











# interview?!

Organisation	Concerned service	Applications – Services
	IT & HR	Follow-up indicators applied to the deployment of an ERP solution
	Purchase	Assessment of suppliers quality
	IT	Continuous evaluation of the HelpDesk performance
	Sales & Marketing	Collecting merchandising information in supermarkets with PDAs
	Salesforce training	Self assessment quiz on new products
	Commercial promotion	Promotion of a distribution network
	Communication HR – Quality - IS	Hosted surveys managed by Interview-études Department
	Education	On-line evaluation of teachers
	Marketing IS	Feedbacks from users of a broker network on new IT services
	IS services	Perception of users of IT services

Client testimonials... Interview?! Client testimonials ... Interview?! Client testimonials ...



**Schneider Electric France  
Henri-Jean Mallen  
Logistics Management**

**Context : follow-up indicators applied to the deployment of an ERP solution.  
This use obtained the « Intranet of the year 2001 » trophy awarded by Internet Professionnel magazine**

### **Why do you do surveys within the framework of the integration of a SAP project ?**

Establishing a SAP solution disrupts the process and the habits of a company. Bringing together and informing employees during its development ensures that these transformations will be well accepted.

### **How do you go about it ?**

We have to evaluate (in the field) the way in which the project's implementation is appreciated and to confront it with reality in order to adapt it if need be. To do so I rely on a sample group of 75 referent persons spread out over 5 main sites. Every two months I send the sample group the same questionnaire (barometric type) through the mail.

### **What results do you get ?**

The response rate is between 70 and 90%. I can see for instance information lacks, incomprehensions, disagreements, satisfactions, etc. In short it helps me to have a suitable view on reality. According to the results we obtain, the managers of the concerned sites are invited to adopt a new approach.

### **What's your conclusion ?**

This tool is very useful but it remains a tool. If you don't know what you're looking for and you aren't able to organize actions according to the informations you gathered it isn't of any use !

**Client testimonials... Interview?! Client testimonials ... Interview?! Client testimonials ...**



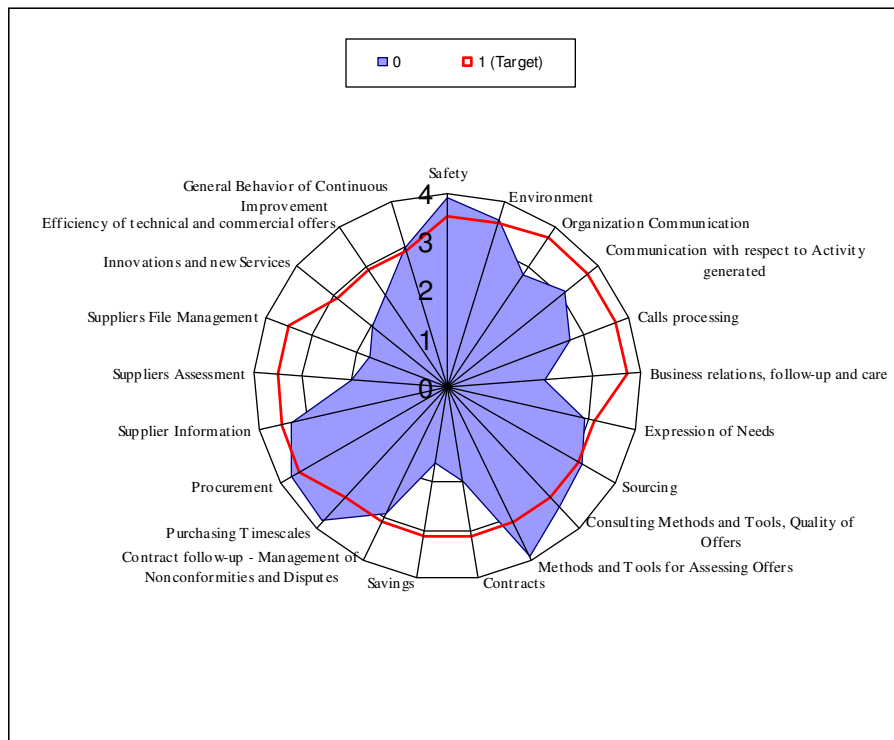
Application to the purchase function : Suppliers evaluation in order to integrate all the actors of the supply chain into a continuous improvement program

## Methodology

The market manager asks for an evaluation once a year. The evaluation team receives from him a distribution list of persons to poll. This evaluation team takes in charge the notification of the questionnaire, the collection of the answers and the data analysis by using the tool Interview?!.

