



**A SURVEY AS
UNIQUE AS
YOUR AUDIENCE.**

inquisium
by Cvent



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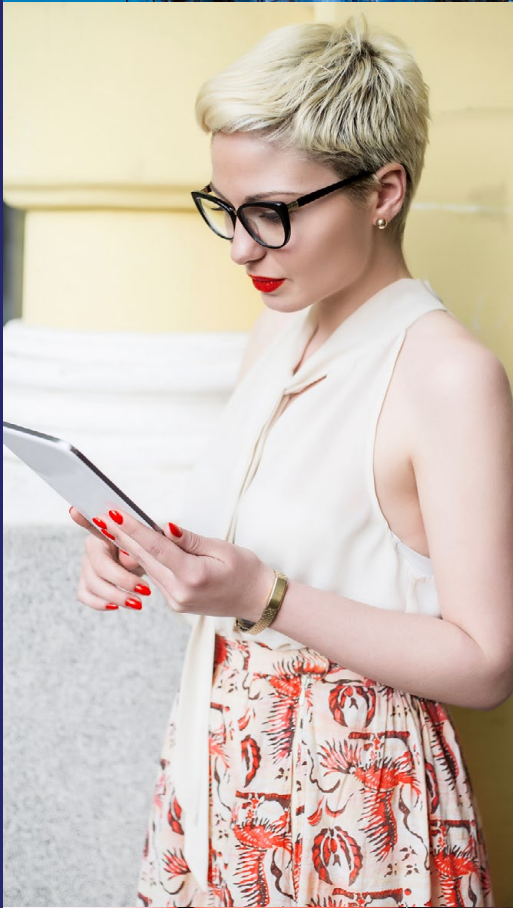
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INQUISIUM 411.

Inquisium helps businesses of all sizes, across all industries create compelling feedback programs that glean actionable insights. With our easy-to-use feedback management platform and specialized survey expertise, our customers are able to better understand the world around them.

At Inquisium, we understand human connection like few other organizations--and since people are at the core of every data point, we have a big advantage over traditional survey companies.

**INQUISIUM IS NOT
A STARTUP – WE’VE
GOT STREET CRED.**

We’re actually a division of Cvent, a comprehensive event management platform. In addition to the many ways organizations use Inquisium, Cvent’s customers rely on our survey technology to help them collect feedback before, during, and after their events.



THE FACTS.

- Established in 1999.
- 1,740 employees worldwide.
- 13,000 feedback solutions users.
- 1,200+ feedback solutions customers.
- Publicly traded on the NYSE as CVT.
- Headquartered in Tysons Corner, VA.



THE JOURNEY BEGINS.

Building the perfect feedback program with Inquisium is like taking a journey. Only, on this journey, you'll achieve many milestones and acquire many new perspectives without ever having to leave your desk. Let us walk you through how Inquisium can help you get the reliable insights you need for smart decision making and a better understanding of the world around you.

BUILDING YOUR FEEDBACK PROGRAM.

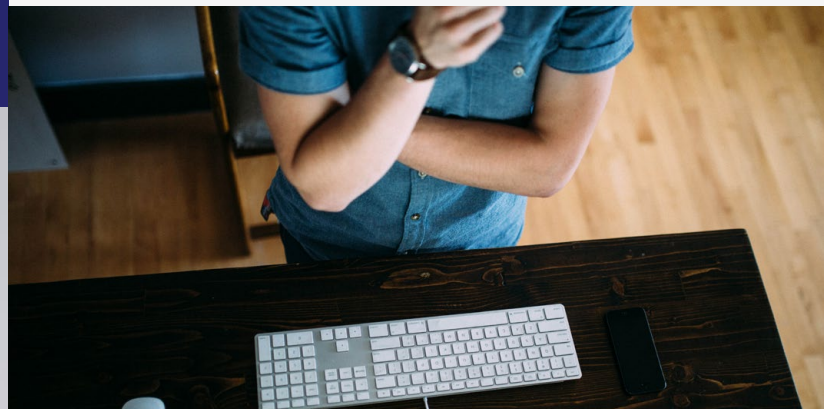
There are many pieces that go into building the perfect feedback program that will help you collect the data you're seeking.

