



Zoomerang® Premium Multi-User Shared Work Area

The Fast, Easy Way to Collaborate on Surveys

It's easy to see why Zoomerang is the survey solution of choice for thousands of organizations worldwide. Only Zoomerang offers ease of use and powerful features at an affordable price. But today's enterprise requires even more from a survey solution. Colleagues need to share surveys, results, knowledge, and expertise with one another—and with executives. Managers need a better way to monitor and manage the survey process. In short, the enterprise needs better sharing, management, leverage, and standardization. It needs the sharing and collaboration functionality available through Zoomerang Premium.

Insights Should Be Shared

Vital insights about customer tastes, preferences, and opinions lie within the responses to online surveys. Yet all too often these insights—and their implications for the enterprise—are locked away in “survey silos” that are available to only a few individuals. Sometimes great insights can be misinterpreted or slip by entirely if they're not accessible to the right people.

With the Zoomerang Premium shared work area, your surveys, results, and expertise can all be shared. Teams can view and collaborate on multiple projects simultaneously—all from one centralized location.

And the benefits extend across the enterprise. Individuals and teams can review, analyze, copy, and print survey results, saving valuable time and money. Management gains visibility into the ways surveys are used across the organization and control over how they're used. And administrators can manage user accounts, ensuring that the right people have access to the right resources at the right time.

Now you don't have to wonder whether someone else in your workgroup is doing a similar survey—or has done one in the past. You don't need to worry that others in your group are over-using your respondent lists. You don't have to question how one survey's response rate compares with others. With Zoomerang Premium sharing and collaboration, you will know. And you can take the appropriate action with confidence.

Additional Advantages of Zoomerang Premium

Sharing and collaboration is available to Zoomerang Premium customers at no additional charge. At your request, we can connect your individual subscriptions to your shared work area. Plus, all the powerful yet easy-to-use features of Zoomerang Premium are also available:

- > **Powerful survey creation tools**
Templates, custom images and pages, and skip logic
- > **Professional survey reporting**
Charting and exporting
- > **Advanced survey analysis**
Statistical analysis, tag clouds, and comparison reports
- > **Additional deployment options**
Mobile phones and Zoomerang Sample
- > **Toll-free phone support and resources**

Discounted pricing is available for volume purchases—and we offer a compelling competitor trade-in program to help you upgrade users from other individual survey tools in use throughout your company.

Zoomerang Premium also gives you fast access to high-quality Zoomerang Sample™, drawing from a pool of 2.5 million deeply profiled individuals who are certified to be real and unique.

Key Product Features

As the pioneer of online surveys, Zoomerang has provided sophisticated functionality and professional survey solutions to thousands of organizations around the world—including more than 70 of the Fortune 100—since 1999. Our customers have created and sent more than 100 million online surveys, including customer satisfaction, employee satisfaction, and market research surveys. And 97% of Zoomerang customers love it.

Zoomerang Premium shared work area and survey activity dashboard extends that rich heritage to teams across the enterprise, and the results are clear: better sharing, management, leverage, and standardization.

Zoomerang Premium Shared Work Area



Shared work area survey activity dashboard

Zoomerang Premium sharing and collaboration capabilities enable your team to:

- > **Create surveys the fast and easy way.** With Zoomerang Premium you can easily create and analyze professional surveys on a wide range of topics. Our simple user interface eliminates the need for training, and a library of professionally designed templates enables you to create great surveys in minutes.
- > **Share surveys and results.** Zoomerang Premium shared work areas make it easy to share surveys and results with colleagues within and across teams. It enables collaboration and encourages the sharing of knowledge and expertise—so employees simply work smarter.
- > **Manage users and monitor usage.** Now you can easily manage users and monitor usage via a management dashboard. You can quickly view the number of users, number of surveys deployed, and overall completion rates. If you need more information, you can review individual survey details. Managers can ensure survey quality and protect their brand image.
- > **Leverage a wealth of resources.** Zoomerang Premium shared work areas and survey activity dashboards are built on the MarketTools.com™ platform, providing access to a broader set of advanced market research solutions: Research Manager, Panel Manager, Survey Manager, and CustomerSat™. This provides you with choice and flexibility, ensuring that your survey solution can grow with your needs.
- > **Standardize surveys across your team or organization.** By centralizing and sharing the knowledge and the best practices of colleagues, you are able to maximize efficiency and standardize survey processes. It is a single, companywide survey tool that can be used for a number of individual and collaborative tasks, delivering efficiencies and economies of scale.

Meets a Broad Range of Needs

From small workgroups to large corporations, functions across the organization can benefit from Zoomerang Premium sharing and collaboration capabilities.

- **Marketing** can easily share surveys and results with sales, product development, and executive management—increasing the visibility and the value of marketing strategies, campaigns, and results.
- **Human Resources** can quickly and easily create and standardize employee surveys—and later share the results with colleagues across the organization.
- **Customer satisfaction teams** can closely track changes in overall satisfaction levels, which directly impact revenue through customer loyalty and referrals.
- **Managers** can see survey activity at a glance, monitor the results, and ensure that all surveys meet the organization's standards.
- **IT** can control access to sensitive survey data, protecting customers, brands, and intellectual property.
- **Purchasing** can determine dollars spent on online survey tools and maximize the value of its investment.

Discover a Whole New Level of Efficiency

Millions of people already know Zoomerang as the best survey solution for fast, easy feedback and now we bring all the features, capabilities, and advantages of Zoomerang to workgroups across the enterprise—so you can gain deeper insights, improve efficiency, and make better business decisions. Sign up today for Zoomerang Premium—and take your survey capabilities to a higher level.

About MarketTools, Inc.

MarketTools is the leading provider of software and services for Enterprise Feedback Management (EFM) and Market Research. The company is focused on providing leading organizations the actionable customer insights they need to make better business decisions that lead to high-value business impact. As the first company to make online surveys widely available on the Web, MarketTools continues its market-leading position by providing the broadest range of powerful, accurate and integrated customer insight technologies that empower companies to become the most customer-centric organizations in their industries. MarketTools' premier portfolio of technology-based insight brands includes CustomerSat™, MarketTools.com™, TrueSample®, Zoomerang®, ZoomPanel® and ZoomPanel Tech™.

MarketTools is a privately held company with corporate headquarters in San Francisco and European headquarters in London. For more information, please visit: www.markettools.com.



150 Spear Street
Suite 600
San Francisco, California 94105

toll free 800.316.0662
fax 415.957.2180

web markettools.com
email sales@zoomerang.com