



Feedback Analytics

Kampyle LTD

# Kampyle Reports

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Subject	Report	What is it?	How can it be of help?
1. Feedback Dashboard	1.1 Feedback Timeline	Displays the distribution of feedback items received during a selected time period.	Gain an understanding of when your users send feedback.  You can drill down to view more advanced reporting.
	1.2 Feedback Headlines	Displays the following: <ul style="list-style-type: none"> <li>• Total number of received feedback items</li> <li>• Most reported feedback category</li> <li>• Number of unique feedback providers</li> </ul> User's average time on site before sending feedback.	Allows you to receive a high level overview of your website's status at a glance.
	1.3 Average Feedback Grade	Displays the <b>Average Grade</b> (1-5) given by users in response to the opening question in the feedback form.  Displays the <b>Global Average</b> , which a benchmark average compared with all Kampyle's customers websites.	Use the ranking tool to set benchmarks for improvement.  You can drill down to view more advanced reporting.
	1.4 Geographic Distribution	Displays the geographic distribution of feedback items received in the chosen period.	Offers insight into which regions are providing the most feedback, so you can tailor activities based on geography, if appropriate, for high feedback regions.  You can drill down to view more advanced reporting.
	1.5 Feedback by Category	Displays the distribution of feedback by category.	Provides a comprehensive view of what areas may require your attention.  You can drill down to view more advanced reporting.
	1.6 Feedback by Status	Displays the distribution of feedback by status.  A management status can be assigned to each feedback item: "new" (default), "in progress", "completed", and "confirmed".	View your feedback based on your internal status and process approach.
	1.7 Most Important	Displays up to 10 feedback	Allows you to address your most

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	Feedback	<p>subjects sorted by importance from your most critical issues.</p> <p>Only fully categorized feedback items under the status of "new" or "In Progress" are considered in this table.</p>	<p>important issues and report back immediately, if needed, to your users. This data also lets you analyze trends, creation actions and resolve conflicts.</p> <p>You can drill down to the relevant feedback items in the inbox and analyze each one.</p>
2. Advanced Reporting			
2.1 General feedback info			
2.1.1 Overview	2.1.1.1 Average Feedback by Time	<p>View a time-analysis chart that displays the average distribution of feedback items received during a selected time unit.</p> <p>This chart will display the average number of feedback items received by hours, days, weeks and months.</p>	<p>Understand when your users report most frequently by day, week, month or year.</p> <p>You can gain a view into specific hours of the day, week, month or year, as it relates to the users' feedback.</p>
	2.1.1.2 Feedback Timeline By Category	<p>Displays the distribution of feedback items received during the selected period, with each feedback category displayed separately.</p>	<p>Understand what category was reported the most, if it was handled and if the number of received feedback has changed.</p> <p>You can drill down to view more advanced reporting.</p>
	2.1.1.3 Feedback Distribution by Category and Sub-Category	<p>Displays the distribution of categories within received feedback, along with the distribution of sub-categories within each category of feedback submitted by your users.</p>	<p>Compare the collection of feedback from each category and sub-category.</p> <p>You can drill down to view more advanced reporting.</p>
	2.1.1.4 Feedback Grade	<p>Contains average grade (1-5) data submitted by users in response to the feedback form's opening questions. This data is analyzed from different angles:</p> <ul style="list-style-type: none"> <li>• overall average feedback grade</li> <li>• feedback grade distribution</li> </ul> <p>average grade over a</p>	<p>Understand how users generally view your website for trending purposes:</p> <ul style="list-style-type: none"> <li>• Over a continuous timeline: positive and negative opinions</li> <li>• current total average grade</li> <li>• comparisons of the collection of feedback for each grade</li> </ul> <p>You can drill down to view more advanced reporting.</p>

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		continuous timeline.	
	2.1.1.5 Feedback by Feedback 2.1.1.6 Form Instance	Displays the distribution of feedback received by feedback form instances.	Compare the collection of feedback from each feedback form you have created based on your website's different processes.  You can drill down to view more advanced reporting.
	2.1.1.7 Feedback Distribution by Language	Displays the distribution of feedback received by the feedback form's language.	If you use a multilingual feedback form, this chart allows you to compare the collection of feedback in each of the form's languages.  You can drill down to view more advanced reporting.
2.1.2 Categorization	2.1.2.1 Feedback Distribution by Category and Sub-Category Details	Displays detailed information about feedback received from each of your different categories.	Understand what type(s) of categories and their sub-categories that may require your attention.  You can drill down to the relevant feedback items in the inbox and analyze the issue.
2.1.3. Grade	2.1.3.1 Feedback Distribution by Grade Details	Displays detailed information about feedback received with the grade (1-5) you selected in the grade pie chart.	Compare the feedback by grade number.  You can drill down to the relevant feedback items in the inbox, and analyze and understand why users gave you each grade.
2.1.4. Feedback forms	2.1.4.1 Feedback From Distribution Details	Displays detailed information about feedback received through each of the different feedback form instances in use on your website.	Compare the collection of feedback from each feedback form you have created based on your website's different processes.  You can drill down to the relevant feedback items in the inbox and analyze each process.
2.2. Users' info			
2.2.1. Country	2.2.1.1 Geographic Feedback Distribution Details	Displays detailed information about in the geographic location of the users	Compare the collection of feedback from each country to help mirror your users connection

