Introduction to Confirmit

Confirmit helps businesses operationalize feedback to drive organizational change using the world’s most secure, reliable, and scalable solutions for Voice of the Customer, Voice of the Employee, and Market Research programs. Confirmit’s solutions enable companies to run feedback and research programs that increase revenue, reduce costs, and promote culture change.

Confirmit’s comprehensive reporting suite, including Reportal™, Active Dashboards, Instant Analytics, Discovery Analytics, and Action Management provides organizations with access to everything they need for reporting, data visualization, dashboarding, and alerting.

Using our range of modules, you can:

- Realize excellent ROI from your feedback and research efforts
- Reduce the time, cost, and complexity associated with survey and feedback analysis
- Break down the data silos that prevent your organization from achieving results
- Deliver business insight faster, directly to those who need it
- Gain complete control over all your reporting and analysis processes
- Engage more people across your business
- Keep your survey data safe
- Drive immediate corrective actions based on the insights uncovered
Confirmit has the solution. With Confirmit SmartHub, you can easily capture and map consumer and customer data from all channels and every touchpoint including surveys, internal business systems, social media and more, into one single, intelligent hub.

Confirmit SmartHub helps corporations and market researchers alike achieve a richer view of customers and markets by bringing in different types of data alongside survey data. This allows you to analyze all data together, which provides context for, and adds depth to, all your customer and market feedback, helping you to make smarter and faster decisions that drive business forward.

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Confirmit SmartHub™

Strong data informs both strategic and tactical business decisions and helps companies identify new opportunities. To that end, organizations implement system after system to track all sorts of customer data, building huge arsenals that contain millions of data points... siloed... meaningless... useless... data points.

Even if someone in such an organization attempted to make sense of the data they have collected, they'd inevitably find that 80% of that data is unstructured text such as help desk notes, customer emails, and so many more potentially valuable data sources. And the sad reality is that the data silos and unstructured text within a business’s four walls are only a relatively minor challenge in comparison to the massive uncontrollable jungle that is social media, blogs, and rating and review sites.

54% of decision makers say they don’t have the data they need to guide strategic business decisions, though the benefits of data-based decision making are clear.

CEOs Report the Areas of Tangible Improvement with Data-Based Decision-Making

![Source](http://www.mckinsey.com/insights/business_technology/the_digital_tipping_point_mckinsey_global_survey_results)
Confirmit provides easy-to-use, scalable, out-of-the-box solutions that support fundamental reporting needs.

Now, let’s take a detailed look at Confirmit’s full range of reporting and analysis solutions.
Instant Analytics™
Quick, Easy, At-a-Glance Survey Performance Analysis

Confirmit Instant Analytics provides an out-of-the-box solution for analyzing survey performance and results. With no set-up time and the perfect amount of control over user access, it provides interactive, real-time reports that empower users to monitor survey progress and perform data analysis. All of this helps you make smarter business decisions faster.

With Instant Analytics, you can:

- View key survey performance information such as invitations, response rates, and more
- Understand where respondents who do not complete the survey are exiting
- Check on progress towards quota targets defined within the survey
- Analyze responses
- Filter response data
- View and search verbatim responses
- Save any valuable findings for later viewing, or export to Excel
- Export raw survey data for further analysis

Confirmit Instant Analytics provides you with real-time access to your data, and you can empower other users within the organization (e.g. project managers, key stakeholders, etc.) to monitor survey progress and perform their own analysis of the data interactively.

Monitor survey performance and respondent drop off in real time

Quick and easy survey results visualization

Click below to watch the video.
Discovery Analytics

Perform Guided Exploratory Data Analysis and Visualizations

Confirmit Discovery Analytics provides analysts with an out-of-the-box, easy-to-use tool to perform guided exploratory analysis and visualization on Voice of the Customer, Voice of the Employee, and Market Research data. With Discovery Analytics organizations are easily able to dive more deeply into their data to uncover insights that otherwise would have remained hidden.

