



HappyOrNot®

# Product and Service Catalog



Smiley Terminal,  
Custom branding

Collect feedback with our Smileys



Smiley Terminal,  
Logo branding

## Smiley Terminal™

Totally wireless “press of a button” feedback collecting solution helps you collect maximum customer feedback with its exceptional ease of use and approachability.

### Features list

Completely wireless, place anywhere

No power needed (battery operated), always on

Response rate of 10% - 40%

< 1 second for user to respond

3G connectivity

Misuse protection

Real Time Alerts

### Variants

Cover all points of experience with the easy to place versions of our Smileys for walls, vehicles, or counter tops.



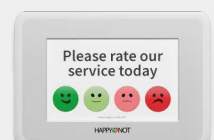
Smiley Wall™



Smiley Terminal™  
Rail



Smiley Terminal™  
Table



Smiley Touch™  
Wall



Smiley Touch,  
Custom branding

# Smiley Touch™

Stylish, touch screen feedback collecting solution offers the easiest and most efficient way to discover the cause of your customers' dissatisfaction with its follow-up selection and open feedback options.

## Features list

- 3-tier survey:**  
Main question - follow-up selection - open feedback
- Takes seconds to answer all 3 tiers
- Very high response rate
- 3G connectivity
- Full survey management via the Reporting Service
- Removable attention sign
- Language selection
- Real Time Alerts



Smiley Touch,  
Logo branding

## Branding packs

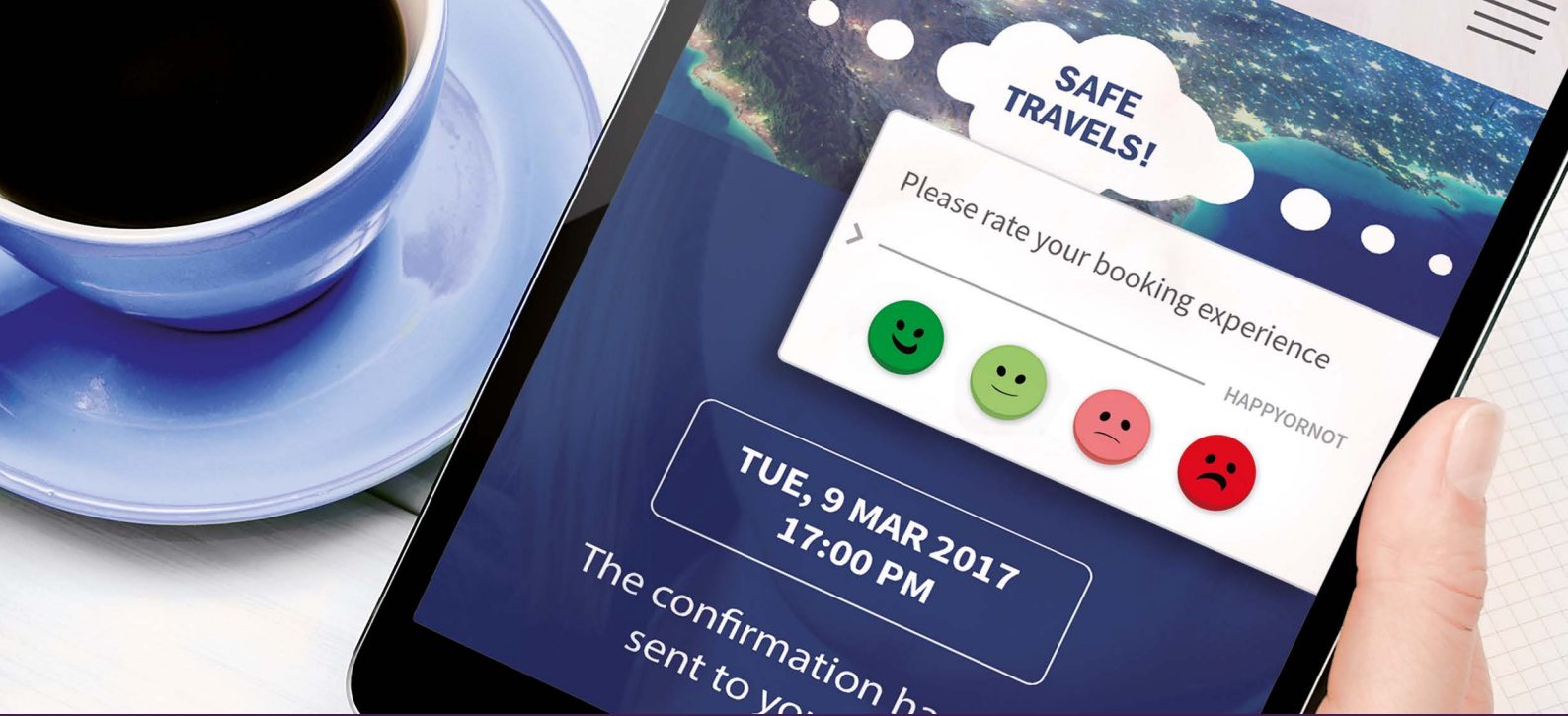
Upgrade the Standard design to fit your brand. **Logo branding** is designed by HappyOrNot based on a company logo, and **Custom branding** allows you to design as you wish.