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		providing feedback.	<p>area quickly and efficiently.</p> <p>You can drill down to the relevant feedback items in the inbox and analyze the similarities and differences from each country.</p>
2.2.2. Browser	2.2.2.1 Feedback Distribution by Browser	Displays detailed information about feedback received in the various browsers in use by the users who have reported feedback.	<p>Compare the collection of feedback from each browser type to help mirror your users environment quickly and efficiently.</p> <p>You can drill down to the relevant feedback items in the inbox and analyze each browser type's feedback.</p>
2.2.3 Operating system	2.2.3.1 Feedback Distribution by Operating System	Displays detailed information about feedback received from users by their operating systems.	<p>Compare the collection of feedback from each operating system type to help mirror your users environment quickly and efficiently.</p> <p>You can drill down to the relevant feedback items in the inbox and analyze each operating system type's feedback.</p>
2.2.4. Browser language	2.2.4.1 Feedback Distribution by Browser Language	Displays detailed information about feedback received from users by their various browser languages.	<p>Compare the collection of feedback from each browser language to help mirror your users environment quickly and efficiently.</p> <p>You can drill down to the relevant feedback items in the inbox and analyzing each browser language's feedback.</p>
2.2.5. Screen resolution	2.2.5.1 Feedback Distribution by Screen Resolution	Displays detailed information about feedback received from users by their screen resolution.	<p>Compare the collection of feedback from each screen resolution type to help mirror your users environment quickly and efficiently.</p> <p>You can drill down to the relevant feedback items in the inbox and analyze each screen resolution type's feedback.</p>
2.2.6. Color depth	2.2.6.1 Feedback Distribution by Color Depth	Displays detailed information about feedback received from users by their color depth.	Compare the collection of feedback from each color depth type to help mirror your users

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			<p>environment quickly and efficiently.</p> <p>You can drill down to the relevant feedback items in the inbox and analyze each color depth type's feedback.</p>
2.2.7. Flash version	2.2.7.1 Feedback Distribution by Flesh Version	Displays detailed feedback information from users by Flash version.	<p>Compare the collection of feedback from each flash version type to help mirror your users environment quickly and efficiently.</p> <p>You can drill down to the relevant feedback items in the inbox and analyze each flash version type 's feedback.</p>
2.2.8. Cookies	2.2.8.1 Feedback Distribution by Cookies	Displays detailed information about feedback received from the users based on their cookie(s) preferences (enabled/disabled)..	<p>Compare the collection of feedback from each cookie(s) setting to help mirror your users environment quickly and efficiently.</p> <p>You can drill down to the relevant feedback items in the inbox and analyze each cookie(s) setting's feedback.</p>
3. Google Analytics integration			
3.1 Overview	3.1.1 Visitors and Feedback Timeline	Displays the number of visitors in your website(s) (from Google Analytics), alongside the number of feedback items received (from Kampyle) over the same time period.	<p>Compare the number of received feedback items via number of visitors in your website.</p> <p>You can analyze and trend this data based on similarities, differences and time periods.</p>
	3.1.2 Alerts	Provides you with notifications based on data originating from Google Analytics and Kampyle.	<p>The Alerts section can highlight potentially significant information, helping you to easily pinpoint and resolve issues.</p> <p>Understand areas that you may need to address such as:</p> <ul style="list-style-type: none"> <li>• usage information of users providing feedback</li> <li>• low grades or categories</li> <li>• comparison of user feedback based on behaviors of visitors on your entire site or</li> </ul>

