ForeSee Product News

Spring 2016 Release Brief

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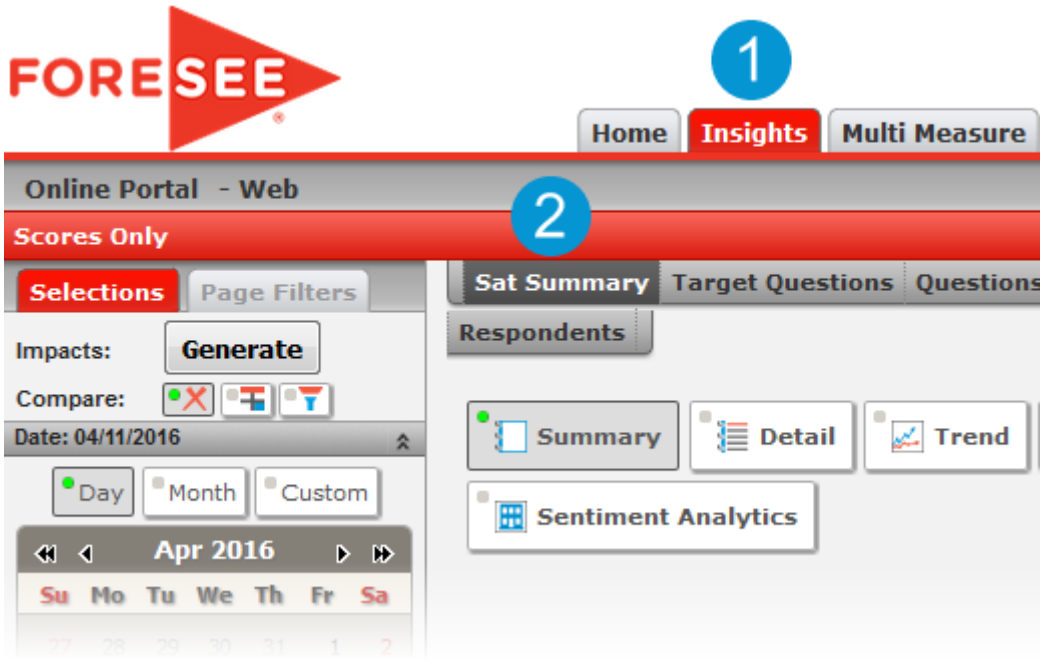
ForeSee is pleased to announce several new products and capabilities have been added to the ForeSee Customer Experience platform and application suite.

Analytics Portal

Insights Tab

The Channel tab has been renamed 'Insights' 1 and takes users directly to the Satisfaction Summary page 2.



