

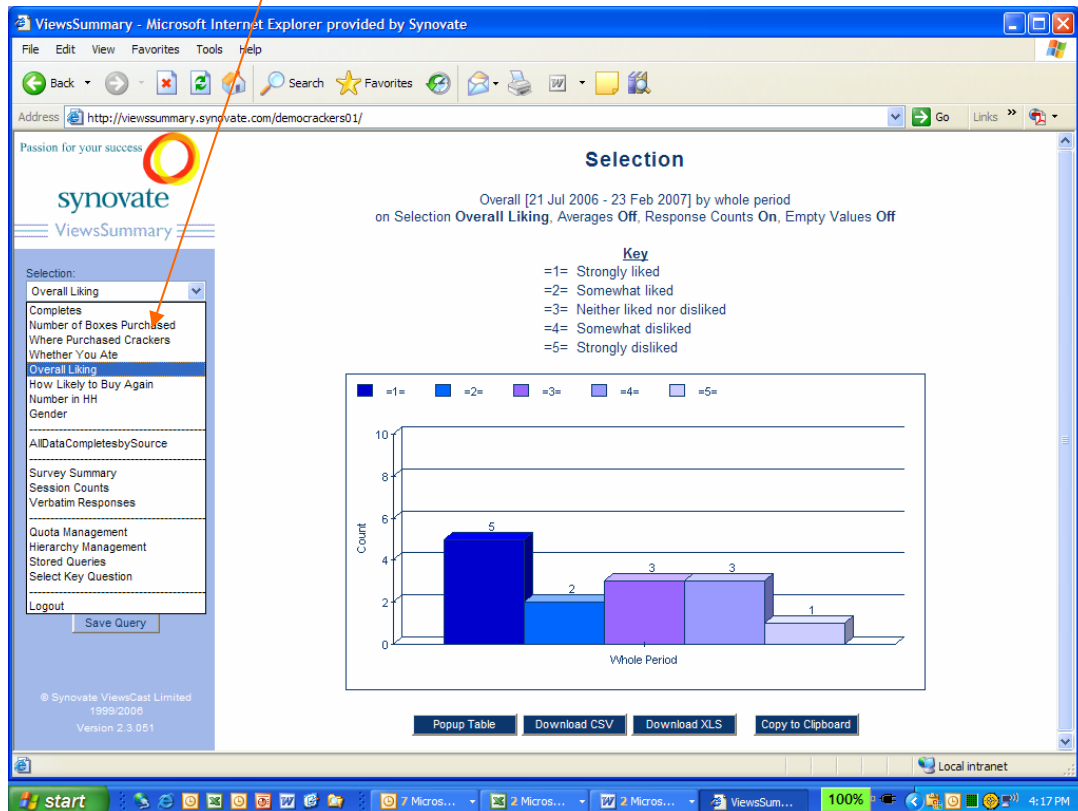
# ViewsCast

## DEMO INSTRUCTIONS

### ViewsCast Demo: Crackers Survey

To participate in a demonstration of our ViewsCast capability:

- Dial toll-free number to access the cracker demo survey: **1-877-390-4048** or go **online to: <http://vcwebus.synovate.com/crackers>**
- To access ViewsSummary to see results, go to this address: <http://viewssummary.synovate.com/democrackers01>
- When prompted enter login as: **Crackers**
- When prompted enter password as: **Synovate**
- Click the **logon** button to enter the site
- Refresh your screen (or select “auto refresh in **x minutes**” in the refresh display box at bottom of screen).
- In top box “Selection” choose question to view (i.e. overall liking, number in HH, session counts to get the latest number of completed interviews, etc.).



- In the **Source** box, select to view all data, only IVR, or only web data.
- Select **period** desired – i.e. today’s data, yesterday, all data, etc. You can also choose a custom timeframe and enter dates desired.

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- Select **slice** desired – i.e. hour, day, week, etc.
- Select whether you would like to see **graph** or **table format**. If graph, select type of graph desired.
- Select if you want to see **averages, response counts, empty slices** displayed.
- Data can be downloaded from the ViewsSummary website in a variety of formats (in Excel, CSV, or Access). Graphs/tables can be copied into presentations as well.
- You can also select “**verbatim responses**” in the Selection box to hear IVR or read web open-end responses. Just click on a **WAV file** to hear the “Voice of your Customer” or **read the online comments**.