Different profiles may answer the evaluation questionnaire : buyers, supply managers or technical contacts.

Once the evaluation is completed, the findings are forwarded to the market manager for his own analysis and the preparation of a progress plan.



## Set up of the Solution

The solution can manage bilingual answers and reports (French and English). The Interview?! software allows to simplify the logistic management of the questionnaires.

In collaboration with the Purchase Direction, Interview?!-études department has built an integrated application generating the supplier evaluation form. This form contains a synthesis page (tables and graphics), a page of comments from respondents and a progress plan page (results from year N / targets year N+1).

The market manager can modify the file, for instance he can add improvement objectives. These added figures automatically refresh the available graphics.

Client testimonials... Interview?! Client testimonials ... Interview?! Client testimonials ...



IS Application : Continuous evaluation of the HelpDesk performance

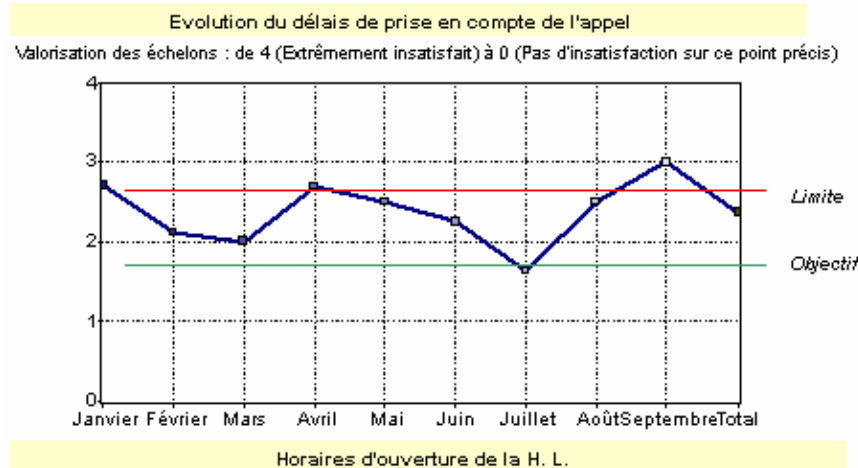
### Subject of the issue

Analyse the level of insatisfaction (and its reasons) for the user of the IT HelpDesk service through a questionnaire. Provide the support team with the appropriate indicators on problems solving in order to develop a progress plan.

### Integration of the solution within the IT workflow

The Michelin Information System makes a daily extraction of the users to be polled from its HelpDesk database. The Interview?! application is set to take this extracted list every day and automatically notify the addressees with a customized mail. Every month, the analyst of the quality questionnaire exports the collected answers to the data analysis module. Complementary information data from the IS are also exported (problem type, concerned service...). Graphics and tables as well as a list of indicators defined in collaboration with the department Interview-études become updated for the analysis. The integrated solution to the IS remains flexible and may accepts questionnaire modifications. The data analysis tool enables the analyst to launch his own request in order to enrich the generated analysis.

### ACCUEIL TELEPHONIQUE



Client testimonials... Interview?! Client testimonials ... Interview?! Client testimonials ...



Context : Jaillance is a wine company that produces and distributes sparkling wines from different French regions (Clairette de Die, Crémant de Bourgogne and Bordeaux). Their customers are mainly supermarkets followed by a salesforce of 19 persons.

Interview?!  
Etudes



Pierre Michel manages this team. His testimonial :

### **1° Initial objectives**

To obtain detailed and synthetic figures as close as possible to what encounter the salesmen in their daily visit of the commercial outlet (supermarket) on the national territory

To collect information data on the commercial activity of the salesforce team.

### **2° Procedure and proposed services**

We learned about a new generation of PDA via Bluetooth allowing immediate data transmission and analysis without extra manual input. All that considering a limited budget.

France Télécom presented us the features of this application and we realized that an IS backbone was necessary to support the solution. As we have no competence in this domain, we asked Interview SA whose core business is e-form creation and data analysis.

### **3° Observed and expected results**

After a difficult start caused by equipment and network reliability problems (april 2002 : first Bluetooth terminals and beginning of GPRS mode), we set up with Interview the questionnaires and data sheet that enable us :

- ✓ An immediate information feedback from raw data collected by the salesforce
- ✓ To obtain weekly and monthly synthetic tables that are produced from the crossing of variables such as product exposure or absence, outlet name, price, sales territory, salesman....