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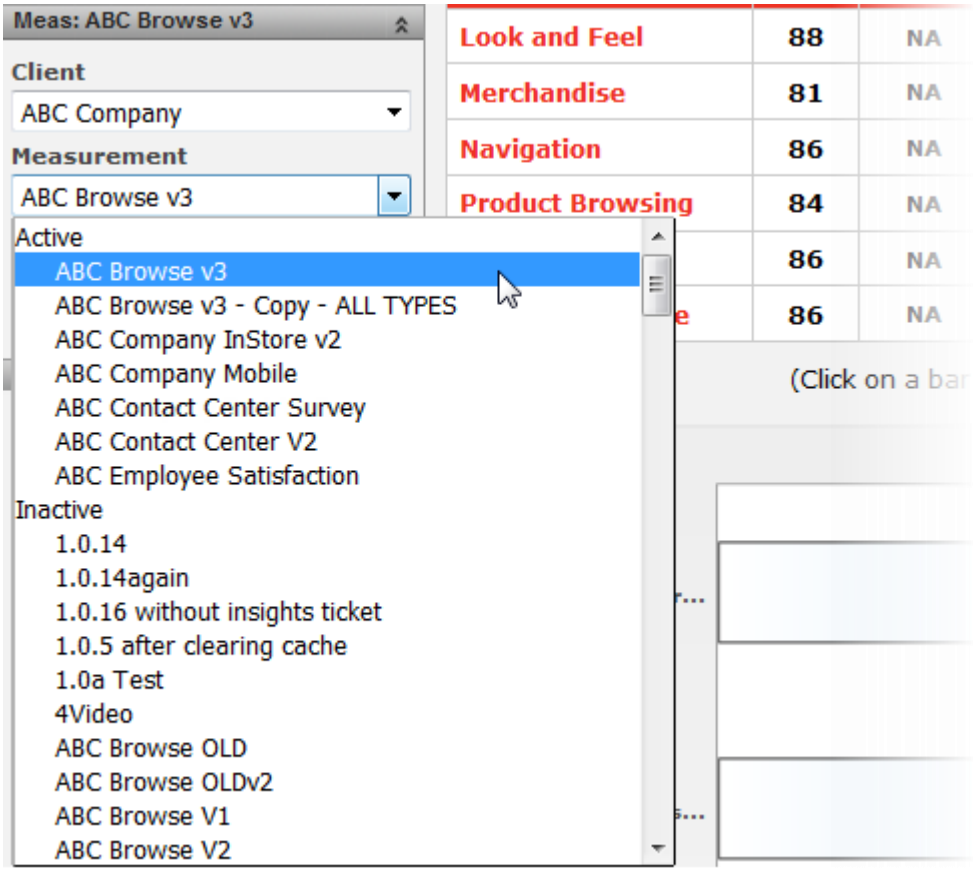
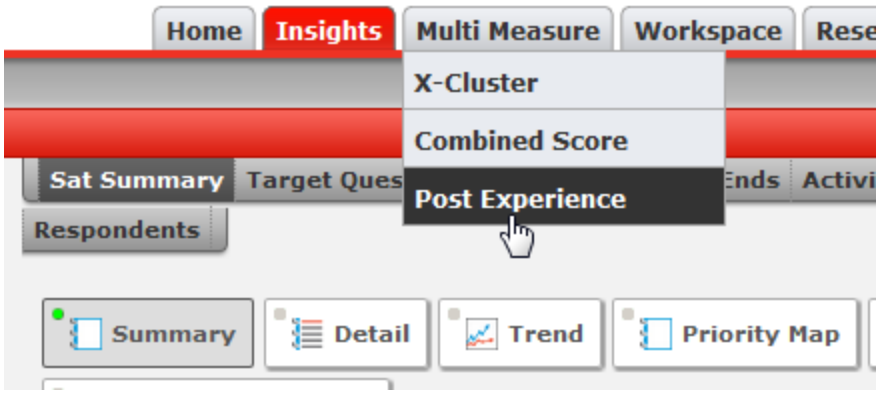
All measures available to the user are now listed on the Measurement menu of the left navigation pane.



Also, Post Experience measures have been moved to the Multi-Measure tab menu.



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Cross-Tab

The table titles 1 of the Cross-Tab page have been clarified to distinguish the difference between each table. Also, the first table 2 is now calculating percentages based off the total number of surveys instead of the total number of responses received for a specific question. The third table now shows both total response and total survey counts for both columns and rows 3. Finally, both the Excel download and the Cross-Tab Report of the Reporting tab have been audited to ensure calculations match the Cross Tab page.

1

Cross Tab % by Answer Choice of Total Respondent Count (Rows = Total Percentage)

2

	Male	Female	Prefer not to answer	Total
Yes	15%	84%	1%	100%
No	18%	80%	3%	100%

Cross Tab % of Total Responses Count (Table = Total Percentage)

	Male	Female	Prefer not to answer	Total
Yes	4%	21%	0%	25%
No	3%	11%	0%	14%
Total	6%	33%	1%	40%

3

Cross Tab by Total Responses and Respondents Count

	Male	Female	Prefer not to answer	Total Responses	Total Respondents
Yes	111	629	9	749	749
No	75	338	12	425	425
Total Responses	186	967	21	1174	
Total Respondents	186	967	21		1174