Standard

Logo Branding

Custom Branding



## Web Smileys™

Cover your online channel with the perfect addition for collecting customer feedback online. Place a Web Smiley panel on each webpage to capture user experiences.

### Features list

Open feedback for more insights

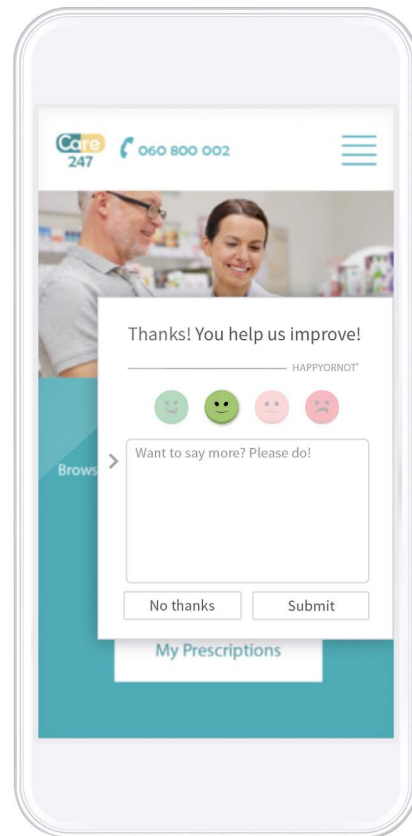
High response rate – up to 80%\*

Mobile optimized / browser compatibility

Real-time results

Full survey management via the Reporting Service

\*After checkout at Elkjop  
(part of Dixons Carphone plc)



### Delay interval

Panel reappearance can be set to the desired interval

### Smart pop up

Customize where and how many times to show the panel

### Browser support

All browsers supported, plus mobile optimized

### Automatic updates

Maintenance free, with automatic updates



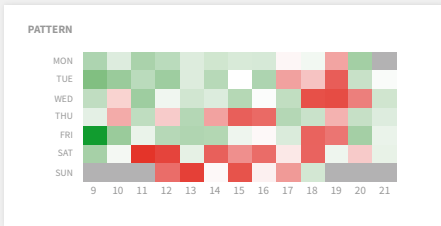
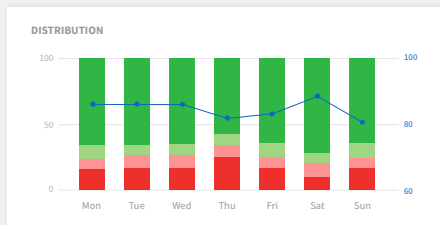
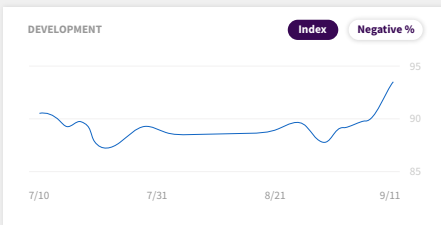
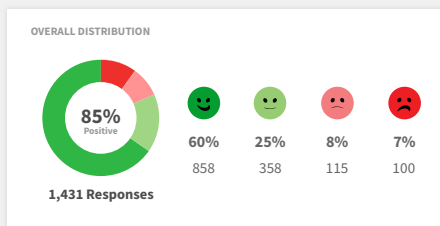
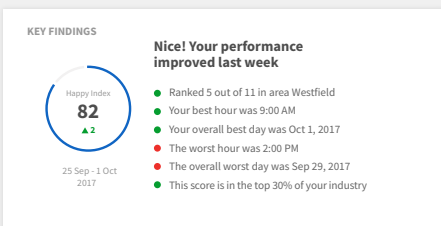
Track your performance

