ENTIRE COMPANY TRENDING
YOUR SCORE
55%
894/1620 points
SECTIONAL SCORES
Overall
Ambiance
Floor Staff
Checkout
Bonus
LOCATION VS COMPANY YTD
98%
YTD Average
16%
55%
YTD Average
November
December
January
February
9915
Entire Company

Mystery Shopping

Speed + Control = Competitive Advantage

Every business is a race against the competition, so you've got every gear in your company spinning at maximum velocity. More than ever, you need to see the warning signs ahead. Our system instantly delivers the crucial data you need to steer your company with complete confidence.

Fast data. Front runner. You've got the jump on the competition.

Fast, informed decisions demand smart, rapid report delivery. Our system gets you the data you need to get ahead... and stay there.

- Get reports and notifications via the web, email, Excel and/or PDF
- Real-time reporting: Access data the instant the shop is completed
- Dashboards: Get data delivered using the metrics you need to make decisions quickly
- Ease of Reporting: Effortlessly interpret company performance with our bold, clear graphics

No traffic. No speed bumps. You're in for a smooth ride.

Even the most turbocharged data is useless if it breaks down on its way to you.

Go with the system designed to handle.

- Unparalleled server performance and stability — no waiting in traffic
- Cross-platform / cross-browser compatibility — works on every common web browser for Macs, PCs or Linux
- Multiple levels of backups in multiple locations
- 24/7 Web access — our "information highway" is open, all day and all night

Customer Satisfaction ▪ Training ▪ Audits ▪ Performance Reviews

Go Beyond Mystery Shopping

Gain NEWER, BROADER and DEEPER insights into your company's performance

Customer Satisfaction: Get the **other** side of the story

Mystery Shopping measures company performance against company standards (with objective mystery shoppers)

Customer Satisfaction measures customer satisfaction with your company's performance (with subjective customer feedback)

You need BOTH sides of the story to know if your company is meeting your standards... and if those standards are good enough for your customers!

Our system captures customer satisfaction data in three ways:

- ICR web surveys
- IVR phone surveys
- IMR mobile surveys (web and text enabled cell phones)

Internal Operations: Optimize performance from the inside out

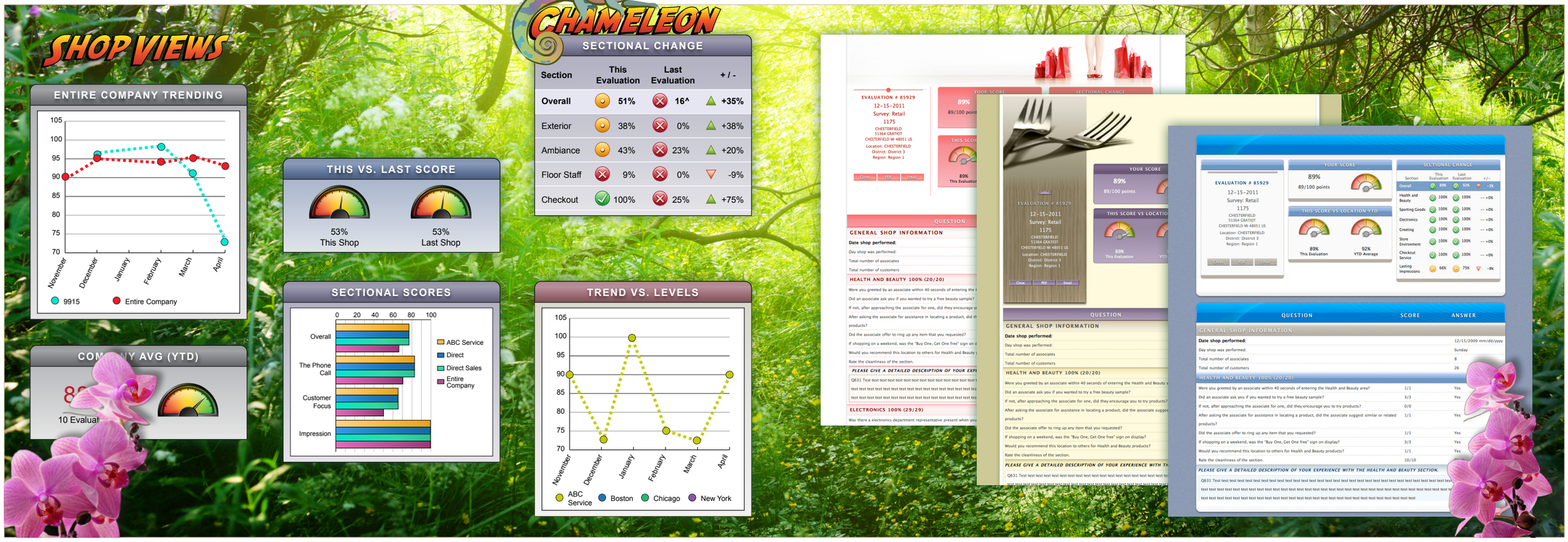
Our system doesn't stop at market research – and neither should you! Act on your market research findings and fine-tune your company's operations with these automated services:

