

HighRoad Solution's



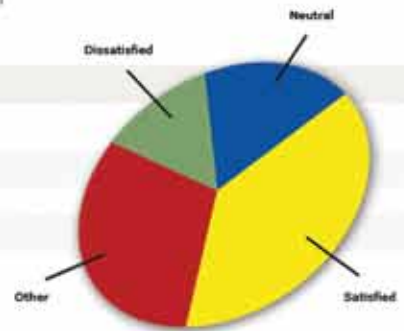
E-Survey Tool

How satisfied are you with our company's services? (please comment your answer):

Satisfied Neutral Dissatisfied

How long have you been our company's client?

- Less than 6 months
- 6-12 months
- 1-2 years
- 3-4 years
- 5 years or more



Please rate our company on the following:

	Poor	Fair	Good	Very good	Excellent
Friendliness of sales staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledge of sales staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friendliness of support staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledge of support staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Helpfulness of support staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



E-Surveys driven by your AMS/CRM member data

HighRoad's **E-Survey** is flexible and scalable, enabling organizations to create, track, integrate and manage web or interactive voice survey campaigns in real-time.

"As a small agency, we often reach our limits for what our internal team can realistically handle from a workload perspective. HighRoad is the extension of our agency that makes it possible for us to offer e-mail services to our clients."

Jenny Lassi
Account Executive, Interactive Marketing
Infinity Direct

WHY 'TAKE THE HIGHROAD?'

Not only does HighRoad provide the best e-mail marketing solution in the association marketplace, we back it up – with free, unlimited tech support and training. In addition, our expert account managers, trainers and developers can educate your staff about emerging technologies and how to use e-marketing to increase member loyalty. Rely on our best practices guidance!



▶ Reporting

Ability to analyze response data with advanced reporting options, including summary and individual reports, filtering, crosstabs, & answer labels. Ability to customize reports or export data into different formats including PDF, PPT, CSV, and MS Excel.

▶ Multilingual Capability

Design a survey in multiple languages.

▶ E-mail Alerts

Receive alerts when a specific response to a question is submitted.

▶ Automatic E-mail Reminders

Email system will send out reminders on a given date to any respondent(s) who has not completed your survey.

▶ Multiple Question & Answer Types

Pick questions from our question library, designate mandatory & add automatic question numbering, break your survey into pages, randomize questions/answer options.

▶ Advance Logic and Security

Design complex rules to elicit the most precise responses from your membership. Import logins to password protect your surveys.