



KINETIC SURVEY

Kinetic Survey 4.0 Features & Benefits

FEATURE	BENEFIT
SURVEY CREATION	
Ability to include questions, text, images and multiple pages within a survey	Provides complete creative flexibility for creating surveys, to improve response rates; include supplemental information, explanations or diagrams where necessary; and reinforce corporate, business unit or departmental branding standards and messages.
Ability to personalize the text that displays to the user with labels such as first name, business unit, etc.	Enhances the professionalism and user-friendliness of surveys to increase response rates and quality of feedback.
Ability to copy entire sections, pages and other elements from one survey to another	Greatly reduces the effort required to produce new surveys, saving time and expense. Also increases the accuracy and consistency of the use of phrases and key terminology across surveys within an organization.
Ability to clone an entire survey	As with the ability to copy sections or elements among surveys, this reduces the time and effort required to build new surveys, ensures accuracy and consistency, and supports the use of organizational best practices in survey creation.
Ability to activate/deactivate a survey	Improves the relevance and timeliness of survey results by controlling the time period over which surveys can be answered. Also assists in managing feedback analysis by establishing a firm date for final results.
Includes sample surveys and forms	Speeds the process of creating surveys, particularly for new users, saving time and administrative effort, and reducing the time-to-benefit for implementing EFM.
Ability to create multi-language surveys	Your customers, employees and suppliers probably speak more than one language—and the experience that foreign-language speakers have with your organization, website, products and people is often different from that of native speakers, so capturing their feedback is important. Kinetic Survey makes it easy to create surveys in more than one or just a few languages, so you can let foreign language speakers know that you value their input and have the tools in place to collect and respond to it.

KINETIC DATA

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



KINETIC SURVEY

FEATURE	BENEFIT
Ability to configure locale-specific messages for the user in the event of an error (required field missing, survey already submitted, connection problems, etc.)	Enables you to communicate precisely what's wrong when the user receives an input error, reducing respondent frustration and increasing response rates and accuracy.
QUESTIONS	
Allow for multiple question types (date, free text, lists, decimal, integer, numeric range)	Speeds the data analysis process and improves the value and usability of survey results by giving survey creators maximum flexibility in asking for specific types of information and collecting data in a reliably consistent format.
Ability to include an attachment on a submission	Allows creation of surveys that collect supplemental documents and information, and enables respondents to provide additional information in any permitted document format. For example, respondents can attach screen shots relevant to a software issue or photos of damaged equipment.
Ability for a list of answers to come from a separate BMC® Remedy® form	Simplifies survey creation by enabling survey authors to utilize lists already stored on BMC Remedy forms, as well as ensuring the accuracy and consistency of responses across surveys.
Pattern matching for available answers	Ensures data accuracy and relevancy by defining and checking the format and length of each response. For example, this can be used to ensure that users are entering information such as date, Social Security number and phone number in the correct format with the proper number of characters.
Limit the number of characters available to submit for a question	Prevents erroneous answers, and encourages users to provide concise responses to open-ended questions in free-form text fields.
Allow fields to be required	Prevents respondents from submitting surveys with critical fields left blank, improving the validity and usability of survey results. For example, contact information may be required in order to permit survey follow-up, or respondent location may be critical in isolating the source of a problem.
Allow fields to be conditionally required	Allows survey creators to require completion of certain fields based on answers to previous questions. For example, "version number" may be required for answers pertaining to some software applications but not others, or contact information may be required only from respondents reporting low satisfaction ratings.
Mark a question as read-only	Lets survey authors dynamically limit which questions a customer needs to answer based on responses to previous questions. For example, a respondent reporting a high satisfaction rating may not be required to provide additional detail about the resolution of a service issue.
Clone questions from another template	Speeds creation of new surveys, saving time and effort, and ensures consistency and accuracy across surveys.