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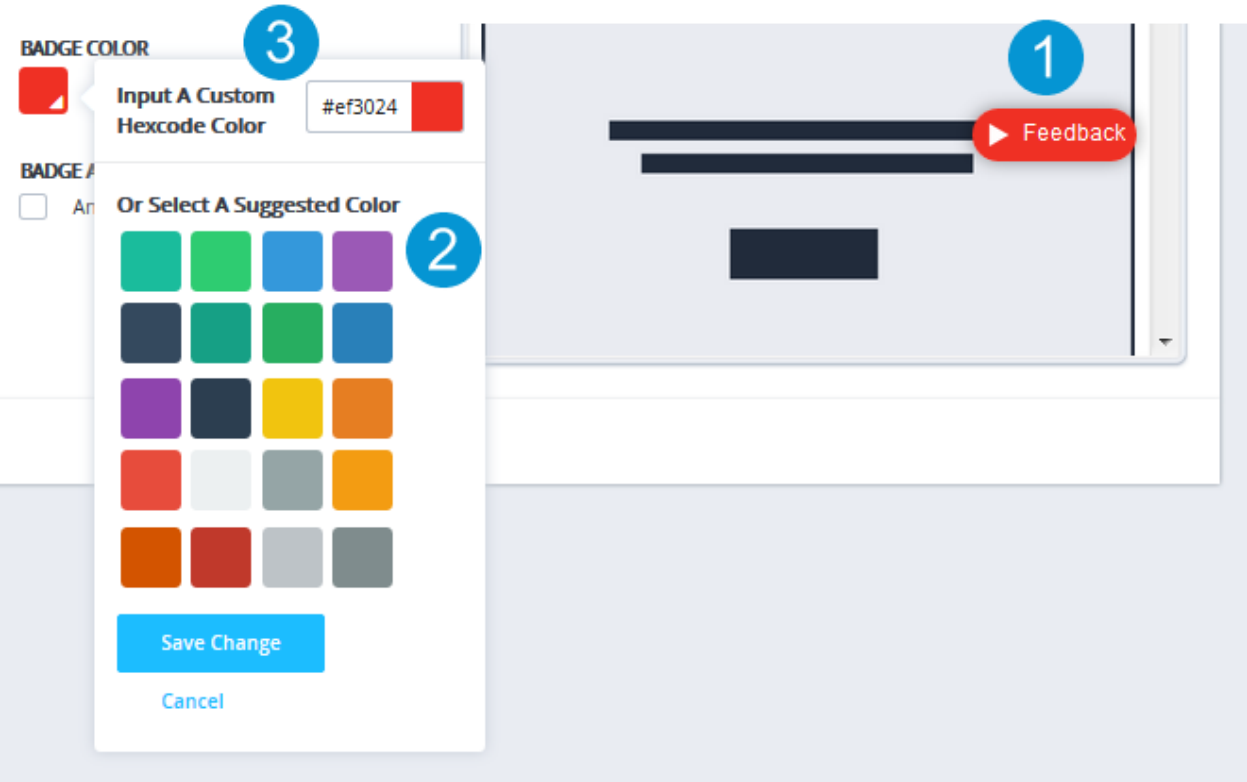
Feedback

Survey Badge Customization: Enhancement to the Survey Builder

Clients building a survey may now update and personalize their survey look and feel. The Survey Builder is now enhanced to allow clients to choose the survey's badge color 1 from our suggested colors palette 2 or type in their own custom hexadecimal code 3. With this new badge customization enhancement, clients can style a survey prompt to match their site.



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Survey Privacy Policy: Enhancement to the Survey Builder

Clients now have the option to edit the Privacy Policy link that displays at the bottom of the survey 1. In the past, only the ForeSee Privacy Policy could be supported. Now, clients may Choose Privacy Policy Text and the Privacy Policy URL target of this link on the Configure Survey page 2. This enhancement now lends the client the ability to identify their own privacy policy name and URL.

cxReplay

cxReplay for Feedback

cxReplay has enhanced our customer experience analytics for web and mobile for years and now is being offered with Feedback. cxReplay for Feedback enables you to pinpoint where site visitors are struggling and efficiently resolve issues that are negatively impacting the customer experience.

