HAPPYORNOT®

HappyOrNot®
Product and Service Catalog

Smiley Terminal,
Custom branding

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.
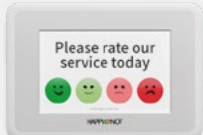

Smiley Wall™

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)
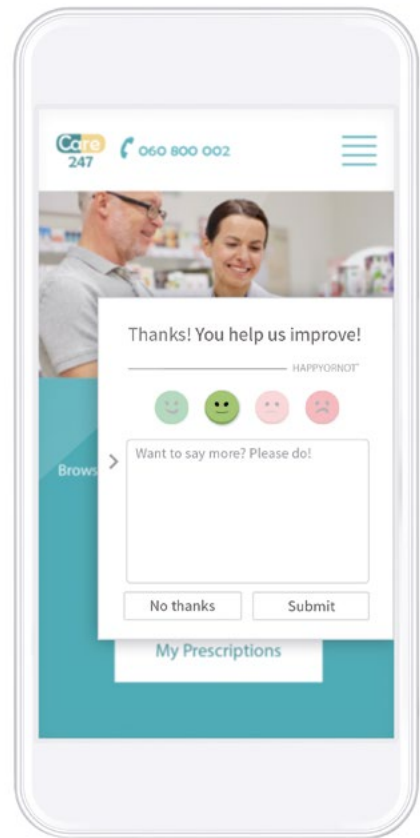
| **Delay interval**	**Smart pop up**	**Browser support**	**Automatic updates**
Panel reappearance can be set to the desired interval	Customize where and how many times to show the panel	All browsers supported, plus mobile optimized	Maintenance free, with automatic updates

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.
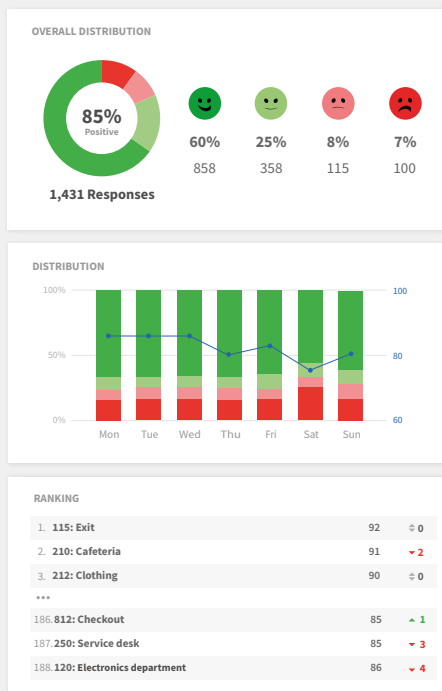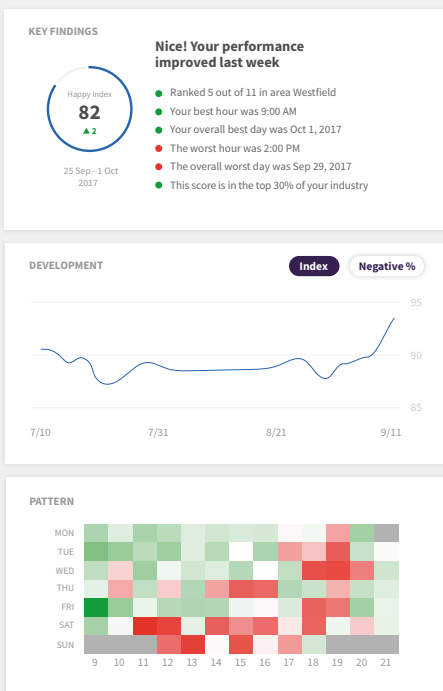
Key Findings: snapshot of key service performance details.

Overall Distribution: percentage breakout of feedback responses per Smiley.