KINETIC SURVEY

FEATURE	BENEFIT
Ability to set a default value for a question	Simplifies survey response and reduces the time required to complete surveys by pre-populating fields with common answers to specified questions.
Ability to set answer as “Do Not Score”	Enables survey administrators to exclude specific numeric response fields from survey scoring—for example, telephone numbers. This option can be changed over the lifetime of the survey template to change the scoring focus of the survey.
STYLING	
Drag and drop WYSIWYG editing of pages	Makes it easy for inexperienced and non-technical users to create attractive, professional-looking surveys that align with organizational, operational unit or departmental branding standards. Reduces the time and effort required to create surveys.
Allows for grid layout functionality	Improves the professionalism of survey appearance by enabling precise alignment of elements such as logos, text boxes and other graphics.
Attach a custom cascading style sheet (CSS)	Makes it easy for web-savvy survey writers to create and utilize custom CSS files, and enables non-technical users to easily add consistent formatting to surveys using existing CSS files.
Link to external stylesheets	Allows non-technical users to easily apply consistent formatting across surveys to comply with branding, font size and color standards using existing external CSS files.
Apply CSS styling at a template or page level	Provides the flexibility to apply a style sheet at the template level, or to customize the look of each survey or even each page for different uses, departments or services.
Set application-wide styling preferences	Enables enterprises to apply a single style sheet across all surveys based on a corporate or organizational standard. This style can be over-ridden by specific styles down to the individual question or text-element level if needed.
Include text (static and dynamic lookup) in your survey	Easily add special instructions or supplemental information to surveys to simplify completion and improve response rates, even with complex questions. Dynamic lookup lets survey administrators set specific default values based on previous answers in the survey. For example, a field for city or state can be pre-filled based on department or product.
Include images in your survey	Allows survey creators to add anything from a simple image, such as a logo for branding purposes, to complex images like photos and diagrams, to help respondents answer more complex, involved questions, improving response rates, accuracy and the value of collected feedback.

KINETIC SURVEY

FEATURE	BENEFIT
Pick images from a central image library	Enables you to easily re-use common images (product photos, diagrams, logos, etc.), that may be utilized for a variety of communication purposes, on internal and external surveys. There is no need to create and maintain a separate library of such images solely for survey use.
Ability to set style information for any element, including text weight, font, color, background, borders, etc.	Provides complete flexibility to design surveys that are attractive, professional-looking and that adhere to organizational/operational unit/departmental branding standards. This ensures consistency across communications and supports high response rates.
CUSTOMER EXPERIENCE (WEB)	
Limit the total number of characters submitted per page	Protects online survey forms from malicious submissions that may attempt to exploit web server vulnerabilities.
Hide/show questions and text based on answers/events	Ensures that all required response are collected and that users are not presented with irrelevant questions.
In-page queries and set-field value actions	Automatically populates fields with predefined common values, based on what the user types, as the survey is being completed. Dynamically auto-filling fields reduces entry errors to improve response accuracy.
Allow linking to external web pages	Lets you refer users to external websites or pages for supplemental information and instructions, such as definitions of key terms, service level agreement (SLA) specifications, product/service information or contact lists.
Support for other client-side events including mouse-over, on-click, on-change, mouse-out	Provides the ability to change text color, add drop-down menus, incorporate pop-up text or perform other on-page actions based on user activity. This helps ensure the accuracy and completeness of responses when special instructions, definitions or other supplemental information is required to elicit valid responses.
Include "hoverable" help text for any element	Easily add context-specific help, a supplemental explanation (such as a response field description or list of acceptable answers) or other information to any field on a survey questionnaire.
Let users go back and change submitted answers on previous pages	Improves the validity and accuracy of survey data by enabling users to correct or clarify previous responses as they complete a survey.
View completed results from a web page	Makes it easy to display survey results to any internal or external audience at any point in the survey process, and even create "quick polls" where survey respondents can instantly view group results after submitting their responses. This interactivity increases user interest in the survey and improves response rates.
Ability for survey invitations to expire	Improves the relevance and timeliness of survey results and enable timely analysis and reporting by controlling the time period in which surveys can be answered.

