



## ForeSee Product News

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### *January-February 2016 Release Brief*

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

## Advanced Analytics Portal

### Cross-Tab

The Channel > Cross Tab now displays a third table containing the percentage by unique respondent count. Percentage by answer choice data has also been added back to the page.

Question Distribution Crosstabs

ABC Browse v3

Are you aware of the kids' apparel site, Kids from ABC Company?

X

Why didn't you make a purchase today?

March 01, 2016 - March 31, 2016

Filter: No Filter

Page Filter: No Filter

Cross Tab % by Answer Choice Distribution

	Color not available	Size not available	Item back ordered	Price too high	Planning to purchase in the store	Payment issues	Unable to find what I was looking for	Once in checkout item was no longer available	Other
Yes	4%	12%	0%	11%	6%	36%	18%	13%	1%
No	5%	11%	0%	13%	11%	31%	15%	15%	0%

Cross Tab % by Total Respondent Count

	Color not available	Size not available	Item back ordered	Price too high	Planning to purchase in the store	Payment issues	Unable to find what I was looking for	Once in checkout item was no longer available	Other	Total
Yes	3%	9%	0%	8%	5%	28%	14%	10%	0%	77%
No	1%	3%	0%	3%	3%	7%	3%	3%	0%	23%
Total	4%	11%	0%	11%	7%	35%	17%	14%	0%	100%

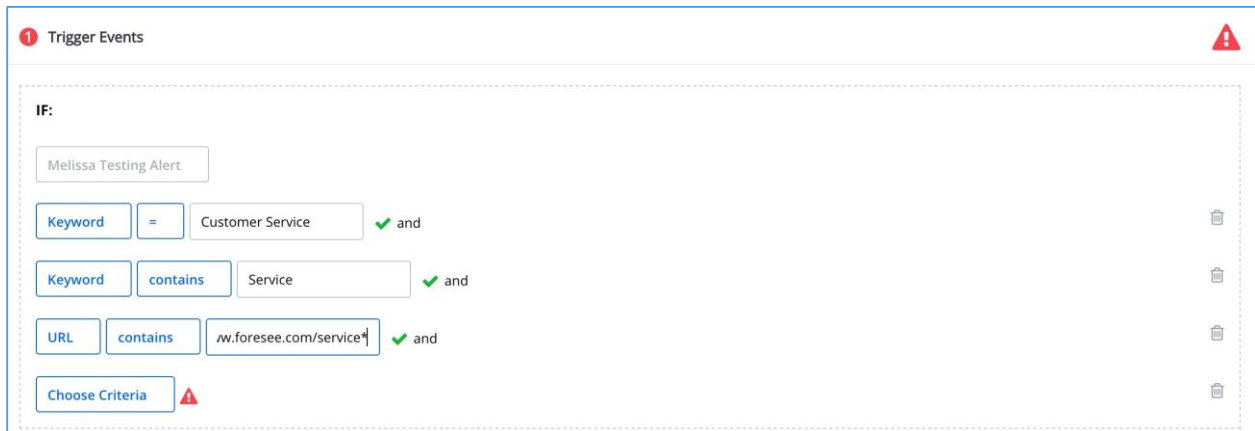
Cross Tab by Total Respondent Count

	Color not available	Size not available	Item back ordered	Price too high	Planning to purchase in the store	Payment issues	Unable to find what I was looking for	Once in checkout item was no longer available	Other	Total
Yes	7	21	0	20	11	65	32	24	1	181
No	3	6	0	7	6	17	8	8	0	55
Total	10	27	0	27	17	82	40	32	1	236

## Feedback Pulse

### Alert Criterion now includes Keywords and URL

We have launched new alerting capabilities for our real time alerting system for Feedback in the VOC Portal. These new capabilities have been implemented into the Trigger Events section of the Alerts page in addition to the existing alert options.



Keyword - We have added two ways to alert by Keyword:

- **Exact Match (=)** is a literal match (case/spelling everything exact) to the entry.
  - Ex: If your consumer has completed a feedback survey and the keyword exists ANYWHERE in an open-ended response, you receive an alert indicating the event.
- **Contains** is a partial (fuzzy match) keyword for English open-ends.
  - Ex: If the keyword is "Foresee" then "Foresee" and "Foreseeee" would both match. The search is also case insensitive.
  - **Phase 2** of this was to enhance language detection, remove common words, and expand fuzzy search.