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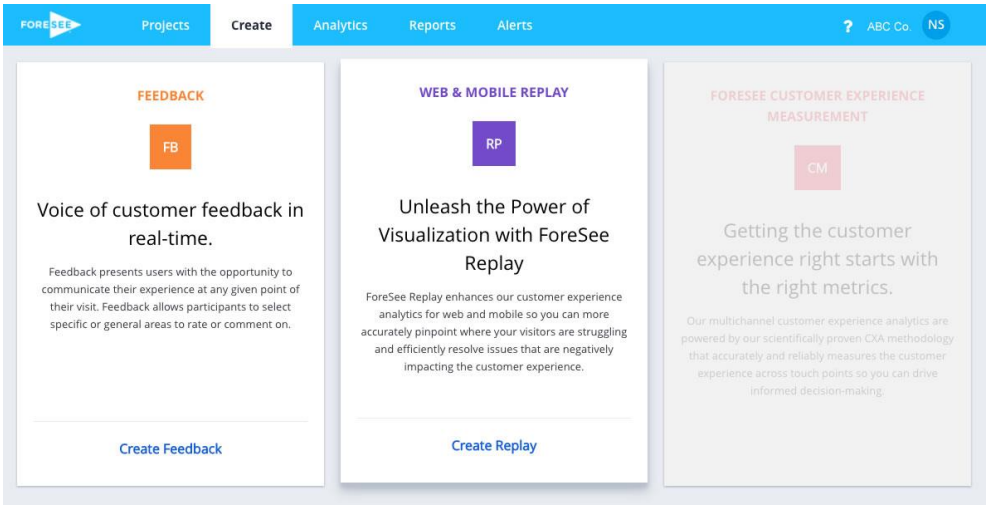
Creating a Replay for Feedback

cxReplay can be enabled for every Feedback site key, domain, or Feedback project.



Configuration and Deployment Options

The cxReplay deployment configuration and options are managed directly in the application including the On/Off toggle 1, areas of the website that should be excluded 2, personally identifiable information masking, and deployment to staging and/or production environments.

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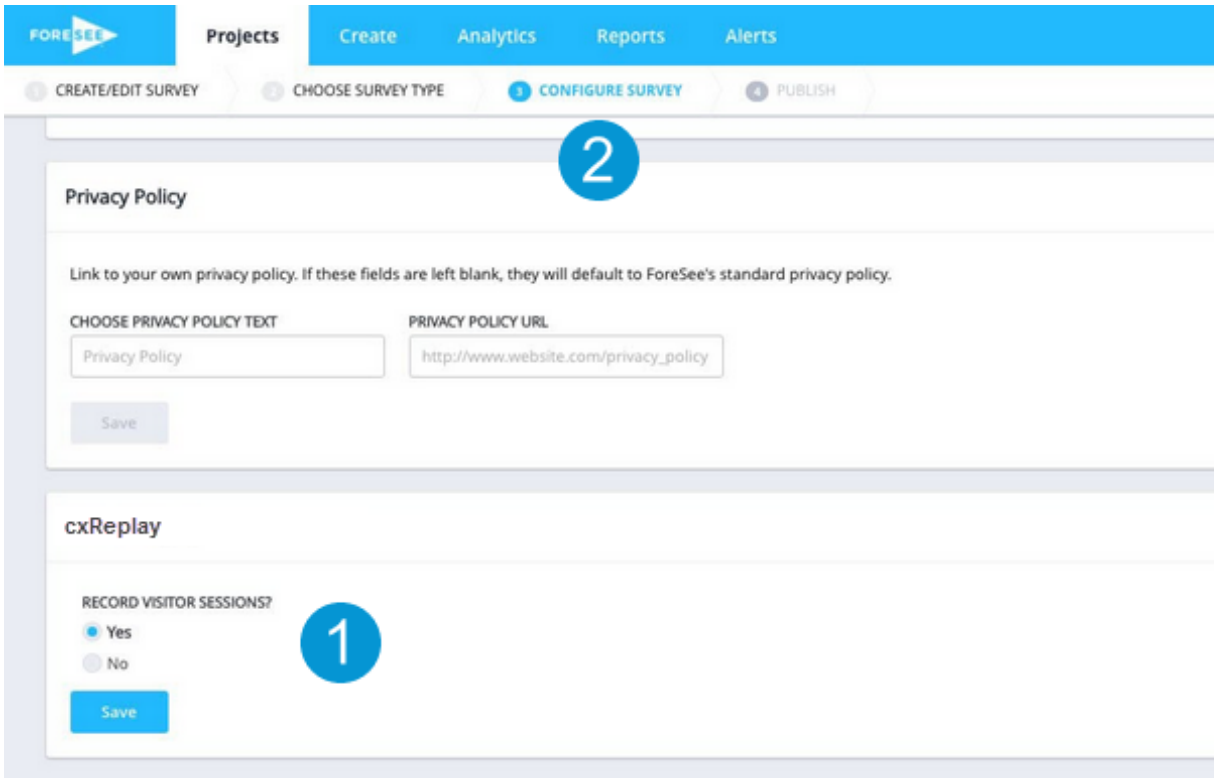
Application Controls within Feedback