“He who would search for pearls must dive below.”
John Dryden, Poet Laureate 1668

Collaborating, reporting, and sharing insights across the organization has never been so easy! With Discovery Analytics, data visualizations make complex insights easy for team members at every level to understand.

With Discovery Analytics you can:

Find hidden insights
- Easily analyze combined data from multiple sources across your business
- Follow a guided exploration path that effortlessly flows you through a variety of analysis techniques facilitating deeper exploration that uncovers hidden insights
- Conduct ad-hoc analysis of data sources from Confirmit SmartHub

Visualize and analyze your data
- Use built-in analytical reports and interactive data visualizations
- Easily create reports that illustrate insights
- Publish as widgets to stakeholder dashboards
- Share and collaborate with others on reports.

Click below to watch the video.

Find key drivers with improvement potential

Identify trends in your data
Active Dashboards™
Effortlessly Empower Your Staff with Real-Time, Actionable Data

If easy, highly visual dashboards are your thing, it doesn’t get much better than Confirmit Active Dashboards! This out-of-the-box, yet configurable solution facilitates role-based data visualizations of trends, KPIs, scorecards, key drivers, and much more.

With Active Dashboards, you have complete control over your data with powerful user permissions, drag and drop widgets, data filters, drill down, and exporting capabilities - to help you provide the right information to the right people at the right time. Additionally, users can easily export reports to Excel or PDF for further analysis, manipulation, and external presentation of the data.

Confirmit Active Dashboards offers a wide range of features including:

- Out-of-the-box, configurable widgets including Key Trends, Key Drivers and KPIs
- Wide variety of metrics including NPS®, Mean, Top/Bottom box
- OneTouch filters and drill down to multiple and individual responses
- Survey-based hierarchies, based on background variables and questions
- Role-based reporting
- Export to Excel or PDF and automatically schedule email distribution

With Confirmit Active Dashboards, you can easily add and configure dashboards with simple drag-and-drop widgets that can be further tailored and filtered, to ensure your staff gets the role-based information they need - no more, no less.

Click below to watch the video.

Example Use Case
RS Components, the world’s leading high-service distributor of electronics, automation and control components, tools and consumables, relies on Confirmit Active Dashboards to support organization-wide operational reporting, effectively eliminating data silos and leading to the significant business results through customer experience improvements.
Active Dashboards (Continued)

Configurable Dashboards to Meet Your Business Needs

Active Dashboards out-of-the-box widgets include:

- **Key Trends** allows you to report on key trends in your metrics
- **Key Metrics Scorecard** displays goal performance, key metrics, and includes significance testing
- **Key Drivers** helps you determine where to focus your resources for the greatest impact
- **Historical Benchmark** allows you to compare metrics scores over time
- **Comparative Statistics** compares performance on across key metrics
- **Customer Voice** displays responses to open-ended questions
- **Dial** provides a quick view of metrics such as percent of issues resolved
- **Stacked Bar** allows users to visually compare metric performance
- **Discovery Analytics** findings can be published directly to your dashboard
- **Custom Content Widget** allows you to add other preferred metrics not listed here

Color-coded key metric scorecards make it easy to see issues at a glance

One-click drill down into the metrics scorecard provides deeper insights

Example Use Case

Confirmit Active Dashboards provides Tyco SimplexGrinnell, a global powerhouse in the life safety and fire safety security solutions industry, with actionable information. More than 300 team members have a customized, interactive view of customer feedback data tailored to their specific roles and responsibilities. They can access the feedback information by product, team, region, etc. making comparisons across groups and teams easy. Through powerful dashboards, comprehensive analytic tools, and action management technology, Tyco SimplexGrinnell drives tangible business results through customer experience improvements.

Deliver insights and analysis wherever and whenever you need them with the mobile-optimized view.
Now, let’s kick things up a notch!