KEEPING IT SIMPLE

- Build a survey in five easy steps or clone a past survey.
- Select commonly or previously used questions and responses from our libraries or create your own.
- Robust media libraries give you to the ability to add headers, footers and other images to create professional surveys consistent with your branding.

CHOOSING THE RIGHT QUESTIONS: GET INQUISITIVE

Choose from 30+ questions types ranging from standard drop downs, radio buttons, sliding scales, complex matrices, interactive sliding scales, and Net Promoter Score to get the answers you need.



MAKE IT PERSONAL

Incorporate logic into your survey to personalize the experience and get the right questions in front of the right people. Logic helps to reduce survey abandonment and lets customers collect more accurate and detailed feedback. Types of logic:

- Skip
- Branch
- Pipe
- Masking
- Link
- Sub-questions
- Advanced

The screenshot shows a web browser window displaying a "CUSTOMER SATISFACTION SURVEY" for Titan Technologies. The form has three main sections: 1. "Select all products you currently own." with checkboxes for TitanWare Pro (checked), TitanFlex Premium, and TitanCloud. 2. "Select how you use TitanWare Pro" with radio buttons for Personal, Business (selected), and Entertainment. 3. "How satisfied are you using TitanWare Pro for business?" with a horizontal scale from Satisfied to Dissatisfied, where the marker is positioned between "Somewhat satisfied" and "Neutral". Below the scale is a text prompt: "We're sorry to hear you are somewhat dissatisfied, can you tell us why?". Blue arrows highlight the flow from product selection to usage selection to the satisfaction scale.

STAYING ORGANIZED WITH CHAPTERS

Manage blocks of questions as a unit.

- Logic can be applied to chapters to determine their sequence and visibility.
- Chapter scores will be calculated at the completion of each chapter and reports can be segmented by chapters and scores.

ADD SCORING

- Assign point values for each question and answer.
- View and compare total score value, percentage, or score per question.
- Train and assess employees with scored surveys.
- Conduct online examinations for students with certificates of completion.
- Survey marketing leads and pursue those who score highly on qualifying questions.
- Add scoring to satisfaction surveys and followup with customers whose overall survey score indicates low satisfaction.

GET THE RIGHT
QUESTIONS IN
FRONT OF THE
RIGHT PEOPLE.



SET UP EMAIL ALERTS

Quickly respond to feedback to close the loop by setting up alerts at the question level, based on score or for a completed response.

- Get instant access to responses you want to address right away.
- Send different alerts to different people based on involvement.

From: Inquisium Notifications (<mailto:info@infor@cvent.com>)
To: Newmaker, Adam
Subject: Melissa Flemming has responded to Titan Technologies Satisfaction Survey

TITAN TECHNOLOGIES

The details of Melissa Flemming's response are below.
Your customer has responded that they are somewhat dissatisfied in some respect.

Contact Information	
First Name:	Melissa
Last Name:	Flemming
Email Address:	mflemming@abcorp.com
Company:	ABC Corp
Title:	Marketing Manager

Respondent Information	
Survey Title:	
Response Number:	59776

Response Information	
Question	Answer
1. How would you rate your satisfaction with the service Titan Technologies provided, regarding your issue with the report response time in Titan Pro?	4
2. Was your inquiry resolved to your satisfaction in your initial call to Titan Technologies?	No
3. Next, please rate your overall satisfaction with Titan Technologies taking into consideration all of your experiences with the organization	4

MAKE IT MULTI-LINGUAL

Choose from 35 languages or let us help you with a custom translation.

THANKING RESPONDENTS

Finish strong by personalizing your 'thank you.' Leverage multiple, personalized thank you pages based on respondent contact information, answers to questions or scores.

SENDING CERTIFICATES

Reward respondents who pass or complete your survey by automatically sending them a certificate.

