

Datasheet



HighJump Survey Management

HIGHJUMP SURVEY MANAGEMENT IS AN ENTERPRISE CLASS APPLICATION THAT OFFERS A FLEXIBLE, WEB-BASED INTERFACE DESIGNED TO HELP MANAGERS ADMINISTER SURVEYS QUICKLY AND EFFECTIVELY.

Key Benefits

- Empower managers to understand which objectives are achieving desired results
- Measure the impact of marketing programs and promotions
- Stay abreast of the competition through formalized tracking in the field
- Improve employee satisfaction by analyzing performance on key objectives
- Collect confidential customer feedback
- Add new functionality to your mobile presales and delivery tools

Key Functionality

- User-friendly, Web-based interface
- Highly configurable with the ability to develop surveys by account, event, role and team
- Integration with HighJump mobile presales tools
- Streamlined design through use of route accounting master file data
- Flexible design with many options for question and answer types
- Option to require data collection completion prior to a closing of an order

Capturing Market Intelligence on the Front Lines

Winning the battle on the shelf begins with better competitive intelligence. For direct store delivery businesses and others servicing the retail sector, capturing, analyzing, and leveraging market intelligence from the field can give you a competitive edge. A structured approach to determining what information to collect and simplifying the data collection process is critical to the success of your market intelligence initiatives. Analysis of this market feedback helps you set clear objectives for your team, enabling you to more effectively manage individual job performance. The knowledge gained helps both the individuals and the organization excel at delivering superior insight and service to your customers.

Creating Objectives for Your Presales Team and Tracking Their Results

The HighJump™ Survey Management system simplifies the design, deployment, execution and measurement of customer-site surveys. This powerful tool gives you the information required to help boost sales and elevate your brand exposure. Whether you are looking to evaluate market data about your own or competitive products, HighJump Survey Management will help you turn complex market information into actionable objectives.



Find What You Need to Know—Quickly

HighJump Survey Management is an enterprise class application that offers a flexible, Web-based interface designed to help managers administer surveys quickly and effectively. To speed the design process, HighJump Survey Management utilizes master file data from your route accounting system to pre-populate information for accounts, product attributes and employees. The survey deployment process is simple, with great flexibility provided through integration with HighJump mobile presales tools.

Once a survey is deployed to the mobile device, the learning curve for your mobile presales and merchandising team is minimal, as questions become integrated into each rep's day-to-day routine. HighJump Survey Management supports a variety of question and answer types for design flexibility, helping to ensure the surveys can be completed quickly and keeping the focus of your presales professionals on the strategic task of servicing the account. As the call is completed, both order and survey data are transmitted back to the warehouse. Once responses are collected, HighJump Survey Management's reporting capabilities allow for effective analysis of the results.

HighJump Survey Management Supports a Variety of Survey Types

Survey Type	How Can This Help You?
Account-based surveys Roll out targeted surveys based on customer attributes tracked in your host route accounting system's master file	<ul style="list-style-type: none">• Monitor and make decisions based on product performance data in areas such as:<ul style="list-style-type: none">• Price information• Shelf space placements• Display effectiveness• Collect and compare data on competitive products to determine advantages or identify areas for improvement• Motivate your team to sell more through pay-for-performance surveys
Event-based surveys Trigger surveys based on specific events or times during the day	<ul style="list-style-type: none">• Introduce new routines for your mobile team, guiding workflow with a simple, step-by-step activity checklist• Manage training and expectations for your team• Monitor vehicle information required to comply with government regulations• Monitor and manage new hires and guide them through daily processes
Customer-type surveys Deploy surveys to gauge customer satisfaction with your products and services	<ul style="list-style-type: none">• Leverage in-store visits to collect customer feedback and perceptions• Measure customer satisfaction with your presales representative's performance• Verify that the customer completed the survey by requiring digital signature capture
Role- and team-based surveys Assign surveys based on employee roles or route types tracked in your host route accounting system's master file or build custom teams in HighJump Survey Management	<ul style="list-style-type: none">• Evaluate team performance in comparison to other teams• Identify new ways to improve team management by evaluating employee satisfaction

