

Epicor Advanced Surveys

Get to Know Your Customers Better

Benefits

For many years, surveys have been an important tool for gathering data about prospects, customers, partners and employees. But paper-based surveys are time consuming to create and it can take weeks or months before enough completed surveys can be collected to make the results meaningful. Epicor® Advanced Surveys reduces the effort needed to build surveys and makes the results immediately available as employees, partners, customers or prospects fill them out.

Epicor Advanced Surveys' method of providing electronic surveys eases the distribution of surveys and the collation of answers for analysis. Time previously spent on laying out paper surveys and manually entering responses can now be spend more productively – on tasks such as list selection, question design and data analysis. In addition, Advanced Surveys supports question branching, which allows adding questions or skipping questions depending upon the responses given.

The Clientele CRM.NET Suite

The Clientele® CRM.NET Suite is a set of enterprise CRM applications for small to midsized companies that are focused on their customers. Clientele CRM.NET is the first CRM application built entirely on the Microsoft® .NET platform, which provides new levels of accessibility, extensibility and integration. It's our award-winning CRM software, with 15 years of features and functionality behind it.

Many organizations understand the need to capture information on the opinions and behaviors of the people that matter to their business

such as employees, customers, business partners and suppliers. Epicor Advanced Surveys is a comprehensive electronic survey solution with real-time, web-based reporting and analysis. Advanced Surveys allows you to easily create and deploy surveys either on a website or within an email. Once the survey is deployed, you can then take advantage of Advanced Surveys reporting and analysis tools to really understand what your target audience is telling you and respond accordingly. This information can then be used to make your marketing efforts more targeted and therefore more successful.

Online Surveys Made Easy

Epicor Advanced Surveys manages the entire survey cycle — from building individual survey questions to launching the survey either on a website or via an email. It delivers valuable information about your business in real time, allowing you to react quickly to address any issues that become apparent. Its user friendly environment allows users to be up and running quickly with a minimum of training. By simplifying the survey design and deployment process Advanced Surveys shortens the deployment cycle which allows you to gain more knowledge from

more surveys more often. Advanced Surveys dramatically reduces overhead by eliminating the need for expensive printed surveys which need to be mailed to the target base. It also minimizes the time spent collating and tabulating results into meaningful data.

Getting the Right Information at the Right Time

One of the major problems with traditional survey methods (for example print and telephone) is that by the time you have received the information, you have lost the opportunity to act or even worse you may have lost a valuable customer to the competition. With online surveys, the results are available as soon as the survey is completed by the respondent. This allows you to react to mission critical responses decisively and immediately.

Design Your Survey

Leave the technical stuff to your IT department. Advanced Surveys' survey designer will enable you to quickly get your survey ready for deployment. It utilizes a Question Library where you can store frequently asked questions for future use. It also adopts a wizard based approach, enabling you to easily create and link multiple question pages and start, finish, and help pages.

Epicor Advanced Surveys

Conditional Branching

One of the biggest advantages of online surveys over traditional paper surveys is that the questions can be intelligently delivered to the respondent. Each respondent need only see the questions that are relevant based on their previous responses. This cuts down on the survey size and can dramatically improve response rates and response integrity. With Advanced Surveys you can show and hide different questions and send respondents to different pages based on answers to previous questions.

Survey Deployment Options

Epicor Advanced Surveys creates each survey as a separate hyperlink that can be placed on any website to help drive traffic to the survey. You can also upload contact lists and databases and send them a direct and unique link to the survey and track their individual response details. Furthermore, via integration with Epicor eMarketing, you can actually place the survey in an email so that your respondent never even has to leave their email application to answer your questions.

Instant Results

All effective marketing and support efforts are results oriented. The granular results available in Advanced Surveys will allow you to keep your finger on the pulse of respondents and take appropriate action. Overall summary results are available and these can be drilled down to the individual page or question level and to the individual user level so that you can 'slice and dice' the data any way you wish. Easy to understand reports are available and all result data can be downloaded to Microsoft® Excel® for further analysis if necessary.

Collect Contact Information

Surveys can be a very valuable means of collecting contact information about your respondents. With Advanced Surveys, you can design specific data collection forms and any contact information collected will be stored in the Advanced Surveys database. This information can then be exported to Microsoft Excel or CSV files or it can be directly integrated to your contact management/CRM system if you wish.

Built with .NET

Epicor Advanced Surveys is architected to leverage the benefits of Web services. Advanced Surveys is built on the Microsoft .NET platform, which delivers new levels of accessibility and extensibility. Through the use of XML Web services, Microsoft .NET enables extensive scalability and integration capabilities.

Build World-class Relationships

Epicor Software Corporation is a trusted provider of customer relationship management software for small and midsized enterprises. With more than 15 years experience and over 3000 customers, we supply virtually everything you need for a successful CRM implementation: quality products, experienced professional services, and excellent support.

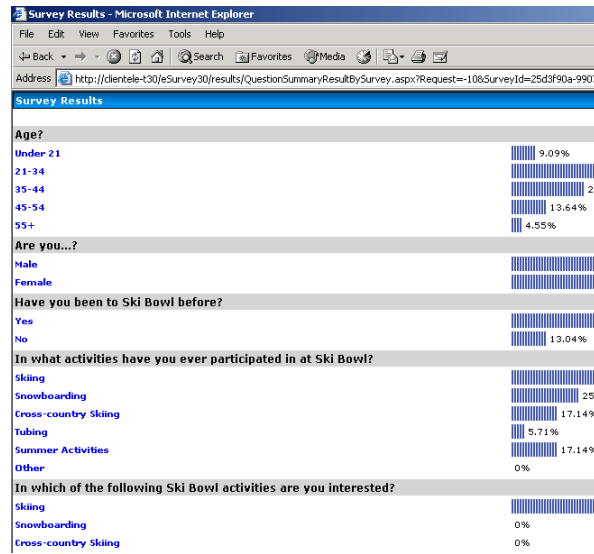
Learn More

For more information on how Epicor Advanced Surveys can help you develop cost effective electronic surveys, contact your authorized Epicor Partner, or call Epicor at 800-997-7528. Or visit us on the Web at clientele.epicor.com.



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→ Epicor Advanced Surveys provides multiple views of your survey results.

Key Features

- Survey creation
- Question library for FAQs
- Rich content design options (Full HTML - WYSIWYG Editor)
- Help pages for the survey itself
- Instant survey results available at different levels within the survey
- Single Page, Multi Page design flexibility
- Deployable online or as an e-mail
- Results export to Microsoft® Excel
- Templates for all standard question types including Likert Scale
- Random answer feature to remove answer bias
- Easy to create subgroups on the basis of survey answers
- Question branching
- Easy data collection features
- Integration to Epicor eMarketing

Link Epicor Advanced Surveys and eMarketing for complete solution

Epicor eMarketing can be used in conjunction with Advanced Surveys to develop survey lists, invite participants to surveys and track which invitees never start the survey and which ones click through to the survey but do not take it. This information can be analyzed to build better lists, invitations and surveys.

To learn more see the Epicor eMarketing Product Brief.