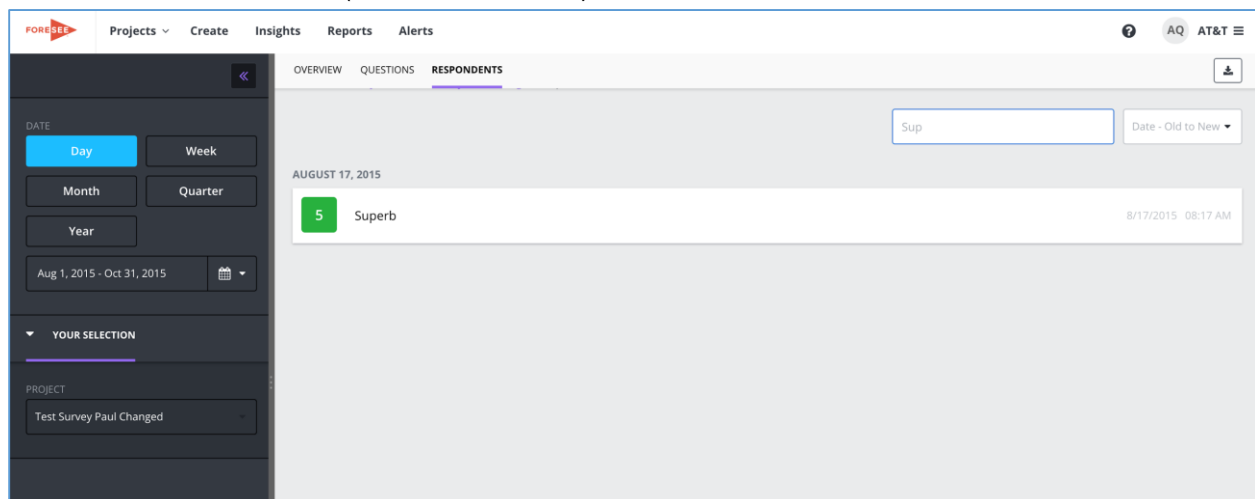
URL Based - We have added two ways to alert by URL:

- **Exact Match (=)**
- **Contains** which supports whitelisting in the same way as before, which is set up when clients configure their survey.
  - Ex: If a consumer provides feedback on the exact URL or a designated whitelist URL, an alert is triggered.

## Search Functionality for Respondents

Text search of respondent comments now allows you to drill down to any segment of feedback providers by any keyword in an open-ended comment, or by attribute data like browser, operating system, etc.

- The Respondent page now has a search field to search on:
  - Respondent ID (you can grab this from an alert email or report to drill down and see the date in the portal).
  - Survey information (like keywords within comments).
  - Meta Data (Browser, OS, etc.)



## Measure Models

### Fulfillment Model Update

Overall, the updated fulfillment models are designed to focus specifically on the home delivery and in-store pickup experience, and not the entire purchase process as the prior models do. This enables ForeSee to deliver, and clients to see, insights that provide more specific and actionable recommendations for improvements to the fulfillment process.

Elements and individual questions within elements that were not specifically related to the experience of receiving the order were modified or removed. The new models capture the following aspects of the fulfillment experience.

#### *Home Delivery*

Elements	Aspects of the Experience Captured
Delivery	Timeliness, Tracking Tools, Options Availability
Order Quality	Packaging Condition, (Order) Correct, Product Condition
Product	Expectations from Site, Quality, Meets Needs (Necessity goods retailer) or Fits Style (Luxury goods retailer)
Satisfaction questions refer to the “ <i>experience of receiving your order</i> ”	Focus on the <i>immediate experience of receiving the order</i> instead of other components of the purchase experience



### In-Store Pickup

Elements	Aspects of the Experience Captured
Pickup Process	Instructions, Pickup location inside/at the store, Time spent at the store
Order Quality	Packaging Condition, (Order) Correct, Product Condition
Associates	Availability, Knowledge, Courtesy
Convenience	Speed, Store Location, Ability to check the order at the store
Product	Expectations from Site, Quality, Meets Needs or Fits Style
Satisfaction questions refer to the “ <i>in store pickup experience</i> ”	Focus on the <i>immediate experience of receiving the order</i> instead of other components of the purchase experience

Please work with your ForeSee Account Executive to consider deploying a fulfillment measure and/or your Customer Experience Analyst to learn more about how to take advantage of these updates.

## Security

### User Security Groups

We are adding a security group function that classifies ForeSee Analysts and other service providing experts access to only those client accounts they specifically serve. This additional functionality enables ForeSee to meet additional standards and certifications that several of our clients are requesting (for example, HIPAA, FedRAMP).

### Two Factor Authentication (2FA)

This is applicable to FedRAMP clients and client analysts supporting such clients. Currently we are NOT FedRAMP certified but this will come soon. Analysts and users from FedRAMP clients



must use 2FA. Rather than relying on a password alone, 2FA adds a second layer of security by enabling users to verify their identities using an additional mean like SMS or a mobile application.

## **Password and Account Management**

**Account disabling:** This update only impacts FedRAMP client users and all ForeSee internal users. For security reasons, we now disable user accounts that have been inactive for 90 days. Users are emailed a reminder before accounts are disabled. If users fail to login after the reminder, their accounts are disabled. If needed, disabled account can be enabled by our support team.

**Password expiration:** Profile passwords expire every 90 days. When users logs into the portal a reminder message displays to update their password prior to the expiration.

## **Password Strength Enforcement**

We have strengthened our profile password criteria such that, passwords:

- Must contain at least eight characters.
- Must contain at least one upper and one lower case alpha character.
- Must contain at least one number and one special character.
- Must contain no more than two repeating characters.
- Must not match your username.
- Cannot be one of previous six passwords for the user.
- Certain common phrases are not allowed.