- **P.R.I.S.M.** — (Performance Review Internet Survey Management System) incorporates staff performance reviews and employee satisfaction surveys for a "full spectrum" view of your company
- **Auditmation** – Automate your clients' Brand, Merchandising, Legal and Price audits
- **Testcaster** – Delivers cost-effective online training and testing (with automated or human grading, cheat prevention technology and easy instant test creation)

TestCaster

Beauty and Brains

At first you'll be seduced by the gorgeous graphics….but you'll find true love with the deeply insightful data that lies within. In minutes, we can build the customized shop view of your dreams with our incredible drag and drop "Chameleon" technologies.



Win the hearts **and** minds of your managers with our customized Shop Views

Total Buy-In

There's only one good report: **The Report That Your People Read**… and we have it.

Chameleon's clear, vivid graphics captures everyone's attention and communicates corporate priorities directly to location employees and managers, empowering them to take quick action.

Infinitely configurable for maximum impact

Pick a theme! Pick your data! Pick your charts!

Put a spotlight on your most critical metrics with your choice of configurable graphs… and never let the message get buried under a mountain of drab, boring numbers.

Show the big picture beyond the survey

Is this shop a random outlier .. or part of a growing trend?

Does this shop show a struggling location starting to improve… or a top performer losing their edge?

Without this context, shop reports lose most of their value… but Chameleon technology can paint the complete picture. Reveal how each shop relates to recent shops, other locations, and company/ subdivision trends.

Custom Themes = Commitment and Relevance

Go the extra mile with a custom theme! A shop report with your corporate logo, colors and artwork is a bold statement to your people: "We didn't settle for a generic system and we won't settle for generic results."

Chameleon Dashboards

The “Execu-View”

Maximum information… in minimum time…
… all customized to each executive’s point of view.

Keep on-the-go CEOs in the know!

Your top executives have the greatest need for information… and the least amount of time to get it.

Chameleon Dashboards deliver that all-important “Execu-View” within seconds.

Instant Convenience

Your top executives rarely have time to fiddle with interactive reports or complicated systems. Chameleon Dashboards launch immediately upon login. Your execs may never need to go further!

Configurable “Eagle-Eye” Perspective

Build the best “eagle eye” overview of your company’s performance from an array of Chameleon Dashboard graphs and charts. At a glance, your execs can identify highlights and hotspots and take immediate action.

“Smart POV” technology

Chameleon knows WHO is looking… and WHAT they should see, automatically adjusting the Dashboard content for each user.

Chameleon Dashboard’s “Smart POV” technology can:

- Limit all managers to seeing only their areas
- Optionally allow managers to see selected company-wide results
- Optionally allow location managers to compare their results against nearby locations (i.e. peer results)

iPad app coming in 2011!

Take your Execu-View on the road!

For unparalleled convenience and mobility, the Chameleon Mobile Dashboard app is slated for release in Q4 2011.

Analytic Drill Down Reporting

The truth, at your fingertips

Mountains of data are useless without the tools to find the truly valuable nuggets within. Our System gives you the precision tools to dig out the actionable truths with just a few clicks.

Survey Drill Down

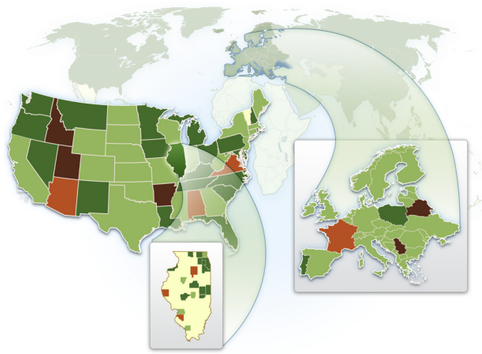
(Survey Summary and Answer Summary)
Present your entire survey in one summary. Reveal charts and summary information on any question of interest. Reveal details on any shop that included a particular answer.

Level Drill Down

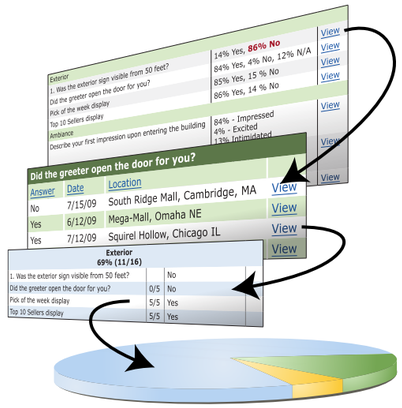
(Location Wizard)
Serve up an eagle eye view of the upper levels of your company. Cut through the layers of subdivisions, locations, shops and answers until the real cause behind the scores is revealed.

