



November 2004 Improvements to PeoplePulse – How They Impact You!

Overview:

Quintessential has just completed a round of significant improvements to PeoplePulse to help you get even better value from your subscription and cement our position as Australia's leading online survey tool.

This document is intended to summarise these enhancements and provide practical examples of how you can use them to your advantage.

If you would like to find out more about any of these enhancements, please feel free to contact Paul Quinn on (02) 9232 0172.

Enhancements in Summary:

| | Page |
|--|------|
| 1: NEW E-MAIL 'NOTIFICATIONS' MODULE | 2 |
| 2: MATRIX 'SCALE' QUESTIONS | 3 |
| 3: RANDOMISE ORDER OF ANSWERS AND/OR QUESTIONS | 4 |
| 4: SCORING AND WEIGHTING OF ANSWERS | 5 |
| 5: 3D MATRIX QUESTIONS | 6 |
| 6: IMPROVEMENTS TO 'OVERVIEW REPORT' | 7 |

1: New E-mail 'Notifications' Module.

■ Description:

The PeoplePulse notifications module enables you to send personalised communications to any e-mail address entered by respondents in your survey, or send survey results to one or more fixed e-mail addresses that you specify (eg. feedback@yourcompany.com.au).

The notifications module also enables you to set up unique criteria for each notification, such that you are only notified if respondents answer a question in a certain way. You can also set up notifications to be sent in plain text, HTML format, or both, and you also have the ability to totally customise the design of each e-mail. In addition, you can elect to send a notification on the completion of a survey, or alternatively send it at a pre-determined date. You are also able to add up to 3 attachments to your notifications e-mail.

■ Potential Uses:

The PeoplePulse notifications module can be used for a variety of applications. Here are some practical examples:

1. **Be notified of poor-performance.** Eg. If you want to be immediately informed via e-mail when your clients give you a satisfaction rating of 3 out of 10 or lower.
2. **Automate information delivery.** Eg. An 'Information Request' form on your website can be automated using PeoplePulse such that the requested information is immediately e-mailed via a personalised e-mail to the person requesting the information.
3. **Automate 'Refer a Friend' functionality.** Eg. At the end of a candidate survey you could encourage candidates to refer their friends to your organisation. They would simply enter their friend's e-mail address(es) and type a personalised message to them and the notifications module would automate the sending of the e-mail.
4. **Automate the delivery of an incentive for completing a survey.** Eg. If you have offered an incentive to respondents to complete your survey (eg. a free salary survey), you can use the notifications module to automatically e-mail this incentive to the respondent's e-mail address as soon as the survey has been completed.
5. **Event / Seminar RSVPs.** Eg. Use PeoplePulse to help increase event attendance figures. Capture RSVP information for an upcoming event and set the notifications module to automatically e-mail all confirmed attendees a personalised reminder message the day before the event.

2: Matrix 'Scale' Questions.

■ Description:

We have added a number of new types of matrix questions to PeoplePulse – one of which is a 'sliding scale' matrix.





A sliding scale matrix allows you to ask respondents where they would position themselves on a scale that has two polar opposite options (eg. Good or Bad, Excellent or Poor, Happy face or Sad face).

Our sliding scale matrix also allows you to add small icons or images to represent the end of each scale. For example, instead of offering the options of 'Excellent' and 'Poor' you could offer a smiley face and a grumpy face.

■ Potential Uses:

One of the advantages of a sliding scale matrix is that respondents don't have to commit themselves to a specific rating (say 7 out of 10). Instead, they simply indicate on a 7 or 10 point scale their level of agreement with your question.

An example of a sliding scale matrix is contained below:

| | | |
|--|--|---|
|  Great value for money | <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> | Poor value for money  |
|  Excellent understanding of our needs | <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> | Poor understanding of our needs  |
|  Provides service with a smile | <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> | No smile to be seen!  |
|  Never too busy to help | <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> | Always too busy to help  |

Next

3: Randomise Order of Answers and/or Questions

■ **Description:**

We have added a new feature that enables you to make any list of either questions or answers appear in random order for each individual survey respondent.

■ **Potential Uses:**

Randomise Answers:

If you are asking a question such as “Who is your favourite car manufacturer?” you may think that by always listing the option “Holden” at the very top of a list of 30 car manufactures may inadvertently increase the chances of Holden being selected. Consequently, by using the ‘randomise answer list’ feature you ensure that each respondent to your survey will see the list of car manufacturers in a completely different order to ensure any bias is removed.

