


FACT SHEET

Confirmit Horizons Modules



Confirmit offers end-to-end solutions that help businesses collect Richer insights so they can make Smarter Decisions and take Action Faster using the world's most secure, reliable, and scalable solutions for Customer Experience, Employee Engagement, and Market Research programs.

While this is by no means a comprehensive list of all Confirmit's capabilities, this document will provide a quick, high-level overview of Confirmit Horizons and all of its modules.

What Products Does Confirmit Offer?

Confirmit Horizons offers unmatched capabilities within the platform and as optional modules, across this broad range of categories:

- Configurable Business Solutions
- Survey Authoring
- Panel Management
- Data Collection
- Organizing, Optimizing, and Managing Your Data
- Analytics, Reporting, and Dashboards
- Taking Action

Confirmit's Configurable Business Solutions

- **Account Health:** Confirmit Account Health is a highly configurable solution designed to empower your team to understand your accounts' health and manage revenue risks collaboratively, from the frontline all the way through executive management. Pulling together traditionally disparate sources of customer data and feedback, Account Health provides members of your team with complete visibility into areas of the business that may threaten their success. Powerful dashboards deliver insights to the right people at the right time through easily understandable "headlines" tailored to the user's sphere of influence. [Read More](#)
- **Employee Pulse:** Confirmit Employee Pulse empowers every part of your business to quickly collect the insights they need, when they need them. Configured according to rules that you define you can run Pulse surveys that measure your company's overall organizational health, team programs that measure department or team effectiveness, and on-demand surveys enabling managers and divisions to get feedback on-demand, reacting to situations as they occur. [Read More](#)
- **FastTrack for Contact Center:** FastTrack for Contact Centers is a customized customer feedback solution specifically designed for contact centers to rapidly improve the customer experience. With Confirmit FastTrack for Contact Centers you'll get a pre-configured program designed on best practice principles, fully automated customer surveys designed specifically for call centers and configured to complement your brand, real-time, role-based reporting, and immediate alerts notifying the right people about customer issues that may arise. [Read More](#)
- **Ad-hoc Research:** Research teams increasingly need quick analysis of large numbers of ad-hoc projects. They need to be able to easily generate content for presentation of results. Confirmit's ad-hoc research solution provides easy configuration and automated generation of research reports, including flexible end-user interaction with the data through crosstabs and other visualization options. [Read More](#)

Survey Authoring

- **Survey Designer:** With Confirmit Survey Designer, you can easily create surveys leveraging a huge range of features to increase response rates, including dozens of innovative question types, multimedia clips, and a powerful array of feedback methods, all designed to engage your audiences and capture the insights you need. [Read More](#)
- **Translation:** Confirmit surveys can be deployed in any language, including Unicode, double-byte characters, and right-to-left script. Although we don't directly provide translation services, our translation module streamlines the process by providing your translators with a highly secure side-by-side window interface to capture the translation.

Panel Management

- **Panel Management:** Confirmit's Panel Management makes it easy for you to develop and maintain high-quality panels, leverage powerful sampling capabilities, and design customized panelist portals. Best of all, Confirmit Panel provides respondents with a seamless mobile portal experience. This easy-to-use, but powerful tool gives your panelists access to the most important features right from their mobile device. Beyond the basics, Confirmit Panel App includes the latest technologies to improve the speed, quality, and depth of the data. With Panel App's GPS location and beacon triggering, for example, you can easily launch a survey and capture customer location data in-the-moment. [Read More](#)