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			<p>within specific pages.</p> <p>You can drill down to advanced reporting or to the relevant feedback items in the inbox and analyzing each alert's aspect.</p>
	3.1.3 Feedback by Visitor Loyalty	Displays the distribution of reported feedback items between New and Returning users, as well as which feedback categories were reported by each.	<p>Compare the collection of feedback from new and returning visitors.</p> <p>You can drill down to view more advanced reporting.</p>
	3.1.4 Feedback Conversion by Country	Shows the amount of feedback in comparison to the numbers of visits to you website ("Feedback Conversion"), for each geographic location. Locations with high feedback conversion are marked in darker colors, and vice versa.	<p>Comparing the collection of feedback's percentage from each country.</p> <p>You can drill down to view more advanced reporting.</p>
	3.1.5 Top Landing Pages	Displays your site's top landing pages, alongside each page's most reported feedback category and sub-category.	<p>Compare and analyze the collection of feedback from each page of your top landing pages.</p> <p>You can drill down to view more advanced reporting, and/or to the relevant feedback items in the inbox and analyze each page's feedback.</p>
	3.1.6 Top Exit Pages	Displays your site's top exit pages, alongside each page's most reported feedback category and sub-category.	<p>Compare and analyze the collection of feedback from each page of your top exit pages</p> <p>You can drill down to view more advanced reporting, and/or to the relevant feedback items in the inbox and analyze each page's feedback.</p>
3.2 Alerts	3.2.1 Alerts	<p>Provides you with notifications based on data originating from Google Analytics and Kampyle.</p> <p>Understand where users might have concerns in several areas:</p>	<p>Highlights potentially significant information, helping you to easily pinpoint and resolve areas based on user feedback.</p> <p>You can drill down to the relevant feedback items in the inbox and analyze each alert's feedback.</p>

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		<ul style="list-style-type: none"> <li>• user's information system</li> <li>• user's grading or categories combined with the information of number of visitor's tendency in your entire site or specific pages.</li> </ul>	
3.3 Visitors			
3.3.1 Geographic Distribution	3.3.1.1 Geographic Distribution Details	Displays the list of your site visitors by countries. For each country, relevant information from Kampyle and Google Analytics is displayed side by side.	<p>Compare the collection of feedback forms by country.</p> <p>You can drill down to the relevant feedback items in the inbox and analyzing each country's feedback.</p>
	3.3.1.2 Geographic Users Analysis	Compare the collection of feedback forms and visits from each country using a chart.	<p>Allows you to quickly identify user characteristics from specific countries (level of user involvement, level of market relevance).</p> <p>You can analyze and compare the number of feedback items by country to the total number of visitors from the same country for trending and reporting purposes.</p>
3.3.2 Visitor loyalty	3.3.2.1 Feedback by Visitor Loyalty Details	Combine Kampyle feedback data with user loyalty data from Google Analytics, to see feedback submitted by users at different user loyalty levels.	<p>Compare the collection of feedback from new and returning visitors.</p> <p>You can drill down to the relevant feedback items in the inbox and analyze each visitor type's feedback.</p>
3.4 Content			
3.4.1. Top landing pages	3.4.1.1 Top Landing Pages Details	<p>Displays Google Analytics' data on your site's top landing pages, alongside each of your pages:</p> <ul style="list-style-type: none"> <li>• total number of feedback items</li> <li>• average feedback grade</li> </ul> <p>most reported feedback category and sub-category</p>	<p>Compare the collection of feedback from each page of your top landing pages.</p> <p>You can drill down to the relevant feedback items in inbox and analyzing each page's feedback.</p>

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3.4.2 Top Exist Pages	3.4.2.1 Top Exist Pages Details	Displays Google Analytics' data on your site's top exit pages, alongside each of your pages: <ul style="list-style-type: none"> <li>• total number of feedback items</li> <li>• average feedback grade</li> </ul> most reported feedback category and sub-category.	Compare the collection of feedback from each page of your top exit pages.  You can drill down to the relevant feedback items in the inbox and analyze each page's feedback.
4. AdWords campaign	4.1 AdWords Campaign Feedback Information	Compare the visitor and user feedback from your AdWords campaign.	Lets you assess, understand and improve the effectiveness of your AdWords campaigns, directly attributed to users' feedback that came from your Ads.  You can drill down to the campaigns and Ad group's information or to the relevant feedback items in the inbox and analyze each campaign's feedback.
	4.1.1 AdWords Campaign Ad Groups Feedback Information	Compare the visitor and user feedback from each of your AdWords campaigns.	Lets you assess, understand and improve the effectiveness of your AdWords campaigns, directly attributed to users' feedback that came from your Ads.  You can drill down to the relevant feedback items in inbox and analyzing each campaign ad group's issues.
5. Multiple Accounts Overview	5.1 All Accounts – Headlines	<ul style="list-style-type: none"> <li>• Provides you with a headline summary of the feedback received for your website(s):               <ul style="list-style-type: none"> <li>○ general number of</li> <li>○ feedback received</li> <li>○ most reported feedback</li> <li>○ average feedback grade</li> </ul> </li> </ul> feedback grade timeline	Provides you with a snapshot of important feedback so you can focus on priority feedback, website grades and more.
	5.2 General Feedback Data by Account	<ul style="list-style-type: none"> <li>• Displays general feedback information on each of the active accounts included in your subscription.</li> <li>• For each account, you will see:               <ul style="list-style-type: none"> <li>○ average feedback grade and timeline</li> <li>○ total number of feedback items received</li> </ul> </li> </ul>	Provides you with a general summary of feedback data.  By clicking on the right-pointing arrow in the “Show Account” column, you will be taken to the feedback dashboard of the relevant account.

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		○ most reported feedback.	