The cxReplay application can optionally be controlled from the Feedback Configuration Panel, which allows teams to temporarily turn off cxReplay recording during survey and other Feedback configuration updates 1. The Feedback Configuration Panel is displayed by clicking the Edit icon of the project and going to the Configure Survey page 2.



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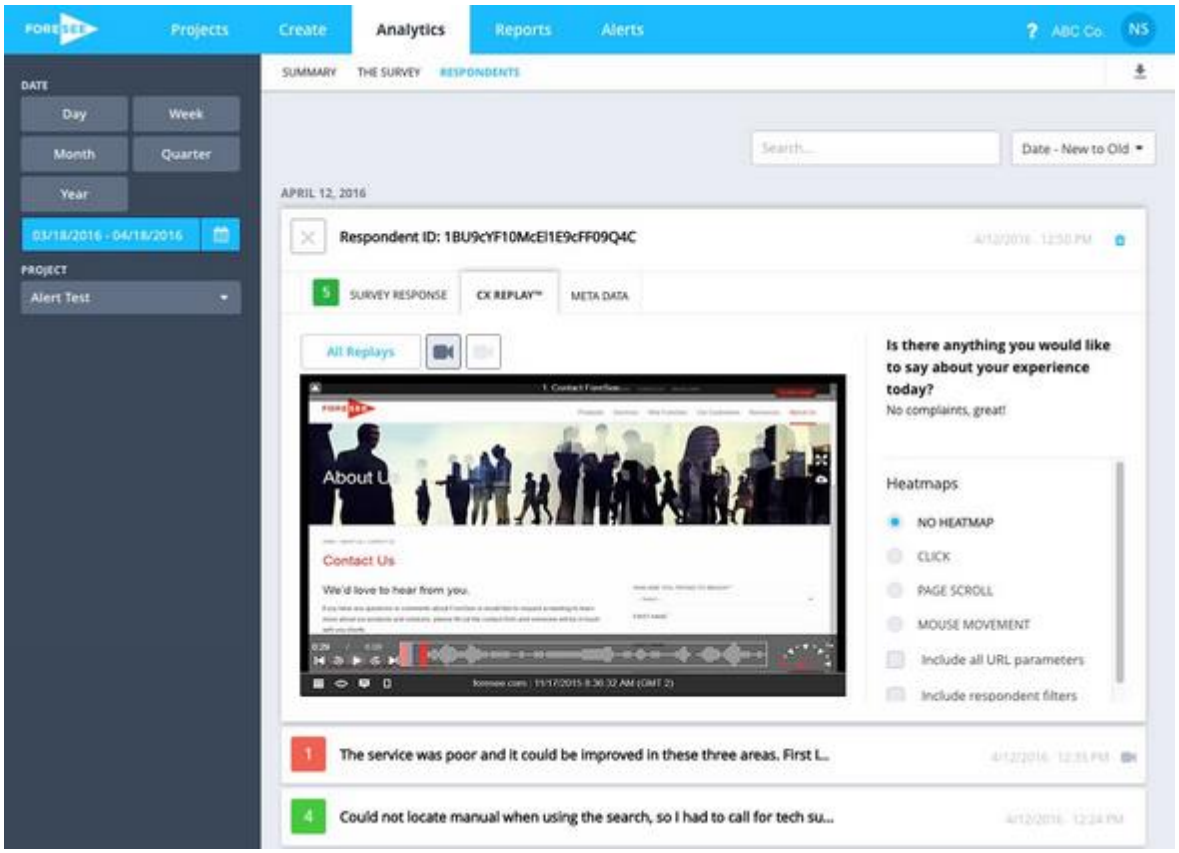
Replays Can Be Viewed by Respondent