As you can now see, Confirmit can easily satisfy fundamental reporting needs. But, some organizations want even more. They want a powerful tool that will let them slice, dice, and display data to identify opportunities that will blow their competition away.

With nearly 20 years experience supporting the cutting-edge requirements of the world’s top Market Research firms, Confirmit is the only solution provider capable of providing the advanced capabilities you need to take your business to the next level.
Reportal

Confirmit Reportal is no ordinary reporting platform. The beauty of Reportal is its immense flexibility as a wholly customizable reporting, dashboarding, and portal development platform. With Reportal you can create fully tailored reports that deliver deeper levels of detail and insight, dependent on your individual requirements.

In short, Reportal is a development platform, a tool box with which you can be as creative and analytical as you need. Reportal’s power and comprehensive features list is unmatched in the industry! With Reportal, you are only limited by your own imagination.

Confirmit Reportal Features

Fully-customizable reporting > With Confirmit Reportal you can create customized reports that deliver different levels of detail and insight, dependent on individual requirements. The style properties are open so your design team can completely customize the CSS to meet your style needs. If you don’t have a design team, Confirmit has a range of public templates available for your use.

Engaging dashboards > Using Confirmit Reportal, you can create engaging dashboards that display key survey results at-a-glance on a desktop or mobile device. Dashboards can be branded to suit your needs and tailored to display only the information that is relevant to the recipient.

Comprehensive analysis capabilities > Confirmit Reportal is the most sophisticated analysis and reporting solution available, capable of advanced techniques such as correlation, regression, factor, and cluster analysis in addition to standard cross-tabbing, significance testing, and charting capabilities.

Flexible report delivery > With Confirmit Reportal, you can tailor report delivery to suit the recipient’s needs. Reports can be delivered at scheduled times; online or offline; via secure portals, email, or via an intranet; and then integrated with MS Powerpoint, Excel, or Adobe PDF for wider business use.

“The price of light is less than the cost of darkness.”
Arthur C. Nielsen, Market Researcher & Founder of ACNielsen

Since Reportal’s capabilities are so immense, the next few pages will provide examples of some of the amazing things our customers have done with Reportal.
Reportal

Develop Role-Specific Dashboards

Customized, role-specific dashboards are an excellent way for your team members to stay on top of the data that matters most to them! Depending on the permissions you set, your team members can sort, filter, and drill down into the data according to the needs of their role.

Dive Deeper into NPS®

Most people agree that NPS® is a powerful measurement. With Confirmit, NPS® can do even more, becoming a living, breathing management tool. In addition to showing an overall NPS®, Confirmit can breakout the areas impacting your NPS®, such as the aggregate likelihood to recommend at each stage of your customers’ journey.

Create role-specific dashboards that highlight or color code the most important information

Break out NPS in the way that best serves your company – by product, by sales stage, region, and more
Incorporate Text and Social Media Analytics

Customers using Confirmit Genius are able to analyze survey verbatims, call center notes, social media and more. Then, analyze the true sentiment across multiple sources, receive timely alerts about sentiment changes and align that insight with customer satisfaction scores in Confirmit Reportal.

Integrate Business Systems Data to Provide Deeper Context

Top executives rely on solid data to drive decisions. Unfortunately, data silos are all too common in many organizations. With that, many executives get stuck making decisions based on incomplete information that can mask important insights. Confirmit Reportal helps you avoid this data trap, facilitating integrations with CRM systems like Salesforce.com, human resource information systems, and financial systems to provide you with a holistic view of your data so you can make thoroughly informed decisions.

Supplement the data you have collected with financial, human resources, or CRM data to provide important context.
Reportal

Perform Comprehensive Analytics

Reportal’s comprehensive analytical capabilities mean that your team has access to unparalleled insights. Such advanced calculations provide insight into both the problem and the solution, by calculating the expected impact based on improvements you make. And of course, Confirmit’s advanced permissions help to ensure that the right people have access to the information they need!

