



# Ipsos SMART

## Sample Management and Reporting Tool Suite

*“You turn a million dollar research program into a ten million dollar value by providing (users) the information that compels someone to act. It is a catalyst that takes the program beyond research. We (research) need to be the butterfly wings that start the hurricane on the other side of the world.”*

— Market Research Director, Fortune 500 Company

### Turning customer thoughts into business actions

The business world understands the importance of using customer feedback to drive the way they conduct business. Making the most of customer feedback is more important than ever given the multitude of options available to today's consumer.

The Ipsos Loyalty team and our SMART product combines the best of breed approaches of customer loyalty thought leadership and world-class data collection and reporting technology systems. Team up with Ipsos and empower your teams to change the way you do business based on the feedback of your clients.

### The Feedback Loop



Our tools present that voice of your customers in a way that is easy for your teams to digest and empowers them to take action. This can ultimately foster a better relationship between you and your stakeholders and lead to a greater loyalty to your programs and products.

### Why choose Ipsos?

Through years of experience, we know where the trouble spots are and have the people and the tools to ensure that all fielding materials and data are of the highest quality.



- Ipsos is a global leader in market and customer satisfaction research with resources and experts located across the world.
- Expertise in customer loyalty and in research operations.
- Experience fielding complex studies in a variety of industries.
- Proven success in creating and in transitioning major customer satisfaction programs for Fortune 500 companies.
- Online, IVR (Interactive voice response), phone, and mail fielding capabilities





## Products for every stage and facet of call center monitoring

Our web reporting systems are based on our proprietary IRIS (Internet Reporting Information System) technology platform

- Synthesizes millions of data points into digestible insights for thousands of users.
- Permission-based access structure allows users to see reports only pertinent to their needs.
- Access to regularly updated data.
- Quickly creates professional looking charts.
- Ability to filter to specific areas of interest (location, date, etc.).

### Ipsos's SMART Suite includes:

**Dashboards**—visually compelling charts and graphs focused on the key measures from the survey.

**Sample Management Reports**—track which customer groups are generating call center contacts and completing surveys at the aggregate or individual level.

**Automated push reports**—fully customized PDF or PPT reports scheduled & delivered each month to the appropriate Call Center Manager, Retail Store manager, Regional Manager, etc.

**Verbatim Reports**—search customer verbatims using keywords or phrases or listen to an audio file of customer comments—an incredibly powerful and compelling tool for using the voice of the customer to change the way you connect with your customers.

**Red Flag Management**—a system to alert appropriate management of dissatisfied customers and/or customers requiring follow-up.

**Cross Tab analysis modules**—ability to create custom cross-tab reports.

**Document Repositories**—a single location for users to access documents associated with the program such as quarterly PPT reports and training documents.

## Ipsos Loyalty

Ipsos Loyalty is a global, specialized practice dedicated to helping companies improve business performance through customer satisfaction management, customer relationship management, and employee climate management. Ipsos Loyalty provides a state-of-the-art approach to customer-driven business performance through a modular suite of innovative research tools that provides an integrated framework to identify complex global business solutions. Ipsos Loyalty is an Ipsos company, a leading global survey-based market research group. To learn more, visit [www.ipsos.com/loyalty](http://www.ipsos.com/loyalty).

### For more information

To find out more about Ipsos SMART offering, please contact:

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**Ipsos Loyalty**  
 The Customer and Employee Research Specialists