

Feature Benefit Sheet

QuestionPro is web based software for creating and distributing surveys. It consists of an intuitive wizard interface for creating survey questions, tools for distributing your survey via email the web, and tools for analyzing and viewing the results. QuestionPro is used primarily by service-related people and companies to gather feedback from their customers as well as market research companies conducting research on new-product development.

QuestionPro is unique in that it seamlessly integrates data-collection over the internet with one-click access to advanced reporting and analytical capabilities. Furthermore it has integrated solutions for managing customer interactions over time as well as solutions that work seamlessly with industry leading CRM vendors.

Feature	Benefit
Web-Based survey development	No client installation required to develop surveys. Allows you to create and deploy surveys with simply an internet connection and a browser. Collaborate with co-workers in the survey development and authoring process – Review/Revisions etc.
Instant Deployment	Zero “waiting” period between survey development, testing and deployment. Surveys can go “live” anytime.
Real-Time Results	View results in real-time as they are being collected. Allows for adjustments and corrections to the survey if needed.
Email Tracking	Insight and reporting on completion/start/open rates. Automatic reminder emails increase participation and completion rates.
Advanced Logic	Point-And-Click interface to create skip-logic (if then else) for personalized and intelligent survey delivery. Helps in reducing respondent fatigue while taking the survey.
Integrated & Deep Analytics	An array of analytical tools can be used immediately as the data is being collected. Reporting dashboard includes trending, secure portal for sharing reports for data dissemination.
Customizable Look & Feel	Survey look & feel can reflect corporate branding strategies. Integration with existing websites/popup solutions gives a unified user-experience.
Full Multi-Lingual Support	Ability to deploy surveys globally in any language. Reporting and user prompts are all localized in native languages.
External Identifiers and Tracking	Track and integrate with existing communication delivery systems – Intranet/Email Marketing Campaigns. Ability to append arbitrary profiling data and use that for reporting and analysis.
Panel Management	Develop and maintain a representative panel for repeat surveying and brand tracking. Easy and 1-click access to pool of respondents for new-product development and feedback.
Open-Standards WebService API	Secure API access enables custom development for access to enterprise data solutions and integration with back-office systems.
Web-Based CRM Integration	Ability to Integrate customer feedback data back into existing CRM systems like Salesforce.com.

Surveys created via QuestionPro are automatically compatible with all major internet browsers. Surveys can be created via the QuestionPro website (www.questionpro.com) and users only need an Internet connection and a browser. Users can get started with a Free Full-Featured 30 Day License, and upgrade to a paid license (\$49/Month) after that.