



Your Startup Has Customers Now you need to know WHY

Adaptive Surveys®...

1. Identify your most engaged customers
2. Uncover benefits enjoyed by your most engaged customers including drivers you didn't even ask about
3. Deliver actionable improvement ideas needed by your least engaged and lapsed customers
 - a. Innovative ideas – even if only one customer mentions it
 - b. Prioritized themes, sub-themes and customer comments

What are the primary benefits you get from using [Your company here]? Required

Ideas from Others

- We use the cost savings for other things
- The rest of my family can keep track too
- It's fun
- It picks up information from the cloud so my data is always up to date
- Saves me a lot of time
- I can spend more time with my family now
- I never have to enter data manually again
- It's mobile - goes where I go
- I don't have to worry any more
- It anticipates what I need to do and alerts me

Do not see your idea? You can add it here:

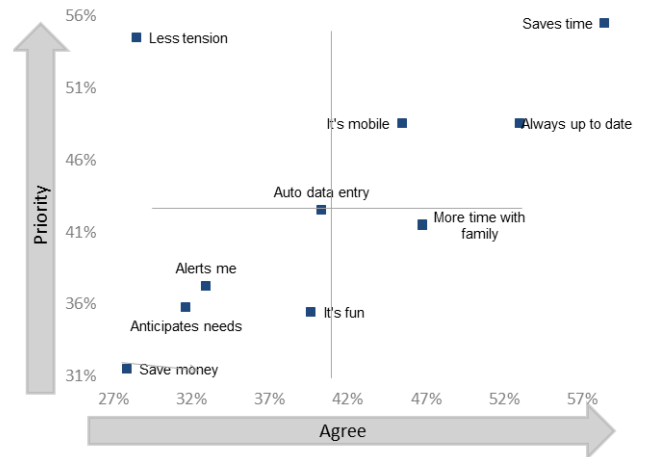
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Ideas you agree with in order of importance

Drag ideas you agree with into this box and sort them in order of importance.

- Each respondent reviews a different set of improvement ideas & indicates...
 - Those they agree with
 - Those that are priorities
- Top ideas are constantly challenged by new ideas – only the best survive
- Adaptive Questions™ use a simple drag-and-drop interface
- Ideas can come from Facebook, blog, the current survey or any other source

- Results are plotted on a two-dimensional grid divided into quadrants
 - Upper right: Most actionable ideas overall – highest priority combined with highest agreement
 - Upper left: Niche ideas – priority ideas among a smaller group
 - Lower right: Expected ideas – needed just to be competitive
 - Lower left: Secondary ideas – consider if upper right ideas are impossible or expensive



- Segment results by category & view in an easy-to-read format
- The most actionable ideas for each segment are determined using a statistic that considers...
 - Percent who agree
 - Percent who say it is a priority
 - Number who viewed the idea
- Segmentation can be imported or asked using a traditional survey question

	Total	Engaged?		Age	
		Yes	No	<35	35+
Saves time	93	100	70	79	15
Always up to date	73	79	42	54	8
It's mobile	72	76	45	58	24
More time with family	55	65	0	44	0
Auto data entry	51	59	25	48	0
Less tension	49	58	55	32	11
It's fun	49	56	9	26	0
Alerts me	39	46	32	28	4
Anticipates needs	39	45	54	22	11
Save money	38	44	36	30	4
Base	2385	1272	1113	1489	896