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Client Analytics 3.0

your business on your handheld

www.researchmetrics.com

THREE QUESTIONS EVERY DECISION MAKER SHOULD ASK THEMSELVES

HOW CAN I

- Work with **LIVE RESULTS**?
- Make **FASTER DECISIONS** with less analysis?
- Still make effective decisions when I am **OUT OF THE OFFICE**?

THE ANSWER IS ALREADY IN YOUR POCKET

MOBILE CLIENT ANALYTICS

Travels with you wherever you go



CLIENT ANALYTICS 3.0 brings your results to you on any device, on your schedule: while traveling, waiting for your next meeting, or as soon as they are published.



YOUR HOME PAGE

See the big picture at a glance

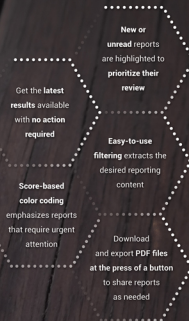
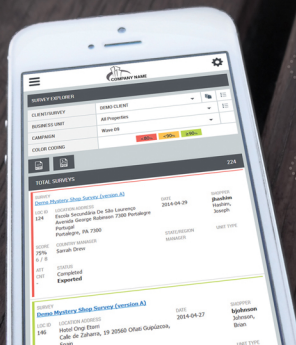
The HOME PAGE is the ideal place to get a **comprehensive overview** of business performance with a single click.



SURVEY EXPLORER

Speedy and effortless access to the details

Add the SURVEY EXPLORER to the reporting package and search for reports as easily as checking every-day emails.



MEDIA EXPLORER

Evaluate and confirm effortlessly with audiovisual review

Add the MEDIA EXPLORER to the reporting package and receive:

Effortless access to images, documents, or audio and video files with just a few clicks

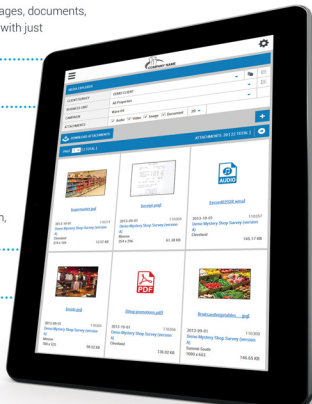


Gallery layout for easy review of images without opening each report

A smooth, intuitive interface for searching by project, location, region, date ranges, and more



Single-click filtering for focusing on images attached to a specific question or answer



YOUR DASHBOARD

Turn data into actionable insights

Ideal for top-level management, the CLIENT DASHBOARD gives a complete overview of the business at a glance.



SERVICE EXCELLENCE REPORT

The report with ALL relevant data



Schedule reports for
automated email delivery

Quick to read and
easy to follow

Deliver insights and conclusions,
not just data

Generate reports for an individual store or
aggregate for an entire campaign,
period, or study

Fully customizable
for a personalized look and feel

Present results in the context of targets, KPIs,
organization levels, peers, and
past performances

CURRENT	PREVIOUS	DIFF
100%	100%	-
97%	100%	-3%
90%	88%	2%
73%	100%	-27%
80%	75%	5%
CURRENT WAVE 05 PREVIOUS WAVE 05		

COMPARATIVE PERFORMANCE



YOUR RANK

CURRENT	PREVIOUS	DIFF
4 (of 8)	1 (of 7)	↓
Your rank for the current campaign (Wave 05) is 4 out of 8. Your rank for the previous campaign (Wave 04) is 1 out of 7.		

PERFORMANCE BY QUESTION	
EXTENSION ASSESSMENT	100%
Wave 05	95%
CURRENT Wave 05	98%
OVERALL	96%
WAS THE PARKING LOT CLEAN AND IN GOOD CONDITION?	100%
Wave 05	95%
CURRENT Wave 05	98%
OVERALL	96%
WAS THE LANDSCAPING CLEAN AND IN GOOD CONDITION?	100%
Wave 05	85%
CURRENT Wave 05	88%
OVERALL	86%
INTERIOR ASSESSMENT	100%
Wave 05	95%
CURRENT Wave 05	98%
OVERALL	96%
WAS THE STORE INTERIOR CLEAN AND UNCLUTTERED?	100%
Wave 05	75%
CURRENT Wave 05	78%
OVERALL	76%
WERE ALL WINDOWS AND DOORS CLEAN?	100%
Wave 05	100%



DRILL-DOWN ANALYTICS

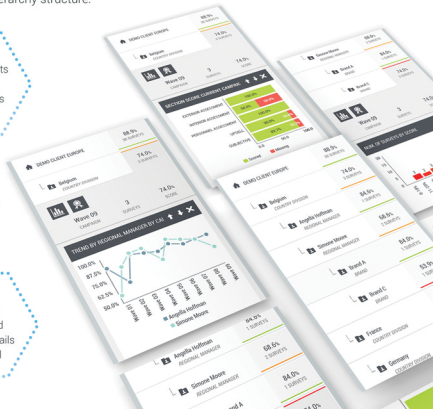
Drill. Analyse. Discover. Improve.