Geographic Drill Down

(Map-Tastic!)
Control the world... literally! From there, you can dive into countries, states, provinces and counties and examine your data from a brand new perspective.



Map-Tastic!



Survey Summary and Answer Summary

Advanced Reporting

Informing. Compelling. Empowering.

Whether it's trending, comparisons, data mining or persuasive visuals you need, our advanced reporting suite is at your service.

Get a Sneak Preview… with Report Revue!

Report Revue

Where to begin? Fire up our "Report Revue," an online "jukebox" of short demos of each report

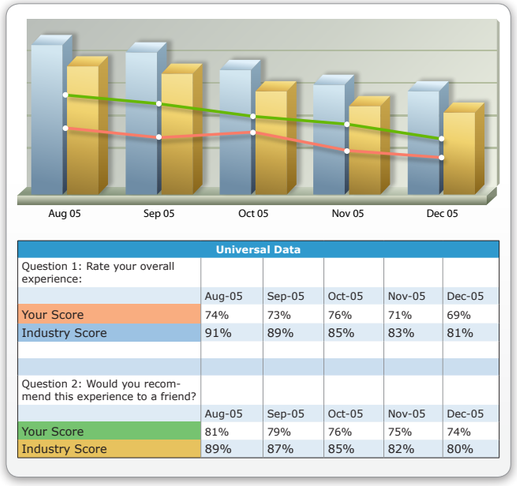
Our Main Attractions:

Who's Hot Who's Not – It's something every company needs to know: "Who are my strongest and weakest performers?"

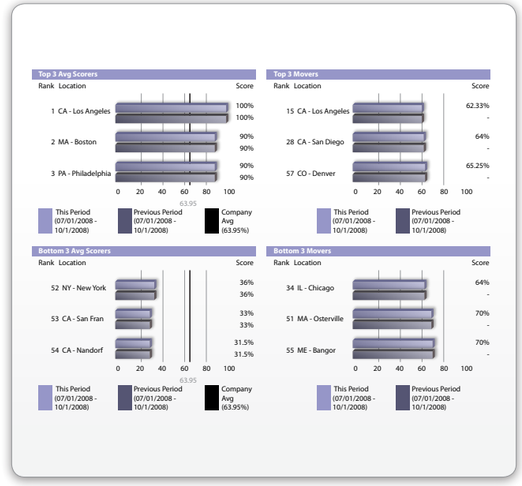
Head to Head Report – Compare surveys side by side (such as mystery shopping vs. customer satisfaction) and answer crucial questions such as: "How do our company standards correlate to actual customer satisfaction?"

Universal Data Reporting – It is the ultimate question: "How do I rank against my competitors?" Embed universal industry-specific questions in your surveys and see how you stack up against the competition.

Data Mining/Cross-Tab Reports – It's SPSS made easy! Use data-mining filters on any report or generate full cross-tab reports.



Universal Data					
Question 1: Rate your overall experience:					
	Aug-05	Sep-05	Oct-05	Nov-05	Dec-05
Your Score	74%	73%	76%	71%	69%
Industry Score	91%	89%	85%	83%	81%
Question 2: Would you recommend this experience to a friend?					
	Aug-05	Sep-05	Oct-05	Nov-05	Dec-05
Your Score	81%	79%	76%	75%	74%
Industry Score	89%	87%	85%	82%	80%



Data Delivery

The goods, any way you want it

It's not only about WHAT you get... but also HOW and WHEN you get it.

Get it served fast and fresh!

WHAT DO YOU WANT?

Online Reports – Our suite of interactive web reports

PDFs – PDF reports and shops for printing or emailing

PDF books – Batch-printable PDF shop compilations

Spreadsheets – Excel-compatible spreadsheets

Exports – Download raw shop export data or special custom formats (custom XML, Triple S, CSV, Tab)

HOW DO YOU WANT IT?

Via Web Browser – Our online reports are available to every major browser/OS combination

Via Web link – Convenient one click links to shops

Via Email – PDFs emailed directly to managers

WHEN DO YOU WANT IT?

On Demand – Online reporting is available 24/7 with up-to-the-second results

On Publication – Receive shops the moment our editors complete them

On Trigger – Instant notifications when a certain score, a certain answer or any number of conditions are triggered

On Schedule – Email personalized web links to every manager with a few clicks

On Cycle – Results can be automatically delivered every week, day, hour, etc...

Key Benefits

- *24/7 Web Access*
- *Rapid Report Delivery*
- *Instant Access to Real-Time Data*
- *Easily Configurable with Drag and Drop Tools*
- *Unparalleled Performance and Stability*
- *Safe, Reliable, and Secure: Multiple Backups in Multiple Locations*
- *Maximum Flexibility*
- *Powerful, Intelligent Reporting Suite*