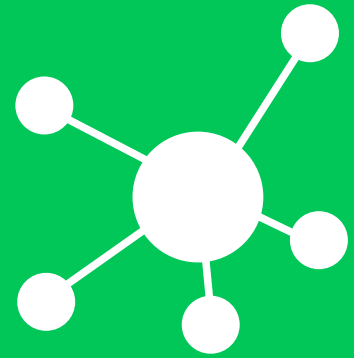


PROVIDING STRUCTURE FOR FEEDBACK ORBIT



LISTENING TO YOUR PEOPLE NO MATTER HOW COMPLEX YOUR ORGANISATION

Businesses today operate in a state of constant change. To combat increased competition and benefit from the spread of digitalisation organisations today undergo frequent, often extreme, restructures. Companies are collecting ever growing volumes of customer data. This leads to enormous complexity, with more fluid hierarchies that change regularly.

In turn, this complexity can make it difficult to listen to the Voice of the Employee (VoE), Voice of the Customer (VoC) or to gain market insight, with projects taking weeks and months to set up, draining time and resources. This makes it hard to gain insight from people, as without taking structure and context into account, insights driven by feedback have little meaning.

CHALLENGES

COMPLEXITY

Business structures are now both complex and fluid, with reporting lines, hierarchies and teams evolving to operate best in ever-changing markets.

VOLUMES

Volumes of customer data are growing rapidly. Companies need to map hierarchies and demographics within feedback initiatives if they are to understand the context of their VoE and VoC results.

LEARN OVER TIME

Organisational structures are ever-evolving, making it vital to quickly and easily measure the impact of change on employee engagement, customer experience and business performance.

TIME AND RESOURCES

Manually mapping hierarchies is time-consuming and costly, and needs to be repeated every time things change. Yet in many organisations it is the only way to understand company and customer data structures, slowing down feedback initiatives and the insight they bring.

MANAGING COMPLEX STRUCTURES SIMPLY ORBIT



Questback's [Orbit](#) dramatically cuts the time needed to reach your audiences. It makes it possible to create highly complex hierarchical structures, such as reporting lines within an organisation, or demographics within customer data and market research samples, with just a few simple clicks.

Orbit takes flat people data from existing business systems and uses it to create structures and hierarchies. You can then explore these through its intuitive, graphical interface, allowing you to select and target specific groups of people to get their insight. Orbit does this in minutes, not weeks, providing the context and ability to exactly target the right people and parts of your organisation and customer base in order to find out what matters most to your business. Orbit takes an extremely complex process, mapping people to multi-level hierarchies, and makes it simple. This not only saves time, but has the power to completely change the way you engage with your people and listen to their feedback.

TARGET EMPLOYEES AND CUSTOMERS AUTOMATICALLY AND EFFICIENTLY

Orbit requires no additional resource or skills, automatically taking your existing business data and using it to quickly produce beautiful, useful hierarchies, while preserving recipient anonymity. Want to find a particular group and interact with them? Now you can locate them in minutes, safe in the knowledge that you are working from the latest organisational information. You can target people better, based on the things that matter most.

BUILD IN-DEPTH PICTURE OVER TIME

Orbit isn't solely about pretty graphics and faster business processes. By taking multiple snapshots of your people data structure, Orbit is the only solution that lets you see the impact of complex organisational changes over time. For instance, what was the impact of changing my organisation's structure on employee engagement and mobilisation? Did things improve? With Orbit, you can find out at the touch of a button.

INTEGRATES CLOSELY WITH PORTALS

Orbit is designed to work seamlessly with Questback's [Portals](#) module. It only takes a moment to explore your Orbit, find the right people, and invite them to a discussion through Portals, giving you total control of your feedback process.

FEATURE LIST

ORBIT



- » Ability to automatically link and integrate data from all major business systems, including SAP, Oracle and Salesforce
- » Powerful processing engine to turn flat participant lists into large and meaningful people hierarchies
- » Graphical interface allowing you to explore your Orbits, drill down and select audiences to interact with
- » View the impact of organisational changes over time, by comparing multiple snapshots of your people data structure
- » Works across Voice of the Employee, Voice of the Customer and market research projects
- » Seamless integration with Questback Enterprise Feedback Suite, including the Portals module
- » Cloud-based, reducing set-up time and complexity
- » Secure data hosting in European and US data centres
- » Full local support from the Questback Professional Services team



WHY CHOOSE QUESTBACK?

Questback's complete feedback platform brings together all the features you need to make your customer, employee and market feedback straightforward and profitable.

ABOUT QUESTBACK

Questback is a global leader in enterprise feedback management technology, helping companies transform customer, employee and market research programmes. More than 5,000 companies worldwide, including one third of the Forbes Global 2000 such as DHL, Coca-Cola, General Mills and Swiss rely on Questback's platform to gather, analyse and act on feedback. Questback technology helps to improve customer and employee satisfaction, drive better business decision making and improve financial performance. Like Questback these customers believe that people and businesses need feedback to learn and grow. Questback has offices in Europe and the United States, global partner organisations, and serves customers in 50 countries.

WANT TO FIND OUT MORE?

Contact us to arrange a live demo on +44 (0) 207 403 3900 or send us an email to post.uk@questback.com

A FEW OF OUR CLIENTS:



John Lewis



DAIMLER



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