

## Summary

ViewPoint is a customer experience system that can be used to run surveys and to capture customer feedback instantly and in real time using wireless touchscreen platforms. The system offers a number of channels to capture feedback including kiosks, mobile tablets, SMS, online, voice and paper surveys. Once the data has been collected, there is access to a range of analysis and reporting tools including interactive, customisable dashboards. ViewPoint is available as a managed solution or as a self-service toolkit. Toolkits can be delivered either as standalone pieces or integrated with existing systems at the customer's end.

ViewPoint is developed by CRT, a company based in Coventry with major clients in the public and private sector. Clients in education include universities such as Leeds, Exeter and Loughborough. Their major client in the public sector is the NHS.

## How it works

ViewPoint is an online system that uses wireless, touchscreen platforms to capture customer feedback in real time. The process involves 3 main stages – survey design, data collection and data analysis- all of which are supported by the provider:

- **Survey Design:** CRT provides one day training for up to 6 people in the organisation on effective survey design. There is also on-going support from CRT in terms of troubleshooting and advice.
- **Data Collection:** there is an online system and several different channels to capture data. These channels include kiosks, tablets, SMS, automated voice surveys, chip and pin, online surveys and paper surveys. There are no fixed terminals. Kiosks are versatile as they are movable and they can be transported to different locations of the organisation to capture feedback or run surveys. Only one survey per device can be run at a time.
- **Data Analysis:** there is access to dashboards and reporting tools that can be customised to meet the requirements of the client. The dashboards are interactive, they work on real-time, and data can be drilled, printed or exported. Dashboards can be integrated with existing management information systems. Reports can be produced in a variety of formats and they can be exported into SPSS and other statistical programs.
- **Data Integrity:** All the data is encrypted and kept within the EU. In terms of maintaining the reliability of the data, CRT uses an in-house developed system that detects and quarantines incorrect or suspicious data.

## Commercialisation

- The system is available as a managed solution fully supported by CRT or as self-service with full integration with existing systems. Equipment is available for rental or purchase.
- The rental model cost is defined per machine, per year. Equipment can be hired for 12 months initially, and then extended to 3 years.
- One license required per device (unlimited accounts can then be created on that device).
- Upgrades and new equipment available after 3 years.

## Recommendations and Further Considerations

- The IT Innovation Centre endorses ViewPoint as it can be of value to departments across the University ( e.g.: HAS, Library Services, Student Services, IT Helpdesk, Sport Centre, Guild, etc.) to get real-time feedback from students, staff and visitors on both permanent services or punctual events such as conferences, open days, workshops, career fairs, etc.
- In terms of usability, kiosks are movable and they could be periodically rotated around key locations in the university.
- There are some limitations in term of the functionality: only one survey can be set at a time on each device. Besides, CRT does not currently provide a software solution that can be used on standard touch screens. It is a hardware-bound system.
- Its deployment would have little impact from an IT Services perspective.

## Further Information

If you have any questions or comments regarding this product, please contact the IT Innovation Centre at

[itinnovation@contacts.bham.ac.uk](mailto:itinnovation@contacts.bham.ac.uk)

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