

## FACT SHEET

# Confirmit Reportal

Analysis that Drives Action



## CONFIRMIT REPORTAL FEATURES

- **Fully-customizable reporting:** Create customized, role-based reports.
- **Engaging dashboards:** Create interactive, visually appealing dashboards that display at-a-glance insights on a desktop or mobile device.
- **Comprehensive analysis capabilities:** Leverage advanced analysis techniques such as correlation, regression, factor, and cluster analysis in addition to standard cross-tabbing, significance testing, and charting capabilities.
- **Flexible report delivery:** Tailor report delivery to suit the recipient's needs. Reports can be delivered at scheduled times; online or offline; via secure portals, email, or via an intranet; and then integrated with MS PowerPoint, MS Excel, or Adobe PDF for wider business use.

Confirmit's reporting suite, including Confirmit Instant Analytics, Active Dashboards, Discovery Analytics, and Reportal, provides organizations with comprehensive access to everything you need for reporting, data visualization, and dashboarding. Using our range of reporting modules, you can:

- **Deliver** business insight faster, directly to those who need it
- **Gain** control over all your reporting and analysis processes
- **Realize** excellent Return on Investment
- **Engage** more people across the business
- **Reduce** the time, cost, and complexity associated with analysis
- **Keep** your survey data safe
- **Break** down data silos

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## What is Confirmit Reportal?

Confirmit Reportal is no ordinary reporting platform. The beauty of Reportal is its immense flexibility as a wholly customizable reporting, dashboarding, and portal development platform. With Reportal you can create fully tailored reports that deliver deeper levels of detail and insight, dependent on your individual requirements.

In short, Reportal is a development platform, a tool box with which you can be as creative and analytical as you need. The style properties are open so your design team can completely customize the CSS to meet your style needs. If you don't have a design team, Confirmit has a range of public templates available for your use.

Reportal's power and comprehensive features list are unmatched in the industry! With Reportal, you are only limited by your own imagination.

“Using Reportal means we have been able to add value and differentiation to our work and our clients are confident that they can gain meaningful insights from both top line and in-depth data without extensive technical expertise.”

**Richard King**  
Technical Director, BMG Research

## What can I do with Confirmat Reportal?

Confirmit Reportal allows you to build custom reports, dashboards, and portals to meet the unique needs of your business. You can:



**Develop** role-specific dashboards and reports, no matter how complex your organizational hierarchy (including matrix hierarchies)



**Employ** interactive data visualizations, including the integrated charting engine from HighCharts



**Incorporate** Confirmat Genius' text and social media analytics



**Build** an engaging portal providing stakeholders with real-time reports and visualizations



**Integrate** business system data, such as data from CRM systems, like Salesforce



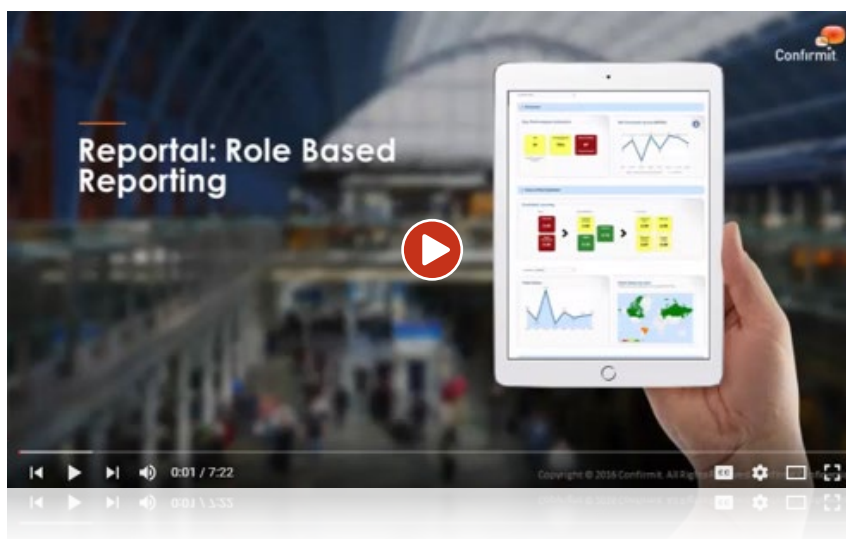
**Distribute** results in multiple formats to maximize user engagement



**Leverage** comprehensive analytics capabilities, such as T-tests, Z-tests, regression, correlation, and more for deeper analysis and powerful insights

With Confirmat Reportal, you can share the right insights with the right people at the right time. Whether you need a top-level view, deep dive analysis, or engaging data visualizations – Confirmat Reportal has a solution.

See an example of Reportal in action by clicking on the video below



## What Templates Are Available for Reportal?

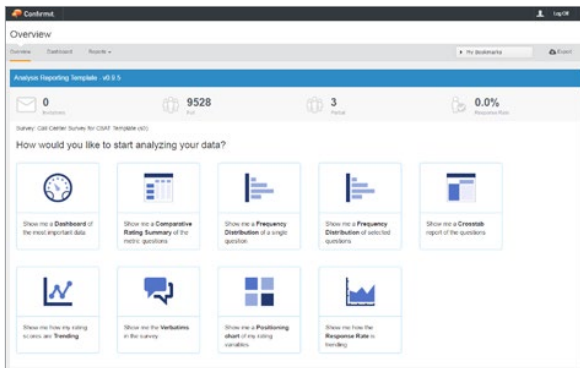
If you have designers with CSS experience, Confirmit Reportal provides you with maximum design flexibility. But, if you don't have designers, you don't need to worry. Confirmit can help you get up and running with powerful reports designed from reusable templates. Template examples include:

### Analysis Reports Template

The Analysis Reports Template is a reusable reporting template that contains many useful analysis reports that can be immediately applied to your surveys. It includes common features across all the reports, like data filtering and exporting to Excel. And, configuration options such as the ability to add your own logo and choose your preferred date format allows users to add a personal touch to these templated reports. Overall, the Analysis Reports Template is a quick and easy way to leverage Confirmit Reportal.