Moreover we have created Ad-Hoc questionnaires, for a limited period of time, allowing for audit on certain aspects of our commercial policy or competitors one.

All these points allow us to obtain precise, synthetic and reliable information upstream for our commercial negotiation and strategy and to quickly provide us with the keys for corrective actions downstream in the application of our commercial strategy.

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**Frédéric BOSSARD**  
**Launching Manager**

**France Telecom Marseille**

**Context :**

« **Winning Quiz FISIO** » sent on Thursday, December 4th 2001

### **What did you initially aim at ?**

Evaluate spontaneously the participants' knowledge following a commercial training.

This one-day training- planned the week before the launching of the product- consisted in preparing the 6000 vendors for mastering a new terminal and its characteristics on sale from the 4th of December 2001.

Using the Interview?! Software enabled us to put very quickly on line a 10 questions strategic quiz (7questions about the terminal's characteristics and the other 3 concerning the commercial offer).

Distribute it to the 6000 France Telecom vendors through our intranet.

Thanks to the improvements of the Interview?! 4.0 version quiz we have been able to collect the addresses of the first 100 respondents (with a reward thrown in).

### **What were the results ?**

We obtained 2200 responses out of 6000 in one day- that is a **response rate** of 36.66% and we could draw up the list of winners in only one click.

The Interview?! solution has enabled us to optimize in a quick and personal way all the logistics of our quiz and at a limited cost.

### **Your conclusion ?**

We think that this kind of action (quick training + quiz) should enable us to shorten the delay for knowledge transfer to our vendors on simple offers notably.

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**Frédérique Stevens**  
**Training Manager**

**Context : using Interview ?! for the promotion of a distribution network**



### **What did you aim at ?**

At the end of the year 2001 we were preparing for the euro. After having substantially trained we wished to control the standard of our employees (that is approximately 620 persons spread out over more than 50 sites) and also to organize a euro contest- the quiz enabled us to do both.

We called for the Interview ?! Tool to send-personally or by stores- everyone a quiz via email. While answering about twenty questions drawn at random each employee wqs lead to test his-or her- knowledge in a recreational way..

### **What was your response rate ?**

At the end we got a high participation rate (92%) and a 81% success rate.

During the three weeks operation I could keep up with the progression of the response rate in actual time and decide the right moment to chase things up.

### **What did you gain advantage from ?**

All the employees have been able to take part in an easy, quick and economical way. Interview?! has enabled us to hold an operation which could have been tedious if carried out differently. For instance, the analyse of the answers was greatly made easier for I could sort results out by store or by department- and thus announce the winners of the contest.

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Application : Complete hosted surveys managed by Interview-études Department

### Context leading to on-line studies production

Valéo successively asked Interview to produce on-line studies for various departments: Internal Communication, Quality, IS and Human Resources. The majority of the studies required a strong reactivity as in some cases only 2 weeks separated the notification of the questionnaire and the delivery of the report. The questionnaires were hosted on the server of Interview SA.

### Main satisfaction points from the Communication Department

Besides the strong reactivity, the proposed services remain flexible. For example, it is possible to administrate yourself the questionnaire on-line with a simple internet access (via secured access). The on-line connection allows for real-time answers collection consultation and offers an immediate display of statistical trends even before the report is made available. Moreover, you can target the follow-ups.

We are satisfied with the professionnall services provided by Interview-étude Department.

Regarding the use of the tool, we would like to see improvements in the distribution of multilingual questionnaires and graphics customization options of the questionnaire as well.

### Summary of completed studies

Internal Communication	<ul style="list-style-type: none"> <li>- Questionnaire the Video Conference of the Chairman : questions on the clear understanding of the message, the quality of the organisation and the broadcasting (Answer rate = 54%)</li> <li>- Post-event satisfaction study (internal convention, summer 2003 « Leaders Meeting »)</li> <li>- Audit on the use of the Kinesys intranet : perception, ways it is currently used, improvement tracks...</li> </ul>
Information Sytem	<ul style="list-style-type: none"> <li>- Practises feedbacks on the management of electronic documents. Questionnaire distributed on a pilot site and aimed at validating more efficient management practises in order to deploy them on ther sites.</li> </ul>
Quality	<ul style="list-style-type: none"> <li>- Complete audit on current quality management programs. Questionnaire created in 4 languages and distributed to the 24000 employees connected to Valeo intranet. 4000 answers collected within 5 days providing a status report by branch, function and site. The directors of Quality Dpt have integrated the findings in their action plans.</li> </ul>
Human Resources	<ul style="list-style-type: none"> <li>- Study on the induction of new entrants (less than 6 months working experience at Valeo)</li> </ul>

Client testimonials... Interview?! Client testimonials ... Interview?! Client testimonials ...