ViewsSummary - Microsoft Internet Explorer provided by Synovate

Address: <http://viewsummary.synovate.com/democrackers01/>

Synovate ViewsSummary

Selection: Verbatim Responses

Source: All

Question: All

Period: All Data

Start Date: 7/21/2006

End Date: 2/23/2007

Slice: Same as Period

Graph Type: 3D Bar

Show Averages:

Show Response Counts:

Show Empty Slices:

Refresh Display: Manually

Save Query

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Download	Date/Time	Key	Source	Question	Filename	File Length	Last Download	Explore
<input type="checkbox"/>	2/22/2007 2:25:03 PM	IVR	IVR	Name/Address	203593079_OENAMADD.WAV	0:00:00		Explore...
<input type="checkbox"/>	2/22/2007 2:25:03 PM	IVR	IVR	Likes	203593079_OEWHYLIKE.WAV	0:00:07	2/22/2007 2:27:21 PM	Explore...
				I thought they were really salty but the cheese flavor was good.				
<input type="checkbox"/>	2/22/2007 2:09:25 PM	Web	Web	Name/Address		0:00:00		Explore...
				123 Anytown				
<input type="checkbox"/>	2/22/2007 2:09:25 PM	Web	Web	Likes		0:00:00		Explore...
				cheesy flavor, just the right amount of peppers!				
<input type="checkbox"/>	7/27/2006 12:16:34 PM	IVR	IVR	Name/Address	402931535_OENAMADD.WAV	0:00:12		Explore...
<input type="checkbox"/>	7/27/2006 12:13:59 PM	IVR	IVR	Name/Address	402931527_OENAMADD.WAV	0:00:10		Explore...
<input type="checkbox"/>	7/27/2006 12:13:59 PM	IVR	IVR	Likes	402931527_OEWHYLIKE.WAV	0:00:01		Explore...
<input type="checkbox"/>	7/27/2006 12:10:13 PM	Web	Web	Name/Address		0:00:00		Explore...
				Jane Hatsman 6544 Lake Ave Deerfield, CA 76422				
<input type="checkbox"/>	7/27/2006 12:10:13 PM	Web	Web	Likes		0:00:00		Explore...
				Taste was bland.				
<input type="checkbox"/>	7/21/2006 1:59:32 PM	IVR	IVR	Name/Address	114291124_OENAMADD.WAV	0:00:10		Explore...
<input type="checkbox"/>	7/21/2006 1:59:32 PM	IVR	IVR	Likes	114291124_OEWHYLIKE.WAV	0:00:02		Explore...

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## DEMO INSTRUCTIONS

- If you select “Explore”, you can also see the responses to the structured questions, transcribe the comment directly on the screen, and take notes for further follow up.

ViewsSummary - Microsoft Internet Explorer provided by Synovate

File Edit View Favorites Tools Help

Address <http://viewssummary.synovate.com/democrackers01/>

Synergy  
synovate  
ViewsSummary

### Explore Verbatim — Survey No. 203593079

Responses

Number of Boxes Purchased: 2-3 boxes  
How Likely to Buy Again: 4  
Completes: Completes  
Gender: Female  
Overall Liking: Somewhat disliked  
Source: IVR  
Where Purchased Crackers: Some other place  
Whether You Ate: YES

Verbatim

Name/Address: 203593079\_OENAMADD.WAV  
Likes: 203593079\_OEWHYLIKE.WAV

Transcription

I thought they were really salty but the cheese flavor was good.

Actions / Notes

Selection: Verbatim Responses  
Source: All  
Question: All  
Period: All Data  
Start Date: 7/21/2006  
End Date: 2/23/2007  
Slices: Same as Period  
Graph Type: 3D Bar  
Show Averages:   
Show Response Counts:   
Show Empty Slices:   
Refresh Display: Manually  
Save Query

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Done Local intranet

start 7 Micros... 2 Micros... 2 Micros... ViewsSum... 100% 4:24 PM