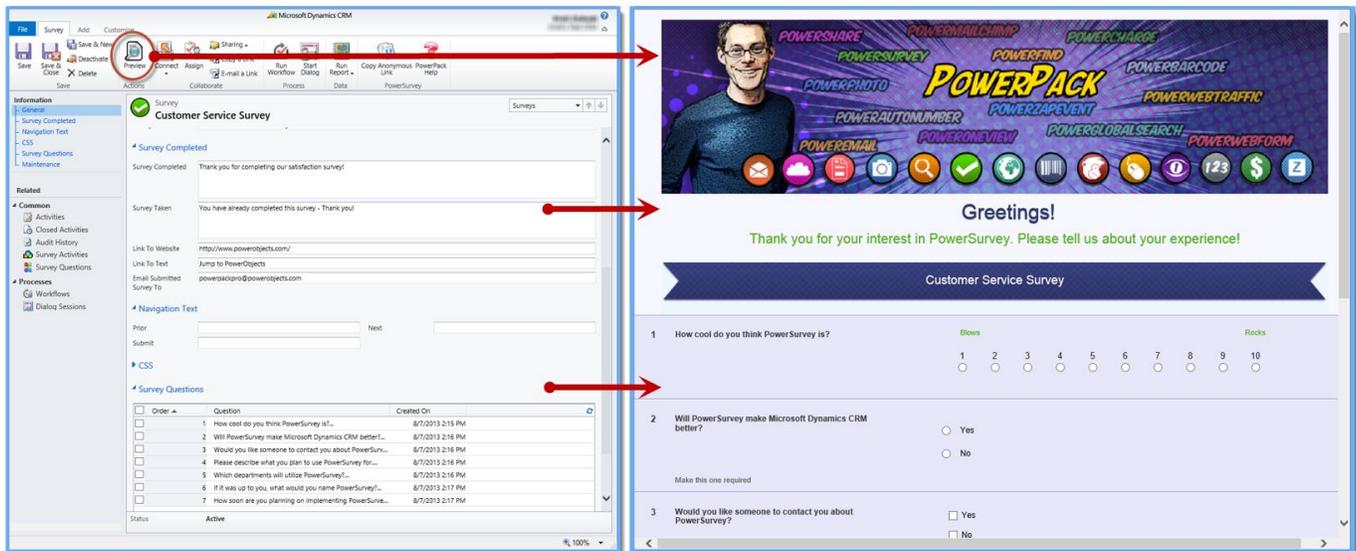


Using PowerSurvey

Building a Survey

With PowerSurvey, you are able to build custom surveys, from questions to the overall look and feel of the survey to the follow-up measures, you are in control. You can customize the survey by adding your own banner to the top of the survey, choosing one of five CSS provided, displaying a greeting message at the top of the survey, and creating your own questions. PowerSurvey allows you to create a variety of questions such as rating, radio buttons, check boxes, dates, numeric, multi-line text boxes, drop-down lists and much more.



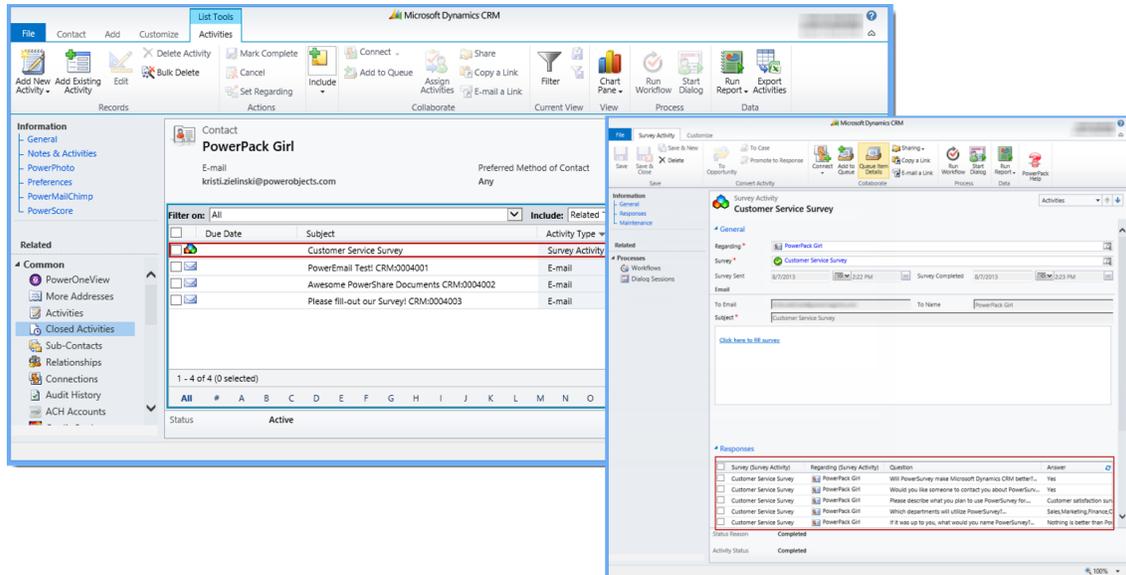
Sending a Survey

PowerObjects has attempted to make PowerSurvey as robust of a solution as possible to accommodate all possible scenarios for sending surveys. There are a variety of ways you can send your surveys either individually, by group, manually or even anonymously.

- Individually
 - o Email Activity – simply send out surveys to individuals via email activities
 - o Survey Activity – send a survey by adding a survey activity to the CRM record
- To a Group
 - o Template – send an email template to a number of people all at once
 - o Workflow – send surveys automatically through automated workflows
 - o Marketing List – send surveys to a list of contacts, leads or accounts
- Miscellaneous
 - o Anonymously – used to collect survey responses anonymously
 - o Fill out survey – button located on contact/lead record, allowing users to fill out the survey for someone

Viewing Survey Results

Each time a PowerSurvey is submitted, a survey activity is created and related to the existing record in CRM. This survey activity will contain the survey name, as well as data about when the survey was sent, completed and all of the record's responses.



Reports

There are two reports that are available to PowerSurvey users; the PowerSurvey Report and PowerSurvey Report filtered by Contact (only available if survey is sent to an existing CRM contact). These reports will give you a summary of how your survey responders have answered in a general overview as well as at a contact level.

