

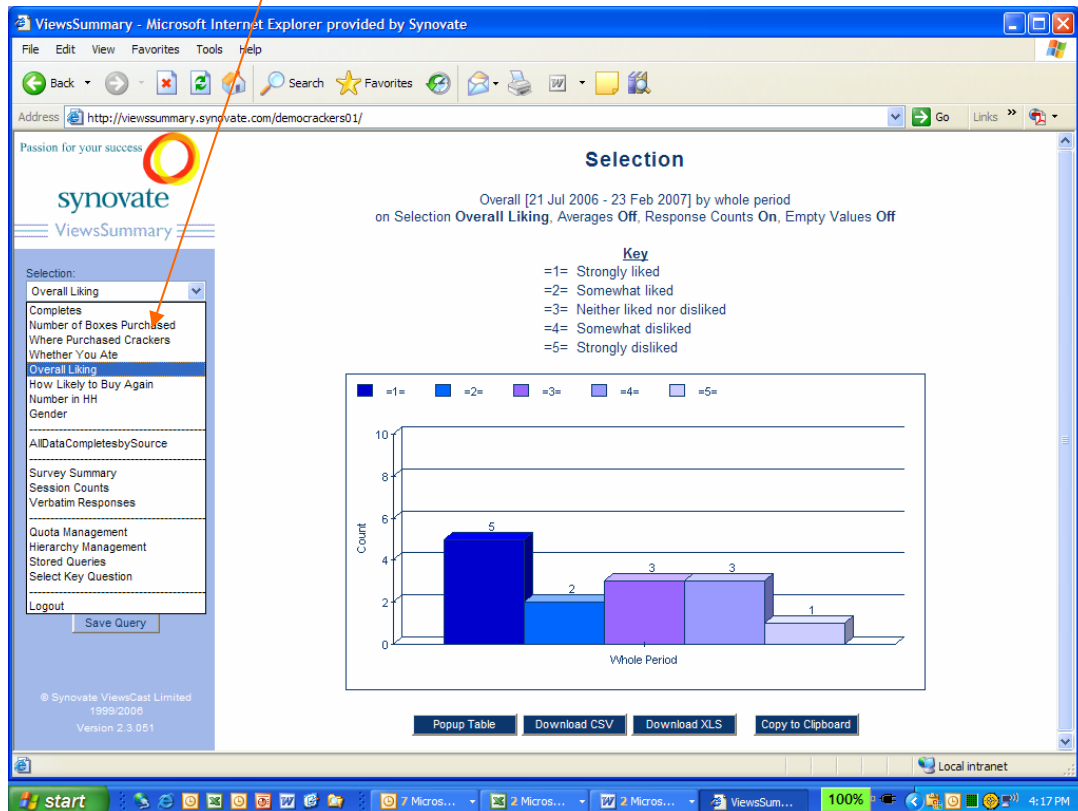
ViewsCast

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: [x]

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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- 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.

The screenshot displays the ViewsCast web application interface. The browser window title is "ViewsSummary - Microsoft Internet Explorer provided by Synovate". The address bar shows "http://viewssummary.synovate.com/democrackers01/". The page title is "Explore Verbatim — Survey No. 203593079".

The interface is divided into several sections:

- Responses:** Contains structured data for the respondent:
 - 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:** Contains the respondent's name and address:
 - Name/Address: 203593079_OENAMADD.WAV
 - Likes: 203593079_OEWHYLIKE.WAV
- Transcription:** Contains a handwritten comment:
 - I thought they were really salty but the cheese flavor was good.
- Actions / Notes:** An empty text area for additional notes.

The left sidebar contains navigation and filtering options:

- 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

The Windows taskbar at the bottom shows the Start button, several open Microsoft Office applications, and the system tray with the time 4:24 PM.