# Reporting Service

Track and manage your service performance with intuitive and interactive data analytics. Pinpoint issues and uncover causes with ease, and make improvement actions that can be measured and verified.

## Quick View

A highly visual and easy to understand summary of key service performance results displayed in various widgets depending on the selected filters for Location/Area, Survey Question, and Time Period.



**RANKING**

1. 115: Exit	92	± 0
2. 210: Cafeteria	91	▼ 2
3. 212: Clothing	90	± 0
...		
186.812: Checkout	85	▲ 1
187.250: Service desk	85	▼ 3
188.120: Electronics department	86	▼ 4

**Key Findings:** snapshot of key service performance details.

**Overall Distribution:** percentage breakout of feedback responses per Smiley.

**Development:** Happy Index trendline, including percentage change in feedback.

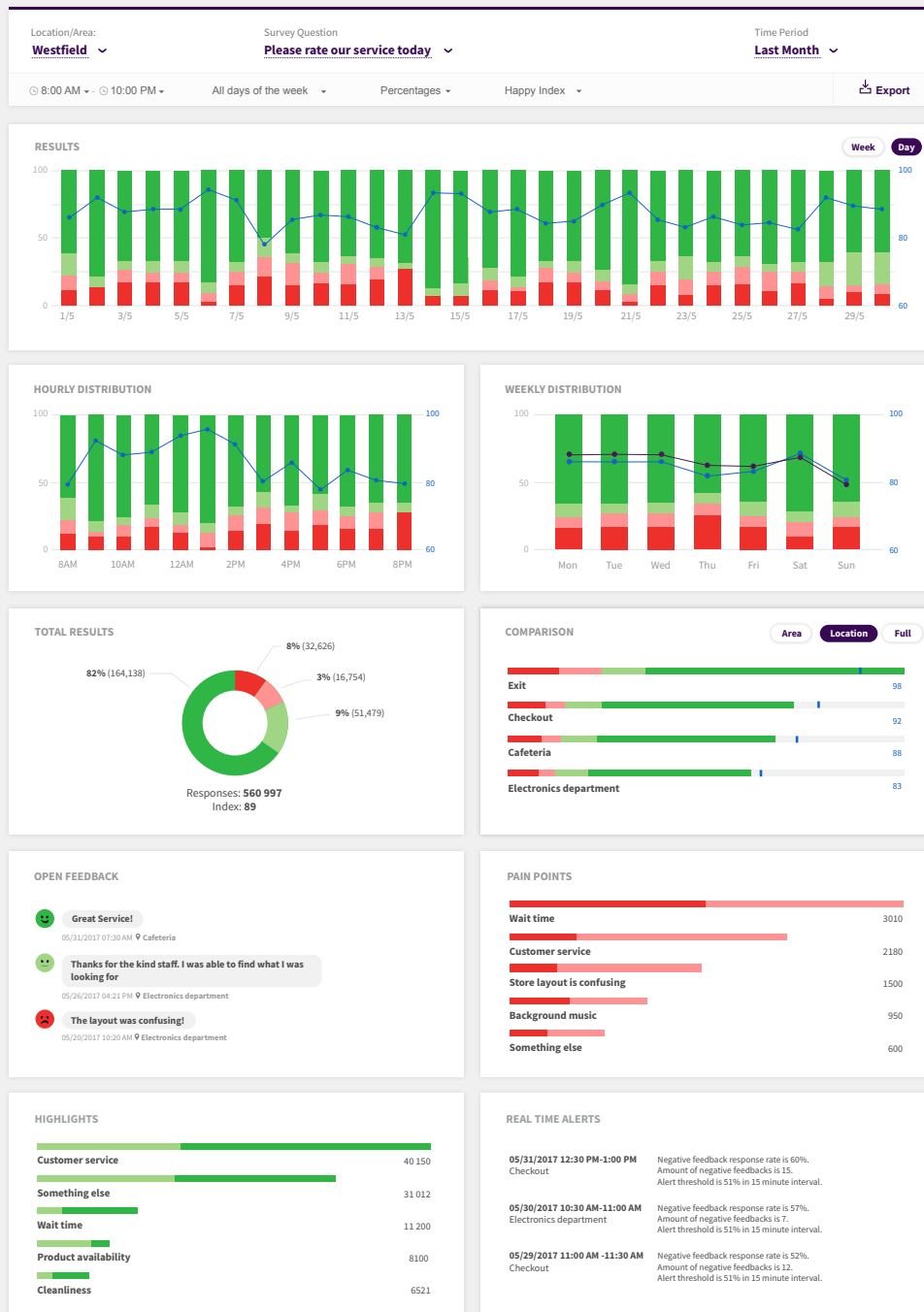
**Distribution:** total responses segmented by Smiley color, with the Happy Index.