Data Collection

- **Multi-Mode Surveys:** Confirmit makes it easy for users to author a survey once, then deploy it across your preferred channels, such as web, CAPI, telephone, mobile, and paper. This ensures the most efficient use of your time while maximizing results.
- **CATI:** Confirmit CATI is the telephone interviewing module of Confirmit Horizons™. Confirmit CATI supports a wide range of automated dialer options to increase the rate of connected calls. Solutions range from simple click-to-dial VoIP integrations to industry leading CATI dialers. With Confirmit CATI, you can manage all aspects of your projects, including quotas to make the most from your sample, and ensure that interviewer time is utilized effectively. This comprehensive solution also makes it easy to manage quality and productivity with real-time dashboards, reports, and a variety of quality control features such as live monitoring and recorded interview playback. [Read More](#)
- **CAPI:** Confirmit CAPI (Computer Assisted Personal Interviewing) is designed for face-to-face or field interviewing. It enables you to engage in feedback and research programs regardless of where respondents are located. You can effectively and efficiently manage a widely dispersed field force, and provide your interviewers with access to the same sophisticated survey capabilities offered by Confirmit's online solutions. [Read More](#)
- **AskMe:** Confirmit AskMe™ is a mobile survey app that makes it easy and convenient for respondents to complete your surveys. Surveys are designed and deployed just like any other survey, and then available in-app on the respondent's mobile device or on your kiosk device, perhaps located in-store or in specific office locations. You can brand the app with your corporate look and feel, and best of all, AskMe works offline! So regardless of the quality of the responders Internet connection, your survey responses won't be lost – even if they contain multimedia such as photos or videos. [Read More](#)
- **Mobile SDKs:** If you have your own mobile app already, it's easy to integrate the power of Horizons into your app. Our SDKs enable your app developers to plug in the full power of surveys that can be available offline, using Confirmit technology to render the survey in-app, or to build their own feedback interface native to their app user experience, but still push the data collected into Horizons for analysis. [Read More](#)
- **Digital Feedback:** With Confirmit you are able to design powerful, engaging surveys, test and deploy them through a wide variety of channels, including your website. Confirmit Digital Feedback helps you turn your website traffic into real-time insights. With Confirmit, unobtrusive and highly-targeted intercept surveys can be displayed according to your requirements, encouraging visitors to provide feedback, including, but not limited to: website usability, transaction satisfaction, and cart abandonment. Confirmit's Digital Feedback technology is flexible, allowing you to leverage a wide variety of survey types and features so you can engage the maximum number of respondents with ease. And best of all, managing Digital Feedback is easy with Confirmit, so you don't have to rely on web developers every time you need a change! [Read More](#)
- **Integrations & APIs:** True insights from Market Research, Voice of the Customer, and Employee Engagement programs rely on the ability to correlate and integrate the information with other areas of your business, such as platforms for Customer Relationship Management, product management, Enterprise Resource Planning, or accounting. Confirmit APIs act as a window into Confirmit Horizons, allowing third-party systems to interface with Confirmit's software platform to allow you to generate more actionable business insight by combining data from multiple supplemental data sources. [Read More](#)
- **Horizons Scan:** Paper questionnaires remain a key tool for some research and feedback teams, particularly for projects that target hard-to-reach demographic groups. Confirmit Horizons Scan gives you access to the same sophisticated functionality for paper surveys as for all your other research channels. You can efficiently automate the entire data entry process and manage workflow from all your paper surveys. This saves time and money, and reduces errors compared to manual, keyed entry methods. Users are able to define the areas from which data is extracted; what editing and verification operations are required; and how this work should be carried out by the system. Most importantly, all the data you collect can be easily integrated with data from your other feedback and research channels. This reduces silos and ensures you're able to build a clear picture of all your data. [Read More](#)

To learn more about our survey design and data collection capabilities beyond these brief summaries, [click here to download the Survey Design and Data Collection eBook.](#)