The Analysis Reports Template includes:

- Dashboard
- Comparison Rating Summary
- Frequency Distribution
- Multiple Frequency Distribution
- And much more...



### Multi-Media Report Template

The Multi-Media Report Template for Reportal makes it easy for Confirmit users to review and act on audio and video files captured during the research process. Within this fully-brandable template, users are able to view files, apply names, descriptions, and categories and even mark their favorite files. Once the files are updated and tagged, searching for files is easy using Confirmit's filters. You can filter your multimedia files by respondent information, such as gender or age, and/or by file title, and whether the files were liked/disliked or favorited. The template further allows for basic analysis and makes it possible for users to download media files for inclusion in other reports.

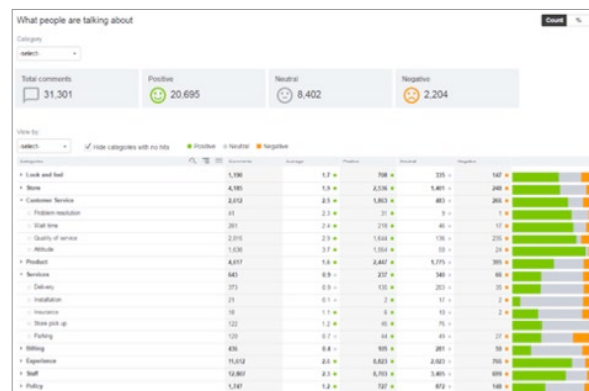
### Reportal Responsive Template

Business people today need the convenience of being able to review their reports and dashboards on-the-go. Confirmit customers who leverage the Reportal Responsive Templates benefit from mobile reports and dashboards that dynamically adjust the content to fit virtually any size screen. Best of all, this mobile responsive template is configurable, allowing Confirmit clients to incorporate their own branding, such as colors and logos.

### Text Analytics Template

Confirmit Genius leverages the power of Confirmit Reportal to display Text Analytics results. With Reportal you can create fully tailored reports that deliver deep levels of detail and insight, dependent on your individual requirements.

For companies that prefer an out-of-the-box solution, Confirmit also has a configurable Text Analytics reporting template available. Confirmit's Text Analytics template is quickly configurable and easy to set up. Once the template is up and running, features such as filtering by category, sentiment, or background variable, drilling down to the detailed comment analysis, and quick searching from the visualized dashboard makes it extremely easy to find the insights that will drive your business forward!



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## How Can Reportal Help My Business?

Confirmit Reportal is part of Confirmit's comprehensive reporting suite. Confirmit can easily satisfy many organizations' fundamental reporting needs with solutions like Confirmit's Instant Analytics and Active Dashboards. But, some organizations need even more. They need an extremely powerful tool that will let them slice, dice, and display data to identify deeper insights that are sure to give their organization a competitive edge. With Confirmit Reportal organizations can:



### Deliver the right information to the right people at the right time

Whether your teams need a top-line, dashboard view that summarizes information across your organization or research project, or a zoomed-in view of a particular region, country, store or feedback channel, Confirmit Reportal provides the insight you need.



### Dive deeper, add context, and prioritize areas for action

Integrate information from other business systems such as CRMs and financial systems to prioritize actions that will have the biggest impact on your bottom line. Integrate employee data to pinpoint training needs, identify your best customer service reps, and gain insight about the customer experience from those on the front line.



### Access strategic, detailed analysis when you need it

Enable your teams to get deeper insight by analyzing and exploring report detail, root-cause analysis, and much more.

“Confirmit provides a best-practices customer feedback solution that gives us the advanced analytics and reporting capabilities we were seeking. They take it to the next level by offering expertise, innovation, and creativity to help us get better customer intelligence.”

**Trish Martin**

**Vice President of Customer Support, CyberSource**

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## About Confirmit

Confirmit is the world's leading SaaS vendor for multi-channel Voice of the Customer, Voice of the Employee, and Market Research solutions. The company has offices in Oslo (headquarters), Chengdu, Grimstad, London, Moscow, New York, San Francisco, Sydney, Vancouver, and Yaroslavl. Confirmit's software is also distributed through partner resellers in Madrid, Milan, Salvador, and Tokyo. Confirmit 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 Airways, British Standards Institution, Copart, Cross-Tab, Dow Chemical, GfK, GlaxoSmithKline, GMO Research, KeepFactor, Morehead Associates, Nielsen, Research Now, RS Components, QRS, Sony Mobile Communications, and Swisscom. Visit [www.confirmit.com](http://www.confirmit.com) for more information.



### HOW CAN I FIND OUT MORE?

Because there is so much Reportal can do, we'd be delighted to arrange a demonstration for you – simply contact your Account Manager or a member of our sales team. If you'd like to learn more about all of the solutions available in Confirmit's comprehensive reporting suite, you can [download our Reporting eBook for an overview of all our reporting solutions by clicking here.](#)