Replays can be viewed for each Feedback survey respondent on the Analytics > Respondents page by expanding the respondent and selecting the cxReplay tab. Selecting the replay launches the replay player with a number of viewing options.



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Sentiment Analytics

Word Cloud Formatting Updates

The Word Cloud formatting and text size is more sensitive to the frequency of mentions and the relevance to the sentiment expressed. This results in a word cloud with larger text, is easier to read, provides a tightly grouped word cloud graphic that is easier to share, and improves focused analysis on word groups that are smaller than twenty five keywords.

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Code Package (a.k.a. *Hosted Trigger Code package*)

Performance and Support Improvements

The Code Package, which provides the sample controls, invitation intercept, and a number of other capabilities, was updated to broaden the platform and browsers supported and to improve the overall performance. Here are a few of the key enhancements:

- The total code package file size was reduced 36% without cxReplay and 17.5% with cxReplay. Smaller file sizes result in faster download performance.
- Survey definitions and language tables are now written into the code snippet gateway JavaScript file rather than contained in a separate file, ultimately speeding download times.
- Optional feature capabilities, such as True Conversion, Invitation, and cxReplay, are now separated from the main code package and are only added when required.
- Invitation, tracker window, and test page driven from templates for greater customization ability.
- Support for the Internet Explorer Edge browser.

Support for cxReplay for Feedback

- The total code package file size was reduced 17.5% with cxReplay configured. Smaller file sizes result in faster download performance.
- Compression for cxReplay is automatic for transmissions over 1kb resulting in a smaller file size and improved performance.
- The trigger code package and cxReplay are only downloaded now if required for the page.
- The trigger code package and cxReplay are now loaded in parallel providing roughly a 30% download performance improvement when both are used.
- cxReplay Document Object Model capture and masking tasks now perform 22% faster by optimizing key capture functions.
- cxReplay transmissions only support CORS transport.

Choice of Invitation Styles

The Code Package now provides an option during deployment to choose between the current invitation and three updated invitation templates. These templates include a banner (across the page) layout, a large sized invitation, and medium sized invitation style.

An example of the banner invitation layout:

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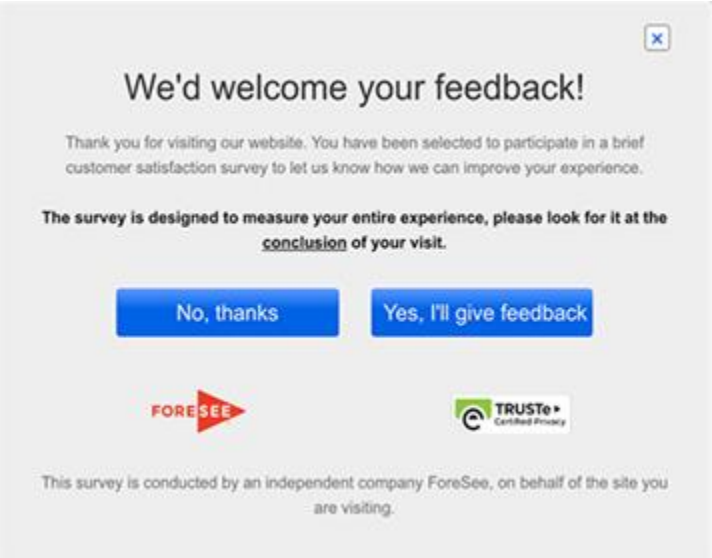
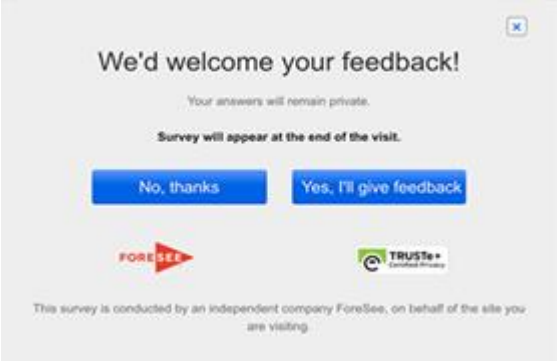
An example of the large invitation layout:



An example of the medium invitation layout:



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Measure Models

In-Store (a.k.a. In-Location) Customer Experience Model Update

The In-Store Customer Experience model evaluates the shopping and purchase experience in a brick-and-mortar retail store. The current Store measure first launched in the fall of 2013, and as a part of the ongoing review of our models, ForeSee is updating this model based on data from various deployments, client feedback, and internal analyses.

The In-Store model is being updated in two areas including the following elements:

- The "building elements" **Store Environment and Presentation**
- The "people elements" **Service, Engagement, and Checkout**

The updates are intended to provide additional insights, provide greater model sensitivity, and improve the question language.

In-Store

Elements	Aspects of the Experience Captured
Store Atmosphere	Space, Finding, Layout OR Displays and Aisles
Service	Availability, Responsiveness, Knowledge
Merchandise	Appeal, Quality, Variety
Price	Prices given quality, Competitiveness, Clarity of pricing information
Checkout	Registers, Speed, Accuracy

Please work with your ForeSee Account Executive or Customer Experience Analyst to consider deploying the updated In-Store model if the timing and benefits fit your needs.

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Security

Open End Question Response Masking

Applicable to USA respondent data only.

ForeSee does NOT solicit sensitive information, but we want the ability to handle rare cases where respondents do enter sensitive information. We mask Open End data of survey responses, such that sensitive information is converted to xxx's when it is saved to the database. This masking is irreversible, i.e., data once masked cannot be unmasked.

If a Social security number (SSN) or Tax ID number is in the format of 111-11-1111, the number is masked.

Please be aware that masking does not apply retroactively. Masking will be applied on survey data collected after this feature is released.

User Account Welcome and Reset Password Email Update:

The previous practice of sending two emails to new users and in response to password reset requests has been ended. ForeSee has combined the contents of the two messages into one email with the exception of those clients who require maximum security constraints.

Integration

Adobe Marketing Cloud

The Integration product has been updated to support Adobe's new Marketing Cloud. Please inform your ForeSee Analyst if you have recently moved to or are planning to move soon to Adobe Marketing Cloud. If you are with the older Omniture, your ForeSee Trigger Code may need a review to ensure the code works with Marketing Cloud as well.

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Appendix A

Spring Follow-up Release

The Product and Engineering team rolled-out the Spring Follow-up Release with the last few planned enhancements and a handful of issue fixes.

The Replay for Feedback capability is now available on the production servers. We plan to do a few rounds of internal testing with ForeSee.com, and will then make Replay available to a couple clients that have already purchased Replay, being careful to step them through the integration process.

In addition to adding Replay, this release of Feedback includes:

- Surveys (within the Feedback product) may now contain hyperlinked text in the question. When editing a survey, you can highlight a character, word, or phrase, and a Link dialog displays to click and the link address to.
- Users with administrator permissions may delete Feedback survey Replays, as well as the entire respondent record.
- Custom work for clients was completed.
- Other minor enhancements and bug fixes.

Like with all releases there are a few items that we carry over. Below are a list of known issues we are still working to address in additional:

- Replay for Feedback support for Internet Explorer 9.
- Respondent Meta Data includes the Trigger Code URL.

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