KINETIC SURVEY

FEATURE	BENEFIT
Ability to include custom JavaScript to extend functionality	Enables survey creators who are familiar with JavaScript to add functions such as limiting the response options presented based on answers to previous questions. For example, you could limit the choices displayed for office location based on the business unit specified by the respondent.
Ability to branch to different pages based on customer answers	As with the ability to hide or show questions based on previous answers, this ensures that all required responses are collected—and that respondents aren't presented with irrelevant questions—based on their answers to previous questions. This feature, however, enables you to display an entirely new page to respondents in situations where you need answers to a series of questions based on some previous response criteria, such as asking for additional detail from respondents who gave a low satisfaction score to a product or service.
Ability to include any valid HTML markup in the body of the survey	Enables survey creators with HTML knowledge to extend the functionality and utility of surveys by adding hyperlinks, pop-up windows, special text formatting or other HTML code to a survey. Adding interactivity to surveys more fully engages respondents, leading to higher response rates and greater response validity.
MESSAGING	
Ability to control the styling of emails sent to customers and employees	Reinforces organizational, operational unit or departmental branding—including font, size, color, logo, standard text and other elements—in survey-related emails, for greater consistency, professionalism and respondent engagement.
Ability to include fields (answers) in an email message	Helps to automatically verify survey responses through follow-up email messages and assures respondents that their feedback was accurately recorded.
Ability to specify an outbound email mailbox	Lets you specify a "Reply to" email address in survey-related messages to effectively manage user questions and responses.
Allows for HTML and plain text email handling	Ensures that survey-related emails can be read by all respondents by sending users the appropriate type of email message based on their email settings and preferences.
Enables preview of HTML email messages for message creators	Verifies the accuracy of the content and formatting of HTML email messages, so the right information is delivered in the correct format with no broken links or other embarrassing HTML errors.
Include attachments in an email message	Lets you include supplemental information with survey-related email messages in any file format permitted by the email system.
Ability to send notifications to managers based on the score of a survey	Automatically notify managers when survey scores exceed or fall short of a threshold you set. For example, congratulate managers on exceptionally high scores—or alert them to take action based on low satisfaction results.

KINETIC SURVEY

FEATURE	BENEFIT
Ability to send reminders to customers who haven't submitted a survey	Ensures timely response to surveys while increasing respondent participation by reminding users or customers of survey due dates.
Ability to send notifications based on answer qualifications	Enables departments to respond quickly to critical feedback by automatically sending notifications to specified individuals based on text answers such as product name, department name, or simple yes/no answers.
Ability to embed a simple survey in an HTML email	Allows you to quickly and easily create, distribute and collect feedback from short surveys. This is particularly useful when information must be communicated and responses must be gathered from a defined group of individuals in a short time frame, such as in the event of an approaching storm.
REPORTING	
Includes preconfigured reports	Provides standard, out-of-the-box reports that enable you to quickly get started in collecting, analyzing and reporting on basic survey feedback with a minimum of time and effort.
Uses Crystal® (Business Objects®) reporting facilities	Takes advantage of reporting tools you already have in place and with which your users are already familiar—saving your organization the time, expense, and hassle of installing additional reporting tools and training users on an application-specific tool to create customized survey reports.
Includes preconfigured dashboards of customer submissions	Provides a dynamic “at-a-glance” view of survey response metrics for management and quality assurance purposes—for example, a pie-chart visually illustrating reported satisfaction rates or the distribution of responses to any specific question.
Ability to export data from a survey	Enables easy use of survey results in external reporting, analysis, presentation or other tools.
Ability to report across similar surveys	Easily view and analyze data from multiple surveys based on any common criteria—such as respondent department, subject, satisfaction level or respondent type—for evaluation and decision-making purposes.
Ability to modify existing reports	Reduces reporting time and effort by letting survey administrators easily customize existing reports or create new reports based on existing templates to address specific analysis requirements.
Ability to import custom reports	Eliminates the need to re-create existing reports in your enterprise feedback management (EFM) system, saving administrative and management time and effort while maintaining consistency of reported data.