Add DRILL-DOWN ANALYTICS to your reporting package and view results in your business's specific corporate hierarchy structure.

Intuitively
navigate results
using your
organization's
hierarchy

Immediately
drill into
underachieving
business
units

View
high-level
results and
low-level details
in one tool



With its built-in dashboard, DRILL-DOWN ANALYTICS allows you to analyse business hierarchy units in a graphical format.

View
comprehensive
scores and
KPIs

Compare
organizational
peers
side-by-side

Monitor
historical
trends



SENTIMETRICS

Emotions. Visualized. Analyzed.



Uncover vital and hidden information about your brands and products. With Sentimetrics™ you can discover how people perceive your brand or product from the comments circulating in Social Media sites and take action to turn detractors into promoters.

A NEW SOURCE OF CUSTOMER DATA
offering complete analytics

AUTOMATICALLY EXTRACT SENTIMENT
from your respondents' comments

Derive ACTIONABLE INSIGHTS
from unstructured data

Quickly understand respondents' emotions
with STUNNING, INTUITIVE VISUALIZATIONS

PHRASE CLOUD - sentiment analysis
is performed on phrases,
not on single words



RECEIVE SENTIMENT FEEDBACK
about the on-site experience of qualified, certified
mystery shoppers based on their analyzed comments.

PREVENT NEGATIVE BRAND PUBLICITY.
Use the Impact column that shows the number
of potential viewers to prioritize your actions.

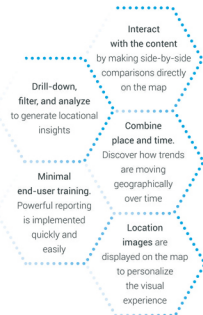
REACH A WIDER AUDIENCE.
Understand consumers' perceptions about your
brand or product across different regions by tracking
sentiment from multiple languages: English, Spanish, German,
Danish, Dutch, Russian, Portuguese, Swedish and more.



GEOSPATIAL ANALYSIS

Put business data on the map

Get the full picture. Nearly all business data has a geolocal reference aspect. Quickly relate data to locations that are meaningful and detect geographic trends with GEOSPATIAL ANALYSIS.



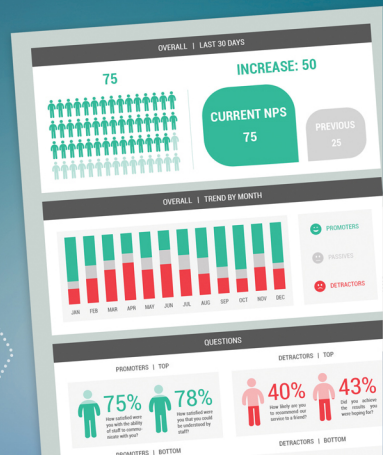
NET PROMOTER REPORT

Create world-class customer experiences

NET PROMOTER provides a unique, customer-centric solution

Craft a roadmap for customer experience improvement

Identify brand promoters and detractors in real time



REPORTS PORTAL

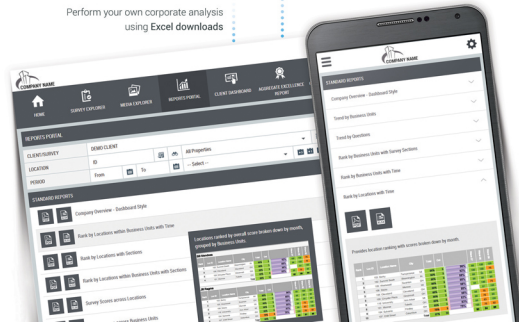
Access enterprise reports anywhere, anytime

Monitor the pulse of projects with the REPORTS PORTAL component of the reporting package.

Get a multitude of color-coded, tabulated reports delivered as Excel sheets, PDFs or images

Perform your own corporate analysis using Excel downloads

Receive recurring emailed reports automatically



ANSWER DISTRIBUTION ANALYSIS

Complete analytics with unparalleled visualization

Instantly ASSESS DATA STRENGTH AND VALIDITY on multiple levels with these built-in indicators:

- Sample size indicator
- Response rate indicator
- Answer distribution indicator
- Statistical error indicator

