

Colorful Dashboards



Filter On-Demand



User Customization



Performance Mapping

## Introducing our intelligent customer experience and field research analytics system...ARCHIE™.

### Intelligent

*ARCHIE's design and functionality incorporates tactics for users to take action on the results of surveys, mystery shops and customer feedback.*

- Requests for action are measured against accountability metrics
- Best practices are highlighted for sharing
- Loyalty triggers reinforce positive behaviors



### Flexible & Customizable

*Clients have access to customizable dashboards and reports.*

- Logos, profiles, surveys, displays, exports and features tailored for personalized reporting, performance and analytics
- Multiple users can include any employee from a single associate to an operating executive

### Robust

*ARCHIE™ is both powerful and secure, built on a Microsoft platform.*

- SaaS-based delivery platform
- Up to date with the latest releases
- Minimal IT resources required

### Easy to Use

*Unlike many systems of its kind, ARCHIE™ is both simple and fun to use.*

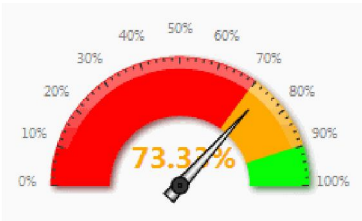
- Simple profile and user validation set-up
- Easy configuration of roles and permissions
- Easy navigation in words and icons
- Intuitive use of features saving time

# ARCHIE™ IS EASY TO USE AND EVEN A LITTLE ADDICTIVE.

The system will engage analysts as well as non-technical team members.

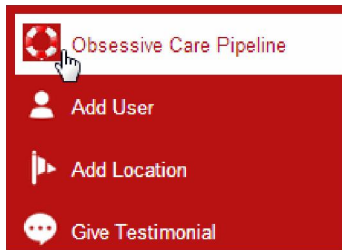
To create ARCHIE™, we studied how various user types interact with the system and designed the interface to lessen the intimidation commonly felt by non-technical and non-research professionals.

Take a peek at some of ARCHIE's most popular features:



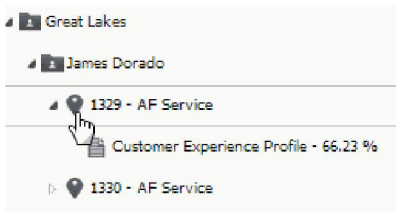
## COLORFUL DASHBOARDS

ARCHIE's ability to summarize your data into a rich, informative and colorful dashboard makes it an extremely powerful tool. ARCHIE delivers what you need, when you need it and in a stylized, branded dashboard, understandable across all levels of your organization.



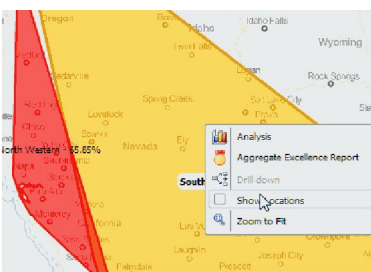
## KEY CONTACT ADMINISTRATION PANEL

You have the power from within your site to place a request from our Obsessive Care Pipeline™, add users and/or locations to your portal and a number of other useful functions. Make your request from your portal anytime – our Client Services Team is standing by, ready to help.



## DYNAMIC DRILL-DOWN ANALYTICS

Using ARCHIE's Drill-Down Analytics, clients are able to literally "drill" into their data from the top to bottom while simultaneously filtering their data on a variety of criteria. For example, if your organization is structured by Organization > Division > Region > District > Store, that same organization is reflected in how your data is collected and "rolled-up" through all levels.



## VISUAL PERFORMANCE MAPPING

Like Drill-Down Analytics, Visual Performance Mapping (also known as Geospatial Analysis) grants users the power to dive deeply into their data from a geographic perspective instead of hierarchical one. Program information is displayed on a map, allowing users to dig down into a state, region or specific-areas' performance data to gain insight into how their organization is performing across the entire geographic span of their locations.



## FOUNDATIONAL REPORTS

ARCHIE comes with a collection of reports called "The Foundational 7." These reports provide the ability to view measures in a number of different ways, combining time trending with performance by category or behavior and territorial breakouts including zip code, state and country.