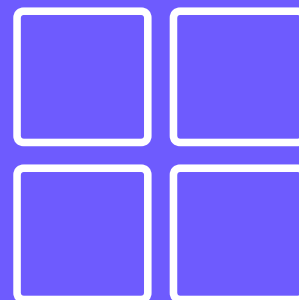


DIGITAL HOME FOR FEEDBACK PORTALS



MAKING FEEDBACK SIMPLE, STRAIGHTFORWARD AND ENGAGING

Insight is at the heart of improving decision making and business performance. Listening to feedback and acting on what people are saying is therefore crucial to mobilising employees, engaging with customers and driving business success. Yet while people want to talk, they want to do so in lots of different ways, not just through traditional surveys.

At the same time it is becoming increasingly difficult and time-consuming to connect with people via email. This means that managing the Voice of the Employee (VoE) and Voice of the Customer (VoC) feedback process has become more time-consuming and difficult. There's a barrier and time delay between you and improved business performance, meaning you miss out on vital insight and engagement with your people.

CHALLENGES

DIFFICULT TO CONNECT

People overlook or forget about survey invitations, adding time and cost to the feedback process when re-sending and chasing emails.

MAKING FEEDBACK BUSINESS FRIENDLY

Traditional survey solutions require specialist skills and resources to launch, slowing down access to insight and blocking the ability of managers to listen to what employees are saying.

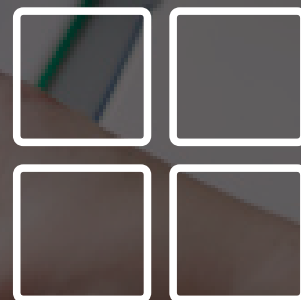
RELEVANCE

Many people want to give feedback that is difficult to capture with traditional questionnaires which can focus on quantifying experiences rather than asking what they really think. This makes the current process too slow, costly and cumbersome.

MULTI-DEVICE WORLD

People want to give feedback through a variety of devices, from their PC to smartphones and tablets. To gain the deepest insight you need to make it simple and straightforward for them to give their opinions through whichever device they feel most comfortable with.

DYNAMIC ONLINE COMMUNITIES PORTALS



Questback's [Portals](#) not only give feedback a place to live, they put it right in people's pocket with an engaging app. By making it simple to do, we've made it beautiful to use, so you can start listening to people quickly, easily and effectively.

An online space that's easy to create and simple to use, Portals connects you to your people, allowing you to launch feedback communities and surveys quickly and easily, without having to rely on traditional email invitations.

PEOPLE TALK – MAKE SURE YOU ARE LISTENING

At Questback, we know people talk, and we know organisations want to listen, so it should be as simple as 1-2-3 to give people somewhere to engage effectively. Yet the complexity of creating, accessing and providing feedback often makes the current process too slow, costly and cumbersome.

Portals removes this complexity for everyone. It provides a gateway to the world of feedback, telling people where to go and how to share their opinions digitally, through whatever device they feel comfortable with. Portals delivers feedback at the speed of thought, closing the loop between insight and action.

Portals are simple to set up, without requiring specialist skills, meaning they can be running in minutes, yet still provide a beautiful, graphical and engaging experience for the user.

RESULTS IN HOURS, WITHOUT SPECIALIST SKILLS

Portals transforms the process of creating and launching feedback initiatives, making it simple, fast and flexible to reach the right audiences.

With Portals, feedback research becomes business-friendly and truly agile. Simply pick your audience and create an engaging portal in a few clicks. You are in control, narrowing the gap between strategic planning and operational execution.

Portals are perfect for complex mixed-mode qualitative and quantitative research goals where you need deeper, more meaningful insight as fast as possible. So if you want to know the answer to something, you can find the right people and bring them to a productive feedback portal within hours, not days, weeks or even months.

FEEDBACK ANYTIME, WHATEVER THE DEVICE

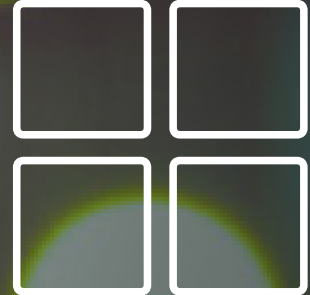
As well as providing a mobile-friendly, responsive site, Portals is available via an app that anyone can download on their smartphone or tablet. Personalised to your company brand, having Portals on their smartphone makes it even easier for people to give feedback, any time, any place. Tying in with native notification systems, camera and geolocation takes your feedback to the next level. Engage more deeply with staff that don't have access to a PC, or employees who do not have a company email account, widening the range of conversations and insight you can collect.

CLOSE INTEGRATION WITH ORBIT FOR FASTER INSIGHT

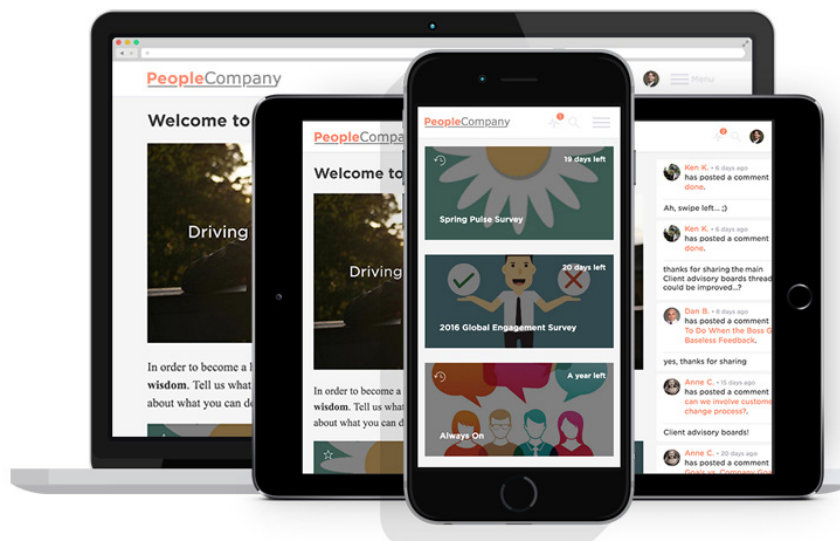
Portals works seamlessly with Questback's [Orbit](#) module. It only takes a moment to explore your Orbit, find the right people, and invite them to a discussion through Portals, giving you total control of your feedback process.

FEATURE LIST

PORTALS



- » Provides a simple, engaging online space for listening to staff and collecting feedback
- » Simple drag and drop design tools mean you can launch a Portal in a few clicks, without requiring specialist skills
- » Ability to launch qualitative and quantitative research through a single module
- » Portals App extends feedback options for your staff
- » View results through Questback's interactive, graphical MySight dashboard
- » Works across Voice of the Employee, Voice of the Customer and market research projects
- » Seamless integration with Questback Enterprise Feedback Suite, including the Orbit 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



Lufthansa

DAIMLER



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