- Choose from standard or custom certificate templates.
- Use drag-and-drop functionality to introduce text, images and mail-merge fields.

FINISH STRONG BY PERSONALIZING YOUR 'THANK YOU.'



DISTRIBUTING YOUR SURVEY.

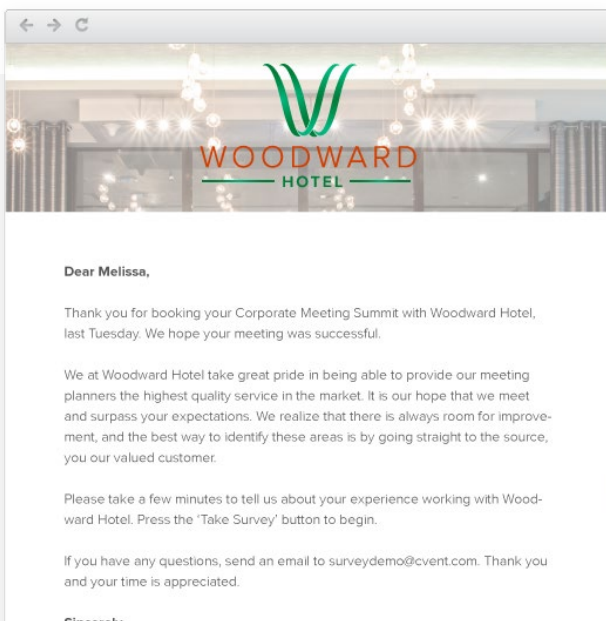
Getting your feedback program launched is one thing, but getting it out the door is another. Distribution is the end-all be-all if you want to collect feedback. Inquisium offers many outlets and channels to help you get your survey to out to the masses while still maintaining its personal feel.

PERSONALIZE EMAIL CAMPAIGNS

- Start with any of our default email templates which include mail-merge fields, opt-out links and survey links.
- Personalize emails with your own custom text and over 150 data tags such as name, company, title, product and industry.
- Schedule automated reminder emails to unresponsive contacts and partial response reminders to optimize response rates.

RUN MULTIPLE EMAIL CAMPAIGNS WITH MULTIPLE TARGETED LISTS

- Within one survey, you can send out different messages to different groups of people by segmenting your invitee list.
- Hit the right audience with the right message.
- Segment your lists into multiple targeted lists.



HIT THE RIGHT AUDIENCE WITH THE RIGHT MESSAGE.

CONTACT MANAGEMENT

Inquisium's contact address book is the cornerstone of the application. The system is a relational, comprehensive, self-cleansing database that allows you to maintain personal communication with all of your survey respondents.

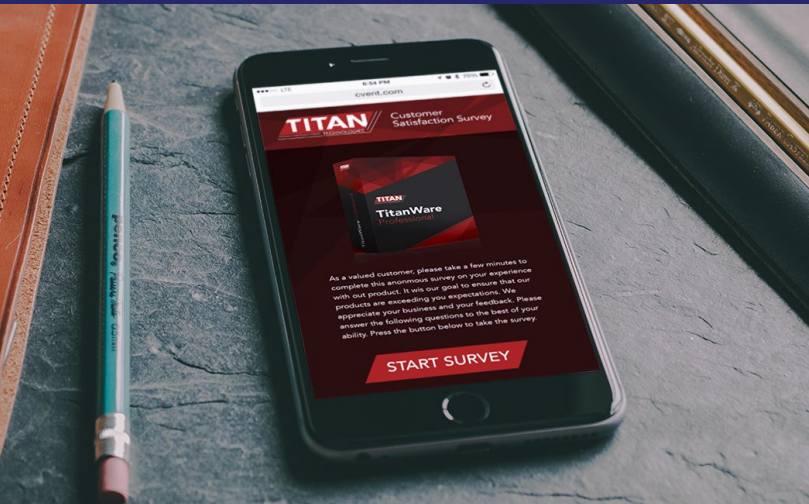
- Import and export contact data from virtually any source (Excel, SQL, CRMs, etc.)
- Create a seamless integration between your backend system and Inquisium via an API.
- Enable contacts to update their own information when completing a survey, keeping your database clean and current.