Grenoble Graduate School of Management  
Béatrice NERSON  
Informatique pédagogique / Concours.



Interview?!  
Etudes



Application : On-line evaluation of teachers

### Objectives of the study:

The questionnaire is aimed at polling the students for the assessment of the teachings. The survey is exclusively made of closed questions. Before, the evaluation was conducted on paper support and the forms had to be scanned. This implied several manual tasks : distribution of the envelopes, collection then processing. As soon as the connection to the intranet became possible in the classroom with student laptops, we asked Interview SA to adapt their survey tool that we already owned.

### Preparation and installation of the project :

Each teacher receives a login that he forwards to the students for accessing the questionnaire. By this way, we know which teacher has been evaluated and for what session, given that the anonymity of the respondents is preserved.

The students receive 2 sets of questionnaires : one at the end of both semester. So we have a complete follow-up of the teachings we propose year-round. In relation to the answers provided by the students, we can react and plan the necessary improvements to our School.

### Impact and results analysis :

The School features about 1500 students spread between modules and sub-modules. The number of collected answers is large because it concerns all the teaching population for each session.

We have chosen the statistical tool Eurêka for results analysing.

A report template has been set up in collaboration with Interview-études department and the persons in charge of conducting the evaluation received a specific training. Each unit manages its own evaluation, then all the results are consolidated for a global analysis.

Interview represents a clear advantage for our School as it is a Domino-based software.

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**Robert Gielly**  
**Marketing of the IT means and supports in régions**

## **GAN DSI**

**Context :**  
**How to know what our broker network think about the available IT services.**



### **What is the role of your department ?**

Our IT unit is in charge of implementing useful tools and services to our 1000 insurance brokers in the regions. We need to know their degree of satisfactions towards the services we laid on.  
It's also very important for us to be able to detect the problems the users encounter. We then can be more reactive.  
Our role is also to detect employees waiting for evolution in order to better target the development of adapted services.

### **Give an example of application with Interview?!**

We asked through the email – via the IntraGan – 1000 agents spread out over 6 areas. The questionnaire comprised 60 questions of feedbacks about tools set up for the agents in 2001.  
We had inserted 2 comment-like questions to enable the users to express their remarks or particular requests.  
We collected 430 responses.

### **What did you learn from this experience ?**

We didn't have a so fast and efficient means to consult our in-house customers.  
The users appreciate the ease of answering with a web browser.  
This tool also enables to create communications between the head office and the field. It's our job now to know how to come up to the users' expectations.  
There will certainly be new uses since this tool is part of our wish to listen to customers.

**Client testimonials... Interview?! Client testimonials ... Interview?! Client testimonials ...**



Danielle Mioche  
IT Department

PECHINEY Research Centre of Voreppe

**Context :**  
To know how the users of the IT services perceived us

### **What did you change the way you carried out your annual survey for ?**

Our IT unit carries out each year a large satisfaction inquiry among the 300 or so users of the Research Centre of Voreppe (CRV). We were used to giving this inquiry on paper. However we thought this mode of poll became far too much heavy and costly particularly when we went through the mail. Rather than doing a specific development on the intranet, we turned to a completely definable software – Interview?! – which by the way is used by other entities.

### **Did the questioned people respond well ?**

We worried a little at first for our target was already relatively canvassed. We all the same obtained a response rate higher than the one of last experiences, that is to say more than 57%. All this could take place in a very short period of time – less than ten days.

### **What functionalities did you use in particular ?**

We carried out an individual diffusion through the e-mail. It enabled us to make an automatic electronic follow-up among all the people who had not responded after a week.

### **How did the analysis of the answers to the questionnaire take place ?**

In fact, I did not wait till the questionnaire was closed to start my first analysis and to shape it. As new responses were arriving, I just had to click to restore my performance indicators. At this level the tool saved a considerable amount of time and is very user-friendly.

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