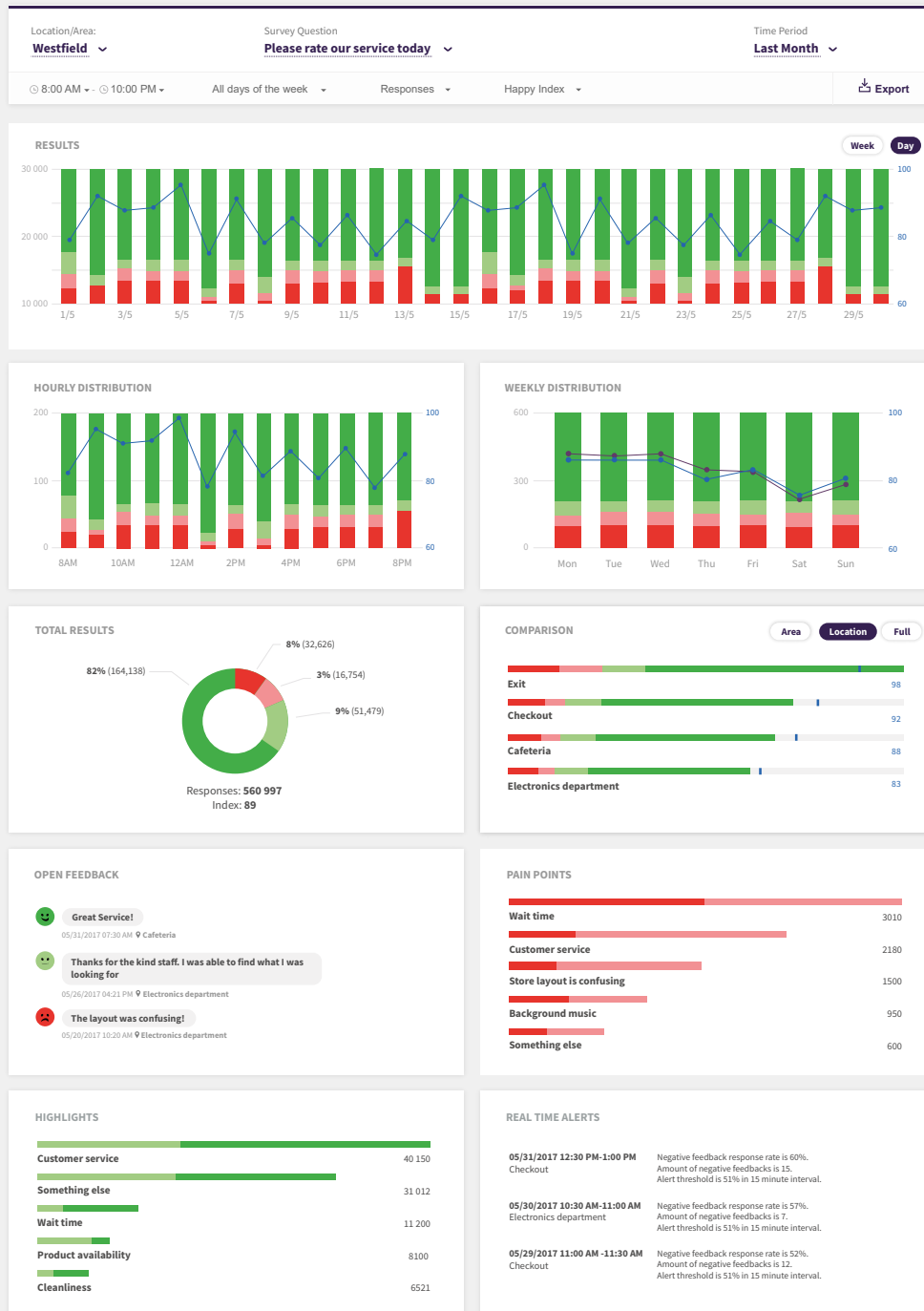**Development:** Happy Index trendline, including percentage change in feedback.

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.

Location/Area:
Westfield ⌄

Survey Question
Please rate our service today ⌄

Time Period
Last Month ⌄

🕐 8:00 AM ⌄ - 🕐 10:00 PM ⌄ | All days of the week ⌄ | Responses ⌄ | Happy Index ⌄

⬇ Export

RESULTS

Week | **Day**

30 000
20 000
10 000

100
80
60

1/5 3/5 5/5 7/5 9/5 11/5 13/5 15/5 17/5 19/5 21/5 23/5 25/5 27/5 29/5

HOURLY DISTRIBUTION

200
100

100
80
60

8AM 10AM 12AM 2PM 4PM 6PM 8PM

WEEKLY DISTRIBUTION

600
300

100
80
60

Mon Tue Wed Thu Fri Sat Sun

TOTAL RESULTS

8% (32,626)
82% (164,138)
3% (16,754)
9% (51,479)

Responses: **560 997**
Index: **89**

COMPARISON

Area | **Location** | Full

Exit — 98
Checkout — 92
Cafeteria — 88
Electronics department — 83

OPEN FEEDBACK

🙂 Great Service!
05/31/2017 07:30 AM 📍 Cafeteria

🙂 Thanks for the kind staff. I was able to find what I was looking for
05/26/2017 04:21 PM 📍 Electronics department

🙁 The layout was confusing!
05/20/2017 10:20 AM 📍 Electronics department

PAIN POINTS

Wait time — 3010
Customer service — 2180
Store layout is confusing — 1500
Background music — 950
Something else — 600

HIGHLIGHTS

Customer service — 40 150
Something else — 31 012
Wait time — 11 200
Product availability — 8100
Cleanliness — 6521

REAL TIME ALERTS

05/31/2017 12:30 PM-1:00 PM
Checkout
Negative feedback response rate is 60%.
Amount of negative feedbacks is 15.
Alert threshold is 51% in 15 minute interval.

05/30/2017 10:30 AM-11:00 AM
Electronics department
Negative feedback response rate is 57%.
Amount of negative feedbacks is 7.
Alert threshold is 51% in 15 minute interval.

05/29/2017 11:00 AM -11:30 AM
Checkout
Negative feedback response rate is 52%.
Amount of negative feedbacks is 12.
Alert threshold is 51% in 15 minute interval.

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.
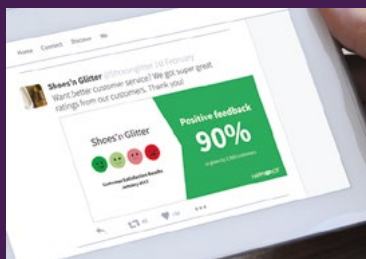
Included features and add-ons

Web & Email Reports

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

Always included

Interaction Reports

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

Always included

Social Sharing

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

Always included

Misuse Protection

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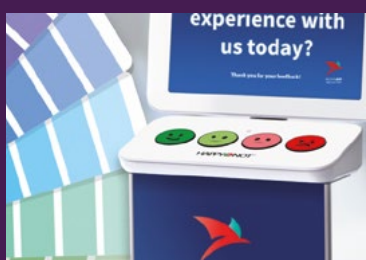
Always included
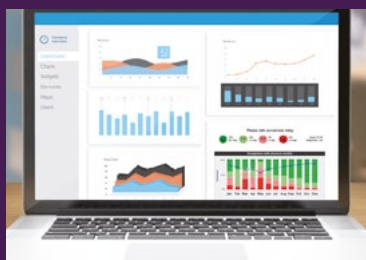
HappyOrNot API

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

Always included

Real Time Alerts

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

Add-On

Branding Packs

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

Add-On

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