Confirmit Reportal’s Advanced Analysis Types include:

- T-Test
- Z-Test
- Chi Square
- Correlation
- Affinity Index
- Regression analysis
- Factor analysis
- Cluster analysis
- Relative Weight
- And more...

Employ advanced analytics to identify trends

On-the-fly calculations can include a variety of segmentation and cross tabulations

Do “on-the-fly” Calculations

You can easily recalculate reports on-the-fly, choosing the metric, changing segmentation, and even getting a peek into the future by modifying a “what if” calculation.

Impact Table

<table>
<thead>
<tr>
<th>Outcome Metric</th>
<th>Select metric:</th>
<th>Overall Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Segmentation</td>
<td>Geography Major</td>
<td>Dealer Type</td>
</tr>
<tr>
<td>What if</td>
<td>Score Increase By</td>
<td>%</td>
</tr>
</tbody>
</table>

**Overall Satisfaction**: 3.78

<table>
<thead>
<tr>
<th>Improvement Index</th>
<th>Current Score</th>
<th>Impact on Overall satisfaction with 5% increase</th>
<th>New Score: Overall Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Field Sales</td>
<td>3.24</td>
<td>0.01</td>
<td>3.80</td>
</tr>
<tr>
<td>Ordering Process</td>
<td>3.91</td>
<td>0.01</td>
<td>3.80</td>
</tr>
<tr>
<td>Product Quality</td>
<td>2.90</td>
<td>0.00</td>
<td>3.79</td>
</tr>
<tr>
<td>Customer Care</td>
<td>3.95</td>
<td>0.00</td>
<td>3.80</td>
</tr>
<tr>
<td>Warranty</td>
<td>3.00</td>
<td>0.00</td>
<td>3.79</td>
</tr>
<tr>
<td>Dealer Distribution</td>
<td>3.90</td>
<td>0.00</td>
<td>3.79</td>
</tr>
<tr>
<td>Logistics</td>
<td>4.00</td>
<td>0.00</td>
<td>3.79</td>
</tr>
<tr>
<td>Technical Support</td>
<td>3.74</td>
<td>0.00</td>
<td>3.78</td>
</tr>
</tbody>
</table>

Eliminate the guesswork using advanced analytic techniques to identify the impact of your planned improvements
Reportal

Employ Interactive Data Visualizations

While we absolutely love hard numbers and statistics, we know that a picture can sometimes speak a thousand words. Confirmit Reportal enables users to visualize their data making it simple to share easy-to-understand reports and dashboards to the right people in real time.

Reportal enables users to employ a variety of custom visualizations using images like maps (as above) or virtually any other shape you prefer.

Build an Engaging Portal for all Your Stakeholders

Reportal can also serve as a customizable portal through which you can easily provide all of your stakeholders access to feedback, research, and other organizational data. Powerful permissions mean that you can dictate what data is shown and who is able to access that data. Corporations use this feature to rally their staff around common goals, such as overall customer satisfaction. Market Researchers love that this feature automates and beautifully displays recurring reports, such as tracking studies, in real time for their customers.

Example Use Case

Cross-Tab, a global Market Research company, uses Confirmit Horizons real-time dashboards and online reporting to simplify providing results to their customers. This ensures that Cross-Tab’s customers can access their results whenever they choose and are able to focus on the next steps immediately.
Having the right data is important but so is your brand identity!

Reportal accommodates fully customizable branding throughout the users’ entire journey. We give you complete control over the CSS, enabling your designers to customize every portal, report, and dashboard according to your needs. In addition to a wide variety of drag-and-drop components, Reportal can accommodate your designer’s choice of images, videos, iframes, colors, fonts, buttons, and much, much more.

If you don’t have designers, don’t worry! Confirmit can help you get up and running with reports designed from public templates. The Analysis Report Template is one such solution. This reusable reporting template includes useful features like data filtering and exporting to Excel. And, configuration options such as the ability to add your own logo and choose your preferred date format allow users to add a personal touch to these templated reports. Overall, the Analysis Report Template is a quick and easy way to leverage Confirmit Reportal’s power!