Flemming, Melissa

Contact Information Contact Groups Contact Notes

Personal Information

Name:	Melissa Flemming
Profile Image:	
Profile Image:	8/7/1984
Gender:	Female
Opted-Out:	No
Email Address:	mflemming@titantech.com
CC Email Address:	melissa.flemming@gmail.com
Source ID:	596842
Contact Type:	Employee [EE]
Company:	Titan Technologies
Title:	Marketing Manager
Work Phone:	(216) 676-5698



GO MOBILE FOR INSTANT FEEDBACK

- Configure mobile-specific colors, fonts, text and questions.
- Track respondents who have completed your survey via a mobile device.
- No app download required.

GET SOCIAL AND REACH A WIDER AUDIENCE

- Add tracked LinkedIn emails to your respondents or to the survey itself.
- Allow respondents to share on their social media channels.
- Platforms supported: Facebook, Google+, LinkedIn, Twitter, TripAdvisor.



ANALYZING YOUR DATA.

The primary reason to run a feedback program is to get information and insights from your respondents that you can act on. But for your data to be actionable, it needs to be visually appealing, easily customized, instantly refreshable and centrally accessible. Our goal is to ensure that it's all of those things, so you can be confident enough to use it to drive strategic decisions.

REPORTING HIGHLIGHTS

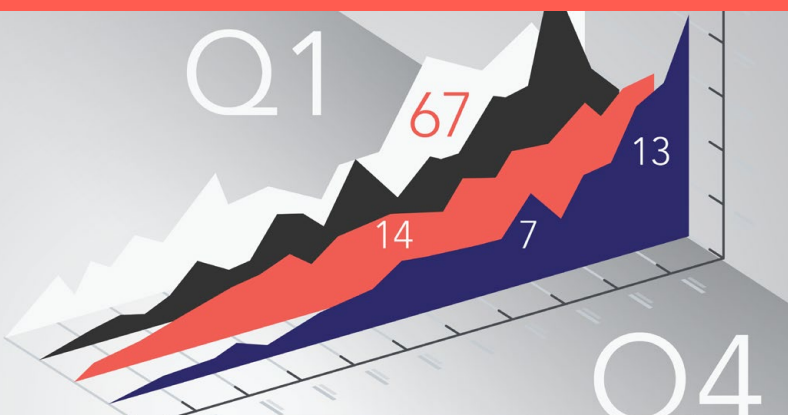
- Over 75+ standard reports including response summaries, cross-tabulation comparisons, completion rates, contact history across surveys and email marketing campaign analysis.
- Customize reports using simple or advanced filtering so you can slice and dice data.
- Evaluate data over time with cross-survey reports.
- Instantly compute analytics such as mean, Top 2 Box, Bottom 2 Box, and Net Promoter Score.
- Share real-time survey reports on a secure, branded web page.



TEXT ANALYSIS

Eliminate the painful and time-consuming process of sifting through open-ended responses. Survey administrators can quickly consolidate large volumes of comments and instantly uncover themes across responses.

- Gain more value from open-ended question types.
- View common phrases and categories in ranked lists, word clouds, or interactive diagrams.
- Instantly drill into specific categories to further analyze the responses.



PRESENTATIONS

For more flexibility with the way your reports look, use the Presentation Creator to design a custom summary presentation.

- Choose from 32 chart types to ensure that your results are displayed appropriately for each question.
- Customize the color scheme to match your organization's look and feel.
- Filter responses to include a sub-set of data within the presentation.
- Insert a written analysis for each question.
- Export into PowerPoint with your organization's slide master.

ONLINE PORTALS AND REAL-TIME VISUAL DASHBOARDS

Inquisium's Portals and Dashboards give you the ability to publish and share live data visualizations so stakeholders can effortlessly view key metrics and trends to make better business decisions.