Randomise Questions:

Using the same rationale as above, in some cases you may not want to have survey questions appear in the exact same order for each respondent to avoid bias. For example, you may feel that respondents will spend more time answering question 1 than answering question 20. In such cases PeoplePulse now allows you to randomise questions in each section of your survey such that each survey respondent views each set of questions in a totally random order.

4: Scoring and Weighting of Answers

■ Description:

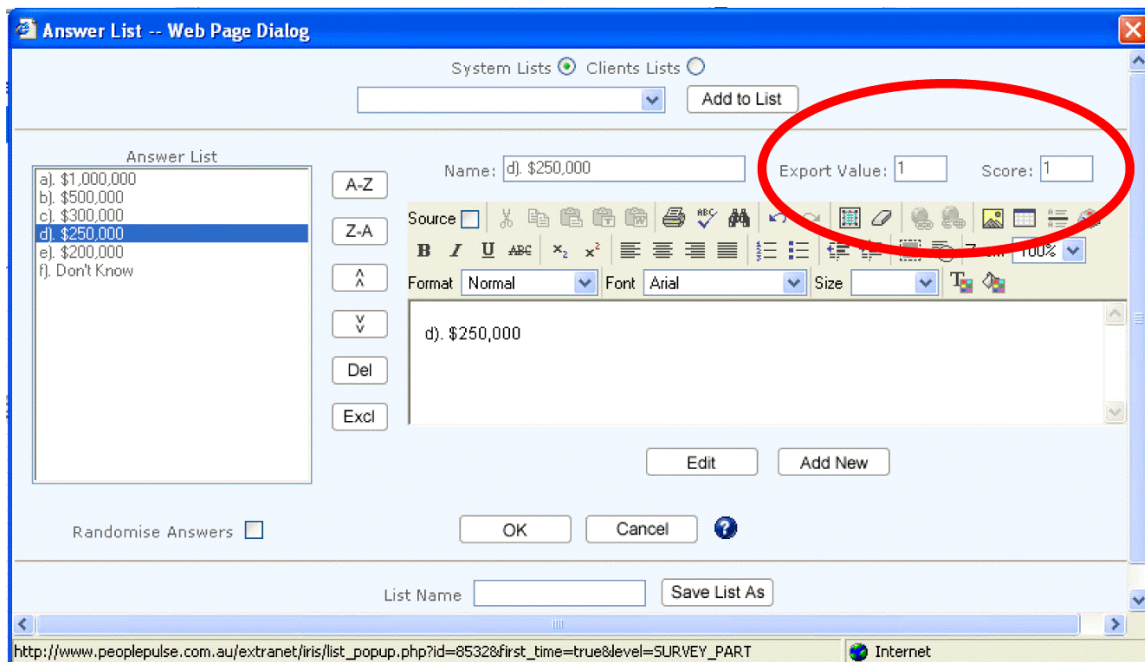
For clients who wish to conduct online exams, pop quizzes, skill or psychometric tests, PeoplePulse now has an in-built answer scoring and weighting feature.

For example, if you wish to run a 20 question multi-choice exam, PeoplePulse enables you to append hidden values to each answer option (eg. '1' for right answers and '0' for wrong answers). Then, at the conclusion of the survey, you can automatically provide respondents with their score (if you wish), or hide their score and make it available to approved system users only.

■ Potential Uses:

The scoring or weighting of answers is perfect for any survey where you want to assess the accuracy of a respondent's answers, or use their answers to automatically display a respondent profile (eg. 'Congratulations, you scored 80 – that means you fall into the "High Achiever" category').

PeoplePulse's scoring and weighting feature can also be used in conjunction with the system's new 'notifications module' to deliver a powerful end-to-end online solution. For example, you can use PeoplePulse to build a 50 question multi-choice exam, and automatically e-mail respondents that get 40 or more questions correct a congratulatory note attach a personalised 'Certificate of Completion'.



5: 3D Matrix Questions

■ Description:

PeoplePulse now has the ability to deliver 3-dimensional matrix questions.

3D Matrix questions allow you to get feedback on a number of different attributes associated with a product or service at the same time. It allows you to gather information on these attributes by requiring the respondent to answer using a drop down box.

3D Matrix questions create a grid. List the statements, products, features or services you wish evaluated in rows and enter your evaluation criteria as answer list headings. Using dropdown boxes containing preset values helps ensure response consistency.

You can also offer either text or numeric answer list scales for each column in your matrix. For example, column one ('Importance') may offer a numeric answer scale of 1 to 10, and column two ('Satisfaction') may offer a text answer scale of 'Satisfied' to 'Unsatisfied'.

■ Potential Uses:

Below is a common example of the type of questions that can be asked using the 3D matrix question type:

Q1) Thinking about your experience with us, please rate the following aspects of the service you received in terms of its **importance** and your **level of satisfaction** with us ...