Organizing, Optimizing, and Managing Your Data

- **SmartHub:** With Confirmit SmartHub you can easily capture and map all data from all your customer touchpoints and third party integrations in an intelligent hub. By moving beyond simple survey results and adding customer data such as call center interaction, social media, and past-purchase information, you can generate new insights and initiate tactical and strategic actions to drive business performance improvements. [Read More](#)
- **Hierarchy Management:** Effectively managing hierarchies, such as staff hierarchies, product hierarchies, and even geographic hierarchies, is imperative for quality and integrity of data collection and reporting for most Voice of the Customer, Voice of the Employee, and Market Research programs. Confirmit Hierarchy Management provides an easy-to-use interface for building, verifying, updating, and maintaining hierarchies so your programs can produce the highest quality results. [Read More](#)
- **Model Builder:** Exploring your text data is so much easier with categorization models built with Confirmit Model Builder. You can keep track of the key issues that impact your business by creating and maintaining your own categorization model for Text Analytics. This ensures you're keeping on top of how your customers are really feeling, through their open ended comments, social media posts, chat interactions, IVR transcripts or any other text data you may capture. Model Builder speeds up the process of building and maintaining your models, such as model versioning, easy identification of uncategorized comments, and powerful topic discovery. [Read More](#)
- **Concept Miner:** Using the latest AI techniques, Concept Miner facilitates new topic discovery and extraction from your text data. Concept Miner is a component of Model Builder that removes all the guess work involved in building and maintaining your text analytics models. It makes it easy for users to quickly identify and understand key topics and insights that may otherwise have been hidden within your text data. Concept Miner surfaces all potential topics in your text, and you choose which ones should become tags that are available in Model Builder. You can then use them in Model Builder for even quicker creation of your categorization model. [Read More](#)



Analytics, Reporting, and Dashboards

■ Analytics, Reporting, and Dashboards:

Confirmit has a comprehensive array of easy-to-use reporting and analysis capabilities designed to meet your unique business needs. Our solution's capabilities are divided into two categories:

- Configurable, out-of-the-box reports, analysis, and dashboards: These are predesigned based on best practice by a team of experts to ensure streamlined, rapid implementation and insight delivery. The solutions are intuitive and designed to engage the users across your organization. Best of all, they can be configured according to your unique business needs and ensure the right insights are delivered to the right people at the right time.
- Customizable reporting, analysis, and dashboard design: Confirmit makes the complex simple, helping you to deliver customized end-to-end user experiences with integrated workflows across data capture, analysis, exploration, and taking action. The style properties are open so you can completely customize reports and dashboards to meet your style needs.

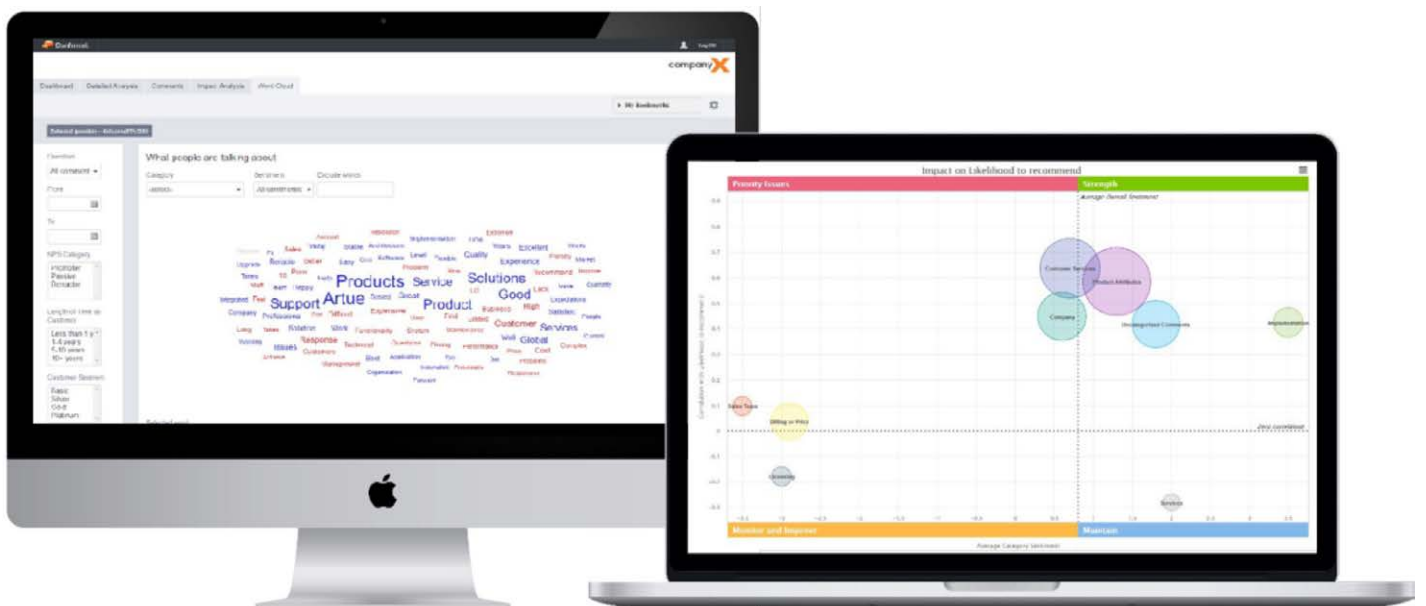
■ Genius Text Analytics:

Confirmit Genius is an advanced Text Analytics platform that uses the latest Machine Learning technologies to help you draw meaning from unstructured content. Confirmit Genius enables you to easily combine structured data from surveys with the depth of insight and unprecedented level of detail available in text data, such as open-ended feedback, providing insight into the 'why' behind the customer/consumers' survey responses.

[Read More](#)

■ Genius Social Analytics:

Genius Social Analytics helps you review and analyze unsolicited social media feedback from consumers, markets, and employees to better understand their opinions about your company, brands, products, and trends that impact your business. In this way, you can gain insight into consumer and employee wants, needs, and behaviors that can help you improve your Customer and Employee Experience while driving your business goals. Of course, it does not end with feedback about your company. Genius Social Analytics also feeds competitive intelligence and market research by helping you monitor and analyze comments about your competitors, their products, and general market trends giving you a significant competitive edge. [Read More](#)



Taking Action

- **Action Management:** Confirmat Action Management monitors your Voice of the Customer survey results for you and automatically assigns issues to the correct department or individual based on configurable rules tailored to your unique business needs. What's more, Action Management facilitates advanced reporting so you can measure your program's impact while improving efficiency. Action Management is equipped with powerful features to ensure that your team is able to address each customer concern quickly and efficiently. In addition to highly configurable predefined workflows, its streamlined permissions ensure the right people have access to the features and data they need. Advanced search features and filters ensure your team can find the cases quickly and customizable notifications help users never overlook a customer issue. [Read More](#)
- **Action Planner:** Taking action on customer or employee feedback is the key to delivering a positive experience that keeps your customers loyal and your employees engaged. At times, a quick email can settle individual concerns. Other times, however, you'll find that you need to address larger, potentially systemic issues that take more time, planning, and may involve multiple players across your organization. Confirmat Action Planner is a collaborative tool that helps you launch and manage these larger initiatives to drive positive business outcomes. You can then track the progress of your initiatives in real time and monitor the impact of your team's corrective actions. Additionally, Action Planner makes it easy to share best practice recommendations across the organization. [Read More](#)
- **Confirmat Go:** Confirmat Go provides a rich experience to executives and front line case managers using their mobiles to quickly identify and manage customer challenges. You receive notifications of new alerts, as well as the ability to see scores anytime, anywhere. Push notifications immediately alert users to problems as they happen, allowing employees to take effective action regardless of their location. Any issues identified are automatically flagged and assigned to a team member. With the ability to remain logged on for long periods of time, taking action in response to customer feedback is easy and convenient. [Read More](#)



LEARN MORE

To learn more about Confirmat's comprehensive mobile offering, [check out our eBook, On the Go with Confirmat by clicking here.](#)

As you can see, Confirmat's suite of products is truly comprehensive. Our all-in-one platform helps make the complex, simple. If you would like additional information about any of Confirmat's products, please contact your sales representative or account manager.

Confirmat is the world's leading SaaS vendor for multi-channel Customer Experience, Employee Engagement, and Market Research solutions. The company has offices in Oslo (headquarters), Grimstad, London, Moscow, New York, San Francisco, Sydney, Vancouver, and Yaroslavl. Confirmat's software is also distributed through partner resellers in Madrid, Milan, Salvador, and Tokyo. Confirmat powers Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection, panel management, data processing, analysis, and reporting. Customers include Aurora, British Standards Institution, Cross-Tab, Dow Chemical, GfK, GlaxoSmithKline, GMO Research, KeepFactor, Nielsen, Research Now, RS Components, QRS, SSI, and Swisscom. Visit www.confirmat.com for more information.