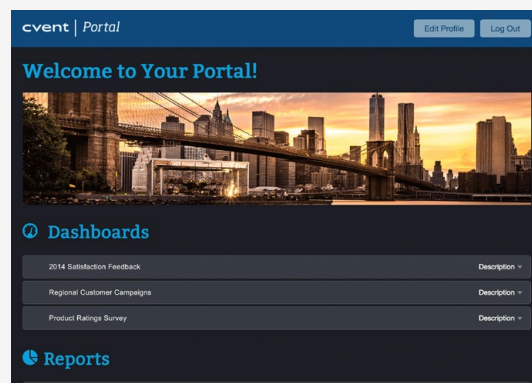
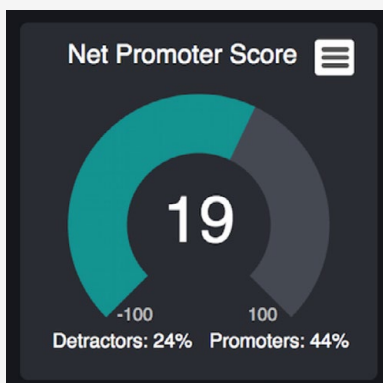
The portal is a customized microsite where your organization's survey users and stakeholders can view their published content and portal users can log in and see sleek survey dashboards.

- Publish some or all of your feedback program content from Inquisium to the portal.
- Customize the theme with logos and organization-specific branding.
- Add, remove and manage users' permissions and access-levels to guarantee the security and integrity of your feedback program data.
- Send portal invitations and notifications.

Using dashboards, you can view data trends over a specific time range or see up-to-the-second results. Inquisium dashboards include a variety of widgets designed to present data in a digestible format that's easily customized to meet your reporting needs.

- Use the Widget Wizard to create custom dashboards made up of any combination of widgets.
- Interactively filter by contact fields, respondent fields and survey questions to narrow the data displayed in your dashboards.
- Rollover widgets to get quick data details and examine individual charts and graphs.
- Securely share dashboards with any stakeholders inside or outside your organization.

Portals and Dashboards help organizations understand what their feedback program data really means.



CLOSE THE LOOP.

CAPTURE AND RESPOND TO FEEDBACK IN REAL-TIME.

Get to the root of negative (or positive) feedback in real-time by properly closing the loop with customers, employees and other vocal constituents. Inquisium's Closed Loop Workflow makes it easier than ever to deploy and automate workflows that positively impact your business.

CLOSED LOOP WORKFLOW FEATURES:

NOTIFICATIONS

Get notified instantly when a task is assigned, with details about the task.

CENTRALIZED TASK MANAGEMENT

Task assignee can access all tasks assigned to them across different surveys via a secure portal.

DEADLINES

Specify and set deadlines for tasks to track progress where overdue tasks will be brought to a user's attention.

FLEXIBILITY AND CUSTOMIZATION

Tasks can be configured to take sequential or parallel paths to address complex workflows.

UNLIMITED TASKS

Create any number of tasks in a workflow based on a business case.

TASK STATUSES

Task assignees can review and update task statuses in real-time.

WORKFLOW HISTORY

Task assignees can view actions taken and add comments directly to previous tasks to see workflow progression.

SECURITY

Respondent contact information can be hidden from the response so the task assignee can correctly manage contact information.

INSIGHTS

Workflow admins have the ability to view all triggered workflows, filter by statuses and view action details taken from each task giving full control and visibility.


[Edit Profile](#)
[Log Out](#)

Welcome to Your Portal!