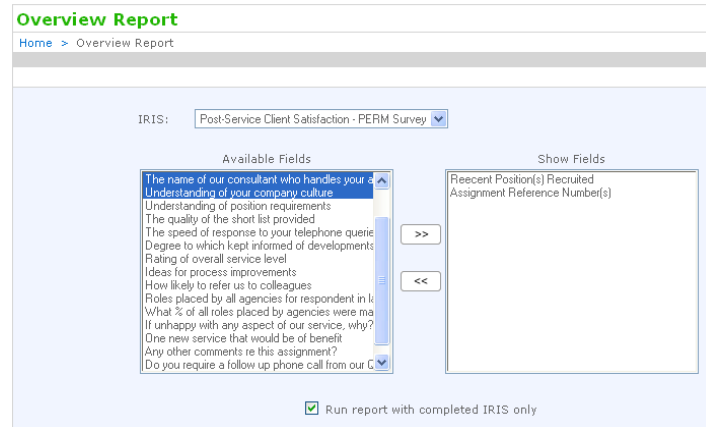
| | Importance to you: | Your Satisfaction: |
|--|----------------------|----------------------|
| The consultant's probing and understanding of your current business issues and challenges: | <input type="text"/> | <input type="text"/> |
| The Consultant's level of understanding of your company culture: | <input type="text"/> | <input type="text"/> |
| The Consultant's level of understanding of the requirements of each position: | <input type="text"/> | <input type="text"/> |
| The quality of the short listed candidates provided: | <input type="text"/> | <input type="text"/> |
| The speed of response to your telephone queries: | <input type="text"/> | <input type="text"/> |
| The degree to which you were kept informed of developments throughout the assignment: | <input type="text"/> | <input type="text"/> |
| The provision of a shortlist to you within a reasonable timeframe: | <input type="text"/> | <input type="text"/> |
| The consultant's commitment to achieving a successful outcome for you: | <input type="text"/> | <input type="text"/> |

6: Improvements to ‘Overview Report’

■ Description:

The main ‘Overview Report’ in PeoplePulse has been enhanced to make it more user-friendly. The following two changes have been made:

1. **Question picker.** The ability to select one or more questions to include in your report (as opposed to the overview report automatically showing all survey questions).



2. **Enhanced XLS output file.** PeoplePulse allows you to download the results of the Overview reports into .CSV format that can be easily opened using any common statistical package such as MS Excel. Historically, this data export showed an individual’s responses to all questions, each grouped one after the other down the page. This has now been changed to show an exact replica of the contents of the overview report, with each answer inserted into a separate column (refer example on right).


| | | | |
|---------------------------------------|----|-----|-------|
| Understanding of your company culture | | | |
| Excellent | 11 | N/A | 22.92 |
| Very Good | 24 | N/A | 50 |
| Good | 13 | N/A | 27.08 |
| Average | 0 | N/A | 0 |
| Fair | 0 | N/A | 0 |
| Poor | 0 | N/A | 0 |
| Very Poor | 0 | N/A | 0 |
| Question Respondents: | 48 | | |


| | | | |
|--|----|-----|-------|
| Understanding of position requirements | | | |
| Excellent | 9 | N/A | 19.15 |
| Very Good | 31 | N/A | 65.96 |
| Good | 6 | N/A | 12.77 |
| Average | 0 | N/A | 0 |
| Fair | 1 | N/A | 2.13 |
| Poor | 0 | N/A | 0 |
| Very Poor | 0 | N/A | 0 |
| Question Respondents: | 47 | | |

| | | | |
|--|----|-----|-------|
| The quality of the short list provided | | | |
| Excellent | 8 | N/A | 17.02 |
| Very Good | 23 | N/A | 48.94 |
| Good | 14 | N/A | 29.79 |
| Average | 2 | N/A | 4.26 |
| Fair | 0 | N/A | 0 |
| Poor | 0 | N/A | 0 |
| Very Poor | 0 | N/A | 0 |
| Question Respondents: | 47 | | |

■ Potential Uses:

These changes are designed to make the overview report more useful and user friendly. Using the question picker, for example, you can select 1 or 2 questions that you believe may be of interest to a client or internal customer and use the ‘e-mail report’ button to send them the results of only those two questions.

The new excel output file makes the manipulation, analysis and graphing of PeoplePulse results in software such as Excel a breeze. To develop a custom chart in Excel, for example, simply download the results into Excel by pressing the  icon in PeoplePulse,

highlight the question data of interest in Excel, click Excel’s ‘Chart Wizard’ icon  and follow the prompts.