

WEBOPOL



THE POLISH UNION OF ACTIVE MOBILITY , PUMA

GDANSK 19.9.2013



AGENDA

- 1. Short introduction of Webropol Oy**
- 2. When are we eager to give feedback**
- 3. Specification of business intelligence**
- 4. Business intelligence in sport business**



Webropol's Value Proposition

- Turn data and information into knowledge and understanding
 - Quicker and more than ever before
 - Easier than ever before
 - More cost efficiently than ever before



Company Overview: Webropol Group

- Annual turnover
 - 2009 €2.4M
 - 2010 €3.7M
 - 2011 €4,2M
 - 2012 €4,5M
 - 2013, estimation €5M
- Number of company employees
 - Total 58 (Headquarter, Helsinki, Finland 31)
- Offices
 - HQ Helsinki, Finland
 - Linköping, Sweden
 - Düsseldorf, Germany
 - Coventry, United Kingdom
- Independent resellers
 - In Europe and Asia



Customer Overview

- **Universities:** All universities in Finland
- **Ministries:** $\frac{3}{4}$ of all ministries in Finland and the House of Parliament
- **Hospitals:** All hospital districts in Finland
- **City councils:** Hundreds of
 - City of Espoo is a quite big user
- **Companies:** From one employee to the biggest in Finland
- **Customer statement:** *“Webropol is our first choice supplier for collecting customer feedback at various touchpoints during our customer journey. Whether we collect 3.000 feedbacks per day or per project, Webropol 2.0 meets our needs. The software guarantees ease of use and intelligent real time reporting! We do appreciate a highly motivated team developing solutions to new challenges on our way.”*

Simon Kluge, Director of Market Research

Neckermann.de Gmbh (one of the biggest online retailers in the world)



Vision Statement

- **Mission**

Webropol's mission is to support and help work communities to **combine** data and information from

- interest groups
- strategic systems
- external data source

and refine combined data and information to knowledge and understanding

All this In the most cost efficient, quick and easy way of the market

- **Vision**

- Our first goal is to develop the technical features and functions to a world leading level
- Achieve global leadership in data collection and refining into knowledge and understanding



Product Overview

1. Webropol Survey&Reporting Software

- Versatile Reporting
- Create surveys with MS Office - Add-ins for Microsoft Word and Microsoft Office
- Create tests and exams - E-Scoring
- Instant individual report preparation and sending to thousands - Mass Reporting
- High quality research and ensuring high quality results - Recipient Management

2. Webropol Analytics

- Qualitative analyses to find patterns - Text Mining
- Quantitative analyses to find patterns: Professional Statistics
- Simulating and doing Predictive Analyses - Insight

3. Webropol Integrations

- Flexible web services for quick integrations enabling joins CRM/ERP to Webropol Application Suite
- E.g. avoid databases changes in CRM/ERP by utilizing the flexibility of Webropol functions

4. Webropol Case Document Management

- Further processing of feedback or claim document, applications of all kind
- Our R&D has got a big contribution from e.g. the National Board of Customs in handling applications as well as from the city of Kerava in quality evaluation CAF and EFQM



When are we eager to give feedback?

- Common statement: "People don't like when they receive feedback inquiries!"
- When the feedback inquiry is considered as a part of the service they are very willing to give their feedback.
- When the customer's feeling generated from the service transaction still exist then...

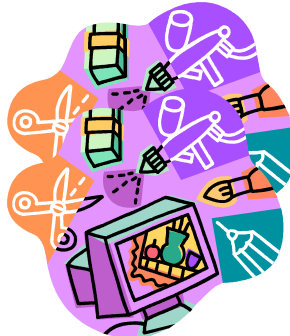


Business Intelligence Uses Several Sources



Interest groups:
surveys, feedback,
social media

1



Strategic
applications:
CRM, ERP

2



External sources:
e.g. Statistics
centres

3

Webropol solutions enable combining data from all three!



Webropol Solution

WEBROPOL SURVEY SOFTWARE & INTEGRATIONS

1. Collect Information

- Continuous
- Systematic
- Ad hoc
- Large scientific surveys



Interest groups:
surveys,
feedback, social
media

1

**WEBROPOL 2.0
SURVEY SOFTWARE**



Strategic
applications:
CRM, ERP

2

**WEBROPOL 2.0
INTEGRATIONS**



External sources:
e.g. Statistics
centres

3

**Smooth importing
from Excel**

WEBROPOL 2.0 DASHBOARDS:
Desktop, mobile phone, intranet

WEBROPOL ANALYTICS

2. Detect patterns –

Turn data and information in to
knowledge and understanding

WEBROPOL ANALYTICS 2.0
Text Mining

**QUALITATIVE
PATTERNS**

WEBROPOL ANALYTICS 2.0
Professional Statistics

**QUANTITATIVE
PATTERNS**

3. Make better decisions

Use predictive analysis to simulate
scenarios

WEBROPOL ANALYTICS 2.0
Insight

PREDICTIVE ANALYSIS



5. Example of a typical Webropol solution

- Get started instantly or in less than 2 weeks
 - Survey capability from day 1
 - Dashboards for the organization from day 1
 - Use of analytics from the 3rd day
 - Integration (CRM/ERP) projects take 1-10 man working days, average 3 days
- NO long projects and large investments!
- We call this the **Intelligent way!**



Example of a Webropol solution in use

Detecting signals:

Dashboarded data from integrated strategic systems.

Investigate further

More data for closer examination (Microsoft Office add-ins, Text Mining)

Find patterns from qualitative data

identify issues with Text Mining

Find hidden patterns from quantitative data

Easy statistical analysis of survey data

Test the patterns by simulating and make decisions

Use Predictive analyses and test different scenarios with Webropol Insight



A Webropol Case Document Management solution

Getting a claim:

Handler reviews the claim

- Writing comments.
- Putting colour attention marks
- Asking for more information: "Enclose a drawing of the incident"

Receiving complementary information

The handler handles the claim

- Writing comments to the claim points
- Have still the possibility to ask for more information
- Writes the final own statement
- Decides to whom forward the claim

The second handler

Has same functions available as the previous handle

Make the decision and archive the case

In CDM

- Endless further process chain
- Meta data search
- Version management of the document
- Follow up and alarm function of the document
- Pick up earlier information from similar questions as pre data



Customer statement

- An example of one of our recent customers
 - KRUS Swedish Council for Strategic Human Resources Development

"We want to get surprised by the text answers we get. And that does not have to mean that hundreds of people have to answer your question, sometimes just a few are enough to identify where improvements or measures need to be implemented. This is a very exciting toolset and the more you work with it the more new opportunities you discover"

Magnus Hedenskog
Administrative Manager
KRUS



The Intelligent Way in Sport Business

- Simple examples to stimulate an overflow of your ideas
- CASE: Predict amount of spectators
 - Webropol : Expectations before an event
 - Accounting system: Revenue tickets, fan product, restaurant
 - Webropol: Spectator satisfaction of the earlier event
 - CRM: Amount of invitations
 - Weather
 - Webropol: Rating "star-level" of athletes
 - Accounting system: Revenue of season tickets
 - CRM: VIP-event participation



You know what I don't

- Do not lose the possibility to signals you have in your data and information by not turning them to knowledge and understanding
- 2-3 minutes change ideas with the closest person in audience



Summary

- Do not lose signals you have in your data and information by not turning them to knowledge and understanding
- By using Webropol you get a new dimension to developing your organization
- Do it the **Intelligent way!**