.

With Kinetic Survey, BMC Remedy administrators automate and centrally control enterprise survey processes and apply feedback and security rules, but the power to easily create and administer surveys is distributed across the organization.

Kinetic Survey features that bring new value and functionality to BMC Remedy ARS include:

Enterprise Feedback Management for everyone who needs it

No BMC Remedy development skills are required, so surveys can be created by

KINETIC DATA

235 SIXTH ST. EAST. SUITE 400B
ST. PAUL, MN 55101
WWW.KINETICDATA.COM



KINETIC SURVEY

sales, marketing, account management, customer support, HR, IT incident management and other departments.

Higher response rates than traditional surveys

Survey authoring is easy and intuitive, so users can quickly create personalized, targeted surveys that drive up response rates.

The right survey delivered to the right person at the right time

Kinetic Survey provides control over what action triggers a survey (such as delivery of a service), who receives it, when someone receives it and how often each individual can be surveyed. And surveys

can be conducted by email, the Web or phone, so you can use the medium best suited to the survey type and recipient.

Feedback that triggers action instead of gathering dust

Automated routing of responses to appropriate personnel (for example, alerting a manager of a reported service problem) ensures that issues are followed up on promptly.

Kinetic Data makes it easy for BMC Remedy users to create timely, tailored surveys in many areas, including:

Market Research

- Customer perceptions
- Prospect perceptions
- Competitive analysis
- Demographics
- Brand research

Customer satisfaction

- Postservice
- Postpurchase
- Partner/distributor satisfaction
- Product/service enhancement requests
- Mini-surveys during incident and customer support interactions

Employee satisfaction

- Training
- Reviews
- Benefits administration
- Suggestion boxes

Product development

- Existing client needs
- Potential client needs

IT and ITIL-based services management practices

- Quality and timeliness of service delivery
- Continuous process improvement

New features in Kinetic Survey 4.0

Robust client-side actions make customizable surveys easier than ever. Make questions read-only, conditionally required, hide/show, set fields, add hover field help/tips and more.

Expanded pattern matching increases your efficiency. Use predefined patterns like phone number or SS#, or create your own using regular expressions.

More styling options increase the appeal of your surveys. Enhance surveys with additional stylesheet helpers, additional page editing features, application-wide style preferences and more.

Import/export surveys for even easier survey creation. Now you can easily move a survey from one server to another, or download new ones from Kinetic Data!

Increase accuracy with features such as survey expirations. Specify an "active time" limit for surveys to ensure timely and accurate feedback.