Tasks

Due ▲	Task	Assignee	Status	Date Assigned
10/12/15 8:26 PM	Upgrade customer to titantech enterprise	You	To Do	10/12/15 3:26 PM
10/12/15 8:28 PM	Upgrade customer to titantech enterprise	You	To Do	10/12/15 3:28 PM
10/12/15 8:48 PM	Upgrade customer to titantech enterprise	You	To Do	10/12/15 3:48 PM
10/12/15 9:26 PM	Issue refund after verifying payment details	You	To Do	10/12/15 3:26 PM
10/12/15 9:28 PM	Issue refund after verifying payment details	You	To Do	10/12/15 3:28 PM

[View Full List...](#)

Dashboards

Titan Technologies Dashboards

Description

CLOSED LOOP WORKFLOW USE CASES

- Voice of the Customer Programs
- Customer Service and Support Resolution
- Voice of the Employee Programs


[Edit Profile](#)
[Log Out](#)

[Task List](#) > [Review Survey Response](#)

Assigned to You
A negative response was submitted for TitanTech Pro, review the survey response and take appropriate action. Call the customer for details on shipment date and verify serial number. Route the issue to appropriate team.

Comments

Due: 10/13/15
Status: In Progress

[View Survey Response](#)

Timeline

Review Survey Response
Due 10/13/15
Assigned to You

Actions

[Parts missing in shipment](#)
[Upgrade to TitanTech Enterprise](#)
[Initiate Return Processing](#)
[Initiate partial refund for delay in shipment](#)


[Edit Profile](#)
[Log Out](#)

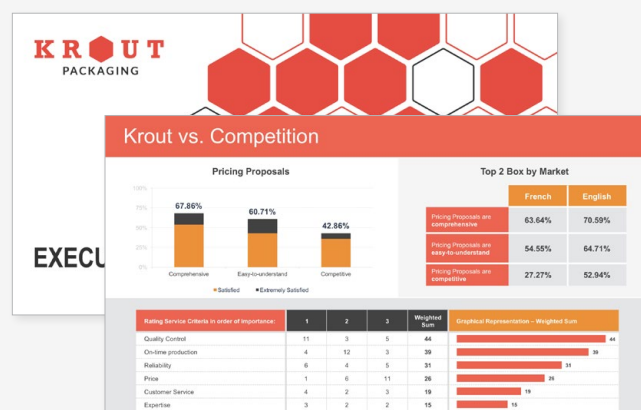
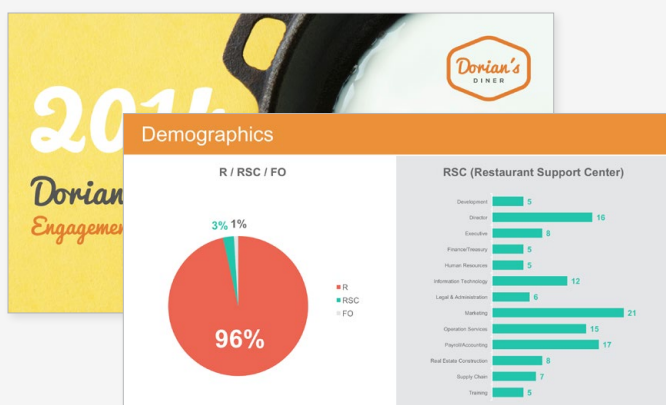
You have completed the task.

Task List

Upcoming Tasks

Due ▼	Task	Assignee	Status	Date Assigned
10/14/15 3:26 PM	Fulfill missing parts in shipment	You	To Do	10/12/15 3:26 PM
10/14/15 3:20 PM	Fulfill missing parts in shipment	You	To Do	10/12/15 3:20 PM
10/13/15 3:28 PM	Review survey response	You	To Do	10/12/15 3:28 PM
10/13/15 3:28 PM	Negative rating on product quality	Group	To Do	10/12/15 3:28 PM
10/13/15 3:26 PM	Review survey response	You	To Do	10/12/15 3:26 PM
10/13/15 3:26 PM	Negative rating on product quality	You	To Do	10/12/15 3:26 PM
10/13/15 3:20 PM	Review survey response	You	To Do	10/12/15 3:20 PM
10/13/15 3:20 PM	Negative rating on product quality	You	To Do	10/12/15 3:20 PM
10/13/15 1:26 AM	Review survey response	You	To Do	10/12/15 3:26 PM

UTILIZE INQUISIUM'S EXPERTISE FOR HELP.



