

## General information

Interview SA (capital 416 800 Euros) was created by Alma group in 2000.

Interview SA is the creator of the software

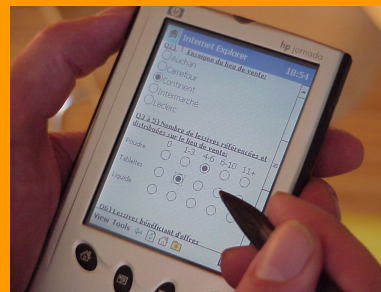
# Interview?!

## To collect information online

Within your company, this software concerns customer relationships, marketing, communication, human resources, training programs, quality control,...

Target market : industries which want to :

- create **forms**
- poll a **targeted population**,
- collect **the answers**,
- analyze **the results**.

A screenshot of a web browser window showing a customer satisfaction survey. The browser is Microsoft Internet Explorer. The survey is titled 'Interview - Customer satisfaction survey'. It includes sections for 'CUSTOMER IDENTIFICATION', 'GENERAL PERCEPTION', and a list of questions with radio button options. The ISO logo is visible at the bottom of the page.

Interview - Customer satisfaction survey - Microsoft Internet Explorer

Fichier Edition Affichage Favoris Outils ?

Précédente - Recherche Favoris Média

Adresse http://domino/ICC/Interview\_AO.Nsf/CreerQuestionnaire?OpenAgent&=Customer\_satisfaction\_survey&N=1&ID=CC9A966BEFA3F2FC1256DC900472AF

**CUSTOMER IDENTIFICATION**

What is your company main activity?

What ALPHA information sources do you use?

Paper catalogues  On site support contact  Web site  
 On site commercial  Electronic catalogues  Telephone contacts contact

**GENERAL PERCEPTION**

For each following point, choose the qualification that best fits your perception.

How do you perceive ALPHA?

My contact at ALPHA can be joined easily  Strongly agree  Somewhat Agree  Disagree  Completely disagree  
A notified failure always leads to a quick response      
ALPHA's environment gives me the impression to be well structured

**ISO** International Organization for Standardization

Termé

démarrer André Oliv... Explora... Microso... Microsoft P... Interne...

Create easily your satisfaction surveys, evaluation surveys, quizz.

Distribute them with the new technologies

Analyze the data online

With lower costs and time saving !

## 1 CREATION

Create Interview



Create Questions



## 2 DIFFUSION

Mailing...



Notify your Interview



Follow up



Fill the web form



Save



## 3 ANALYSE ET RAPPORT

Create report



statistics

comments



Publish for internet  
Print report



# interview?!

# Interview?! >>> from the platform to different uses

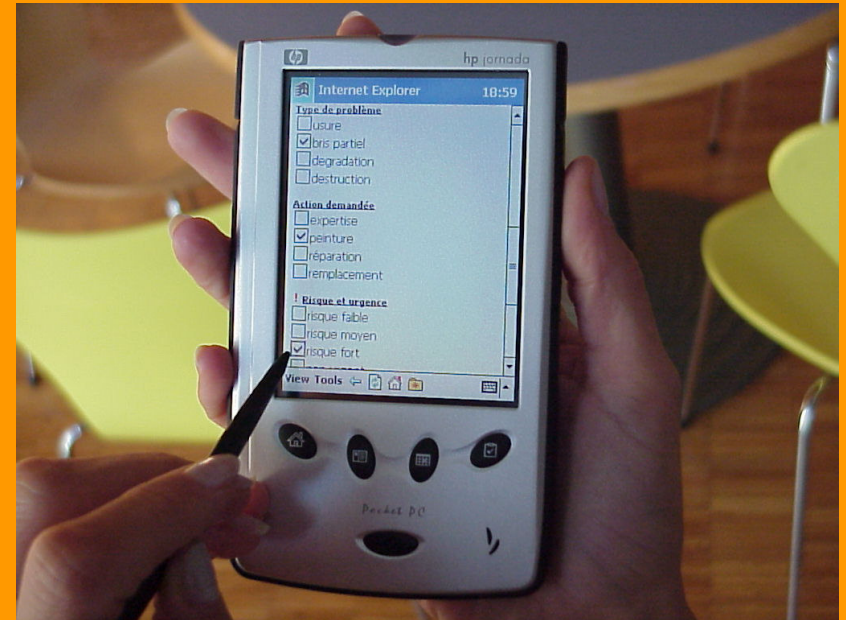
Software Platform	Installed	HR	Training evaluation
			Self assessment
			Actions
			Work's council.
		Admin (purchase, IT...)	Project leading
			Users satisfaction
			Supplier evaluation
	With Interview as a Provider of Service	Quality	Iso 9000 v2000
			Criteria management
			Mesurement
		Mktg/com	Image
			Products launch
			Events
		Mobility	Commercial reports
			Technical interventions
Values reports			



Help customers with:

- **Interview?! Etudes** Services,
- Completed achievements,
- Integration

- ✦ A unique notification with:
  - ✦ PC (Lotus Notes and web)
  - ✦ Pocket PC
  - ✦ WAP Phones
  
- ✦ For different uses and different population :
  - ✦ Consumer distribution : connection with a wireless phone and bluetooth PDA
  - ✦ Technical services such as the data collecting for the water meter : phone wap
  - ✦ Internal surveys : PC
  
- ✦ Time saving and integration in the existing infrastructure.



- ⊕ The warranty to obtain information you want
  - ⊕ Project specification
  - ⊕ Help for creating your forms
  - ⊕ Preparing documents to distribute them
  - ⊕ Notification of the survey
  - ⊕ Phoning to complete the survey if needed
  - ⊕ Securised access to the answers
  - ⊕ Data reports
  - ⊕ Analyze and creation of the reports
  - ⊕ Integration in an internal process in the company

# The surveys can match your graphical style

Consumer distribution

Questions 1 to 8 out of 8

**DIARY**

**Q1) ! Town of the sales outlet:**

- Annecy
- Chambéry
- Grenoble
- Lyon
- Meylan

**Q2) ! Name of the distributor outlet:**

- Auchan
- Carrefour
- Continent
- Intermarché
- Leclerc

**Q3 to 5) Number of soap brands referenced on the selling space:**

	0	1-3	4-6	6-10	11+
Powder	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tablets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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 International Organization for Standardization

Terminé

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### In and out

- ⊕ Directory recipients
- ⊕ Pre-filled forms with data extracted from databases
- ⊕ Direct importation of data from excel files
- ⊕ Creation of a CSV file from an interview → process

## Interview?! : return on investment

**Hypothesis** : survey of 30 questions for 800 people on 3 sites in France  
(real case of an Interview?! Customer)

Costs	Paper	Interview?!
Cost treatment Print Distribution Treatment (10 mn/formulaire)	<b>4900 Euros</b>	1200 Euros  <b>Money directly saved 3700 Euros</b>
Installation	<b>10 labor days</b>	<b>3 labor days</b>
Delay to have the report	+ 4 labor days Duration between questions and report : <b>3 weeks</b>	+ 1 labor day Duration between questions and report : <b>4 days</b>
Other points	No new notification automated External tool to produce the report	Answer directly read on the software in real time and statistics too. New notification automated. Corrections, even during the surveys could be added. Software for the reports integrated.

**3700 Euros saved, more real time information and efficiency**