**Pattern:** total feedbacks during a selected period displayed in a "heat map" style.

**Ranking:** list of the top performing and bottom performing locations/ areas.

# Analytics

Complete, interactive response results, segmented by Smiley color, displayed in specialized widgets. Includes main filtering by Location, Survey Question and Time Period, secondary filtering options, drill down functions, and export options, giving you full control to analyze your performance. Convenient result summaries are also automatically sent to your email.



**Happy Index:** HappyOrNot's official performance index, shown as a blue trendline.

**Results** chart, and secondary charts by Hour, Weekday, Total, and Comparison populate data for the selected filter: area (or webpage), survey question, and time period.

**Comparison Index:** location level vs. overall company performance, shown as a purple line.

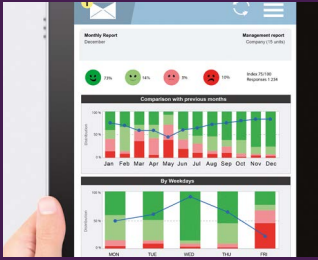
**Pain Points:** follow-up question results to unhappy button presses (Smiley Touch).

**Highlights:** follow-up question results to happy button presses (Smiley Touch).

**Open feedback:** list of open response texts (Web Smileys and Smiley Touch).

**Real Time Alerts:** list of the triggered service decline alerts.

# Included features and add-ons



## Web & Email Reports

Role, location, and time based result summaries automatically sent to your email



## Interaction Reports

1-page printable summary report for sharing your results internally and in location



## Social Sharing

Click-to-share summary image for sharing your results online



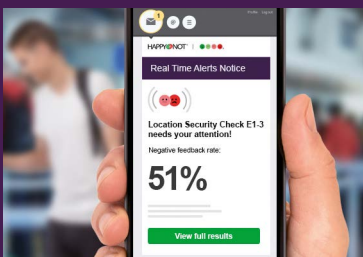
## Misuse Protection

Built-in custom settings that filter out repeated button presses and ensure result data accuracy



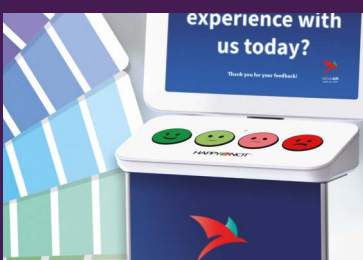
## HappyOrNot API

Integrate your HappyOrNot results into your company's own dashboard(s) with our free Application Programming Interface



## Real Time Alerts

Automated email notification when negative responses, in a specific location, exceed a preset value during a specified timeframe



## Branding Packs

Smiley Terminal: Branded stand + question sign (A3 / A4)

Smiley Touch: Branded stand + attention sign (A4)