PROFESSIONAL SERVICES GROUP.

If your organization lacks the resources, industry expertise or time to spend on feedback program design and reporting, Inquisium's Professional Services Group is ready and available to be an extension of your team. We can assist with any part of your feedback program, so you can focus your time and resources on other important matters.

SURVEY CONSULTATION AND DESIGN

Leverage our industry expertise and best practices to design the perfect survey for your feedback initiatives.

QUESTION & RESPONSE REVIEW

Before you launch, let us review your questions and response options and make recommendations to improve the quality of the data you'll receive.

TRANSLATION SERVICES

Global audience? Our team can translate your survey into 35 languages so that the process is truly localized for your respondents.

SURVEY BUILDING

Our team of experts can turn your list of questions into a professional, online feedback program.

CONTACT MANAGEMENT

We can upload, segment, and manage your contact lists to ensure targeted invitations, reminders, completion notices, and surveys are sent to each respondent.

CUSTOM REPORTING & ANALYSIS

Combing through your data to find meaningful trends can be time consuming. We'll turn your results into eye-catching reports that highlight the insights that matter to you and your stakeholders. Top reports include engagement analysis, key driver analysis and advanced segmentation.

TURNKEY PROJECT MANAGEMENT

At times it's best to leave things to the experts – Inquisium's Professional Services Group can manage your feedback program from start to finish.



**WE'LL TURN
YOUR
RESULTS INTO
EYE-CATCHING
REPORTS.**



YOUR SECURITY MATTERS TO US.

Inquisium goes beyond the minimum requirements to ensure that your feedback program data is safe at the physical, network, host, and application levels. Servers and equipment are protected and stored in a SSAE-16 audited data center.

- Biometric access screening.
- Security personnel on site 24x7x365.

Inquisium is hosted on a secure, multi-tenant architecture for large-scale, on-demand service, with security at the operating system level.

- Permission-based access and controls.
- No shared server authentication.

Our proprietary security model ensures that only credentialed users gain access to the system – and only to permitted resources.

- Unique account/username/password access control.
- Administrator-level users assign data access rules to others in their organization.
- One-way hash encryption for all passwords.
- Data transmitted via SSL technology.
- Sensitive data stored with Triple DES encryption.
- PCI Level 1 Compliant.

The Inquisium by Cvent operational infrastructure is designed to meet customer demands for high-performance, availability, and reliability. Excluding scheduled maintenance periods, Inquisium by Cvent has achieved a historical uptime above 99.99%.

SUPPORT AND TRAINING.

Inquisium's Client Services team is available to ensure that all customer issues and requests are promptly addressed. Our number one priority is that you're comfortable with Inquisium and your surveys are successful!

- Phone support, chat support and access to the Support Center
- Live and recorded trainings (free!)
- Dedicated account managers





“WE NEEDED FLEXIBILITY AND CUSTOMIZATION IN OUR FEEDBACK SOLUTION. OUR COMPANY HAS DISTINCT NEEDS THAT CAN’T BE MET WITH AN OFF-THE-SHELF PRODUCT.”

– Jorinne Jackson,
Human Resources Director
at DPR Construction



“AFTER USING OUR INTERNAL TOOL JUST ONCE, I NEVER WANTED TO CONDUCT ANOTHER SURVEY WITH IT AGAIN. WE NEEDED A BETTER SOLUTION TO HELP PUT THE RIGHT QUESTIONS IN FRONT OF THE RIGHT PEOPLE.”

– Dawn Anderson,
Consumer Research Manager at Polaris



“MOVING THE NEEDLE GETS HARDER AND HARDER AS WE CONTINUE TO IMPROVE; HOWEVER, WE’RE CONFIDENT **WE HAVE WHAT WE NEED IN INQUISIUM’S FEEDBACK MANAGEMENT PLATFORM.”**

– Susie McBride,
Director of HR at Checkers & Rally’s