

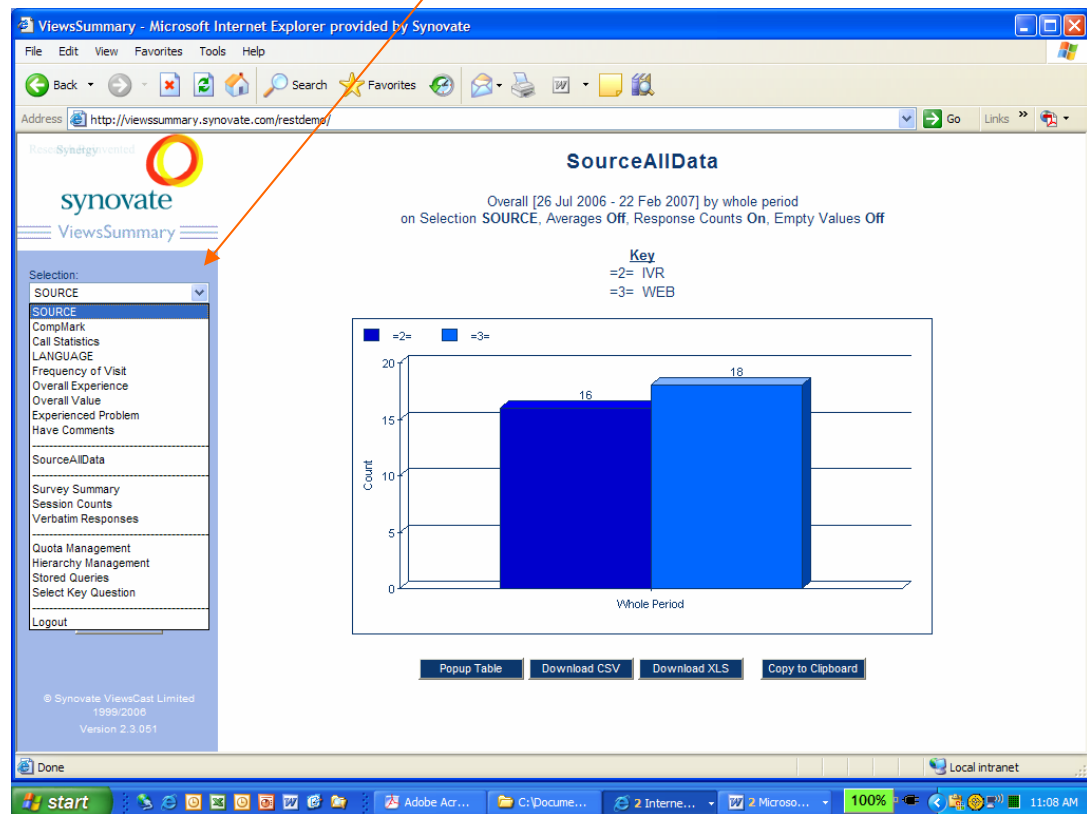
# ViewsCast

## DEMO INSTRUCTIONS

### ViewsCast Demo: Restaurant Customer Satisfaction Survey

To participate in a demonstration of our ViewsCast capability:

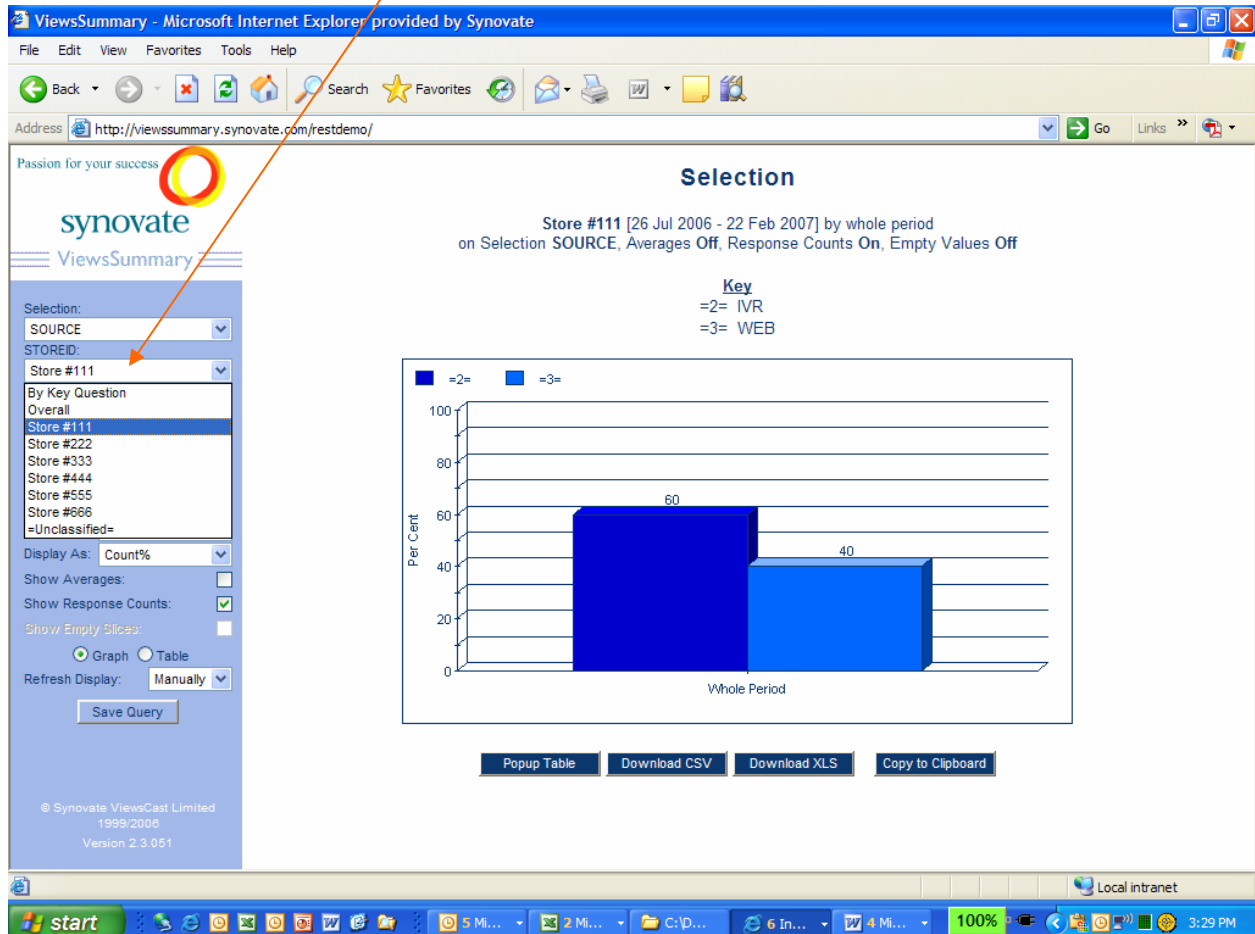
- Dial toll-free number to access the restaurant customer satisfaction demo survey: **1-888-277-0529** or log onto <http://vcwebus.synovate.com/RestDemo>
- When prompted, enter one of the following Store ID numbers : **111, 222, 333, 444, 555, or 666**
- To access ViewsSummary to see results, go to: <http://viewssummary.synovate.com/RestDemo>
- When prompted enter login as: **Client**
- When prompted enter password as: **train**
- 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. **visit frequency, overall experience, Source (IVR vs. Web completes), overall value, etc.**).



