



WHAT IS THE CONFIRMIT HORIZONS VERSION 16 FEATURE PACK?

The Confirmit Horizons Version 16 Feature Pack is a set of new features and functionality designed to enhance your use of the Confirmit Horizons platform. It delivers a wide range of new capabilities and system improvements ahead of the next major release of Confirmit Horizons, meaning you can take advantage of our R&D developments much more quickly, rather than waiting for the next full platform release.

Note: this fact sheet should be read in conjunction with the Confirmit Horizons Version 16 Brochure to understand the full capabilities of the platform.

WHAT WILL THE FEATURE PACK DO FOR MY BUSINESS?

The Confirmit Horizons Version 16 Feature Pack has been developed to meet the changing needs of our clients, in line with the way that customer engagement, feedback, and market research programs are evolving.

It provides greater flexibility and more touchpoints through which to engage customers and research respondents. In particular, it introduces new features and functionality designed to:

- Deliver a wide range of **new mobile survey and engagement** capabilities.
- **Drive higher response rates** to your survey and feedback programs, and reduce your costs—particularly thanks to our new **Survey Router**.

- **Simplify and enhance** the user experience across the platform— and specifically with our new **'one-click' reporting** capabilities.
- Provide core platform improvements based on our continual assessment of your needs for **security, scalability, and stability**.

WHAT ARE THE KEY NEW FEATURES OF THE FEATURE PACK?

The Feature Pack offers numerous new features and enhancements, as well as many improvements made as a result of change requests. Full details of all of these can be found in our Confirmit Horizons Version 16 Feature Pack Features List.

The key highlights of the Feature Pack include:

Mobile Surveying: Now part of the core Confirmit platform, our mobile surveying capabilities enable you to create and deliver fully-optimized surveys to iPhone and Android devices, and to support surveys on any other mobile device (e.g. Blackberry, Nokia, Windows, or feature phones) with layouts optimized for the size of screen. As a result, you can reach a wider audience using a mobile as a stand-alone channel or as part of a multi-channel program, while also providing a high quality survey experience for mobile respondents—using a flexible interface with multiple question styles.

'One-click' Reporting: Take advantage of simplified, faster report creation process with our new customizable Report Wizards. Using this new 'one-click' reporting function, you can significantly reduce the time it takes to

deliver reports on feedback and survey data—building reports based on customized wizards in seconds. The Report Wizard function also ensures standardized reporting outputs across all your projects, and allows you to create your own customized standard reports using a powerful Report Wizard syntax.

Survey Routing: Our new, fully-integrated Survey Router ensures willing participants who may have been screened out of surveys are directed to other, appropriate surveys. This comprehensive, customizable survey workflow tool delivers a measurable reduction in panelist attrition and increased survey uptake. It also ensures you can avoid repeatedly asking respondents the same questions, speeding up the routing process and improving respondent experience.

Other key features include:

- Drive higher response rates to programs using multiple feedback channels including a range of mobile engagement options.
- Create feedback reports at the click of a button to share with your organization to effect business change.
- Enhance the user experience across the platform—for experienced users and ad-hoc users alike—simplifying many of your feedback processes.
- Manage and maintain customer panels effectively.
- Ultimately, reduce your feedback program costs.

WHAT BENEFITS DO THESE FEATURES PROVIDE FOR MY CUSTOMER AND EMPLOYEE ENGAGEMENT PROGRAMS?

Whether you conduct company-wide Voice of the Customer programs, point-of-sale feedback campaigns, or an employee engagement studies, the Conformat Horizons Version 16 Feature Pack enables you to:

- Drive higher response rates to programs using multiple feedback channels including a range of mobile engagement options.
- Create feedback reports at the click of a button to share with your organization to effect business change.

- Enhance the user experience across the platform—for experienced users and ad-hoc users alike—simplifying many of your feedback processes.
- Manage and maintain customer panels effectively.
- Ultimately, reduce your feedback program costs.

WHAT BENEFITS DO THESE FEATURES GIVE MY MARKET RESEARCH BUSINESS?

Whatever size of organization you work for, whether it is a large Market Research agency or a small department providing essential MR data to a wider business, the Conformat Horizons Version 16 Feature Pack enables you to:

- Drive higher response rates to surveys using multiple channels including a range of mobile survey options.
- Create research reports at the click of a button to share with your organization and your clients—delivering insight more quickly and in the most suitable formats for recipients.
- Enhance the user experience across the platform—for experienced users and ad-hoc users alike—simplifying your research processes.
- Manage and optimize utilization of your panels.
- Ultimately, increase Return on Investment from your research programs.

HOW DO I FIND OUT MORE?

To discover just some of the benefits that the Conformat Horizons Version 16 Feature Pack can bring your business, you can visit www.conformat-horizons.com

Here, you can also watch our Webinars for a detailed overview of all the new developments within the Feature Pack.

Because there is so much to the platform, we'd be delighted to arrange a demonstration for you—simply contact your Account Manager or a member of our [sales team](#).