The Analysis Report Template includes:

- Dashboard
- Comparison Rating Summary
- Frequency Distribution
- Multiple Frequency Distribution
- Crosstab
- Trending
- Verbatims
- Positioning Chart
- Response Rate

The Analysis Report Template provides easy access to a variety of reporting and data analysis options.
The Analysis Report Template is designed to provide Confirmit customers with an easy way to gain access to reports that look high-end but don’t require high-end skills to implement or navigate. The Analysis Report Template supports a variety of configurable statistics like Top or Bottom Box, NPS, and more.

Once the template is added to a customer’s hub, the customer can tag a survey with the template and like magic your reports are ready to use!

The Analysis Report Template allows for easy-to-use, interactive reports powered by Confirmit’s Reportal.

Enjoy the Benefits

“Using Reportal means we have been able to add value and differentiation to our work and our clients are confident that they can gain meaningful insights from both top line and in-depth data without extensive technical expertise.”

Richard King, Technical Director, BMG Research

“Confirmit also provides a meaningful and flexible reporting system via an easy to use dashboard; giving us and our clients the ability to analyze data using an extensive range of criteria, to drill down to the finest detail or to view high level summaries. The system can also be easily tailored and white labelled for our clients who require an own-brand solution.”

Rick Yarrow, Managing Director, Experteye

“Confirmit provides a best-practices customer feedback solution that gives us the advanced analytics and reporting capabilities we were seeking. They take it to the next level by offering expertise, innovation, and creativity to help us get better customer intelligence.”

Trish Martin, Vice President of Customer Support, CyberSource
Action Management

Automated issue reporting and resolution workflows

Reporting and analysis of your Voice of the Customer (VoC) programs is of no use if you can’t take steps to improve the customer experience. With Confirmit Action Management, customer issues are automatically flagged and assigned to the appropriate department or individual.

Confirmit Action Management watches your survey results for you, assigns issues and appropriate actions to the correct department or individual, and allows you to report on the company’s case load and ROI – so you can turn an unhappy customer into a happy one and track the costs and benefits of doing so. Action Management provides businesses with configurable workflows and automated escalation processes which are highly configurable to meet all business needs. As a result, you can ensure your survey results are more than just measurements, and are used to take positive action in potentially negative customer situations.

“The value of an idea lies in the using of it.”
Thomas A. Edison, American Inventor

Users can perform even deeper analysis of Action Management case data in Confirmit Reportal, including:

- Analysis of case impact
- Categorization
- Measurement of case ROI
- And more (remember, the sky is the limit)...

Example Use Case

AIG leverages Confirmit’s Action Management capabilities to help AIG address critical service and quality issues indicated by individual survey responses. The system flags problematic survey responses for follow-up in real time. In addition, instant alerts are triggered when a customer rates a perfect score of “10” for a phone representative or a service rendered and the company shares “kudos” with employees for a job well done.
Confirmit is the world's leading SaaS vendor for multi-channel Voice of the Customer, Voice of the Employee, and Market Research solutions. The company has offices in Oslo (headquarters), Chengdu, Grimstad, London, Moscow, New York, San Francisco, Sydney, Vancouver, and Yaroslavl. Confirmit's software is also distributed through partner resellers in Madrid, Milan, Salvador, and Tokyo.

Confirmit powers Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection, panel management, data processing, analysis, and reporting. Customers include Aurora, British Airways, British Standards Institution, Cross-Tab, Dow Chemical, GfK, GlaxoSmithKline, GMO Research, JTN Research, Keep Factor, Morehead Associates, Nielsen, Research Now, RONIN, RS Components, Sony Mobile Communications, Swisscom and The Wellcome Trust. Visit www.confirmit.com for more information.

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