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- Select **session counts** to see number of completed interviews.
- In **store ID** drop down box – select either overall (to see all restaurants combined) or select a specific store number to view just that store's data.



- Select **period** desired – i.e. today's data, yesterday, all data, etc. You can also choose a custom timeframe and enter dates desired.
- 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.

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- 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 comment** as left by your customer.

Download	Date/Time	Key	Question	Filename	File Length	Last Download	Explore	
<input type="checkbox"/>	2/22/2007 2:34:03 PM	Store #333	OEPROB		0:00:00		Explore...	
			Rude server wouldn't get the manager to come to our table so we could complain about the poor service we received.					
<input type="checkbox"/>	2/22/2007 11:55:41 AM	Store #222	OECOMMENTS		0:00:00		Explore...	
			read your customer orders better...					
<input type="checkbox"/>	2/22/2007 11:55:41 AM	Store #222	OEPROB		0:00:00		Explore...	
			our order was messed up - the server forgot to bring a meal then we had to wait 1 hour for the new one. Never coming back again.					
<input type="checkbox"/>	12/6/2006 5:05:22 PM	Store #222	OEPROB	504835665_OEProb.WAV	0:00:03		Explore...	
<input type="checkbox"/>	12/6/2006 5:09:31 PM	Store #333	OEPROB		0:00:00		Explore...	
			The lines were long and we even had a reservation - 2 hrs. to get seated?????					
<input type="checkbox"/>	11/15/2006 10:28:50 AM	Store #222	OEPROB		0:00:00		Explore...	
			food was cold, waiter was not knowledgeable and the prices were too high.					
<input type="checkbox"/>	11/13/2006 10:25:17 PM	Store #333	OEPROB	403225106_OEProb.WAV	0:00:09	11/15/2006 10:21:55 AM	Explore...	
<input type="checkbox"/>	11/13/2006 10:22:10 PM	Store #222	OEPROB	504735626_OEProb.WAV	0:00:22	11/15/2006 10:21:43 AM	Explore...	
<input type="checkbox"/>	11/13/2006 10:43:23 PM	Store #222	OEPROB		0:00:00		Explore...	
			long lines					
<input type="checkbox"/>	10/17/2006 12:02:36	Store	OECOMMENTS		0:00:00		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.

ViewsSummary - Microsoft Internet Explorer provided by Synovate

Address: http://viewssummary.synovate.com/restdemo/

### Explore Verbatim — Survey No. 300639528

Responses

CompMark: Complete  
LANGUAGE: English  
Overall Experience: Excellent  
Overall Value: Excellent  
Experienced Problem: I encountered a problem and it was not handled to my satisfaction  
SOURCE: WEB  
STOREID: Store #333  
Call Statistics: Complete  
Frequency of Visit: Several Times a Week

Verbatim

OE COMMENTS:  
OEPROB: Rude server wouldn't get ...

Transcription

Rude server wouldn't get the manager to come to our table so we could complain about the poor service we received.

Actions / Notes

Selection: Verbatim Responses  
STORED: All  
Question: All  
Period: All Data  
Start Date: 7/26/2006  
End Date: 2/22/2007  
Slices: 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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