KINETIC SURVEY

FEATURE	BENEFIT
AUDITING	
Auditing on change of a customer's submission/answers	Provides an audit trail to track changes made to submitted survey results to ensure the accuracy and reliability of feedback analysis and reporting, as well as to address regulatory and internal compliance standards.
Auditing on change of a template (in active status)	Ensures that managers and survey administrators are alerted to any changes made to an active survey, so that data analysis remains accurate and reliable.
INTEGRATION	
Integrates to other external applications (non-BMC Remedy) via web services, Java API or other BMC Remedy-supported integration capabilities	Kinetic Survey provides a variety of familiar methods for your IT group to integrate EFM with other third-party applications so your team can use their preferred integration approach, minimizing development time and efforts while ensuring integration reliability.
Events on any BMC Remedy-based form can trigger one or more survey invitations to a customer based on rules	Automatically triggers sending a survey invitation to any user based on associated event with BMC Remedy, e.g. a title change, move, or closing of a service ticket. For example, when users have software issue reports resolved by IT, Kinetic Survey can automatically invite them to complete service delivery satisfaction surveys upon closing of the help desk tickets in BMC Remedy.
Additional rules can be applied to events to determine whether to send an invitation (every X number, wait X days, total submissions)	Automatically prevents over-surveying of users, which can depress response rates, by enabling survey administrators to establish rules governing how often a particular user can be invited to respond to a survey—for example, by preventing a user from being contacted more than once per week, or automatically turning off a specific survey once a certain number of responses have been collected. Kinetic Survey improves response rates and data quality by applying survey frequency rules across your entire organization; there is no practical way to do this with multiple, fragmented department-level survey tools.
Includes opt-out functionality	Increases user satisfaction by enabling them to opt out of receiving surveys.
Create records in other BMC Remedy-based forms on submission by a customer	Eliminates data re-entry effort and ensures accuracy by automatically creating required records in other BMC Remedy forms based on survey submissions by customers or business users—for example, adding service delivery satisfaction scores to closed help desk tickets.
Ability to send surveys in a batch based on a qualification	Reduces administrative time and effort, and ensures proper survey targeting by automatically triggering sending of a specified survey to a defined group based on an established criteria. For example, a satisfaction survey can be sent to all new employees in a particular department two weeks after their hire date or to all customers who purchased a particular product within a specified date range.

KINETIC SURVEY

FEATURE	BENEFIT
<p>Ability to trigger a “Quick Survey” as a popup dialog for agents working an incident/ticket—can be used for call scripting</p>	<p>Provides a quick and easy way to instruct contact centers agents to ask specific questions based on predefined criteria or events, and to log customers’ responses For example, agents could be instructed to ask customers who have purchased a particular item if they may also be interested in a certain complementary product (cross-selling) or an extended warranty (up-selling), or to remind customers to complete an online product registration form.</p>
<p>Ability to push data from an originating ticket into a survey for auto-population of answers or for reporting needs</p>	<p>Speeds the survey process and reduces administrator and respondent effort by automatically pre-filling specific survey answer fields with information from an issue ticket. For example, service delivery time can be automatically entered in the survey form based on the help ticket opening/closing dates. This increases both response rates and survey data accuracy by reducing the efforts for the respondent and ensuring that survey answers correlate with issue ticket data.</p>
LIST MANAGER	
<p>Ability to hold lists of people not held in other BMC Remedy-based forms/applications</p>	<p>Enables surveys built in Kinetic Survey to be answered by individuals not registered in BMC Remedy—such as customers, contract or temporary employees, and vendors—while maintaining integration with BMC Remedy for automatically populating forms, as well as with third-party reporting tools and other applications.</p>
<p>Ability to easily send out an invitation for a survey from the list manager</p>	<p>Enables survey authors to easily ask specific users to respond to individual surveys, such as asking a new employee or group of employees for feedback on their provisioning experience.</p>
<p>Ability to import names/lists into the list manager</p>	<p>Simplifies the process of compiling survey recipient lists, particularly for individuals outside of BMC Remedy (such as customers). This enables you to apply automated survey rules (for example, controlling survey invitation frequency) to lists outside of BMC Remedy.</p>
<p>Ability for customer submissions to create new members of a list</p>	<p>Allows customers to self-register for appropriate surveys, reducing IT and administrative effort while improving list completeness and accuracy.</p>
<p>Ability to populate members of a list via a web service</p>	<p>Gives IT and other departments the ability to easily create a new respondent list, or add new members to an existing list, from another application. For example, you could target a survey to everyone in your organization who uses your web conferencing service, or sales and marketing could send a survey to all prospects who meet certain criteria pulled from your enterprise CRM application.</p>