

WHAT'S NEW IN POLLSTREAM VERSION 5.7.1

THE POLL

Poll Reporting

A new and enhanced reporting module has been introduced in this version of the Poll. You will now find a **Report** icon in the Global Navigation menu.

Simply select the Report icon to access any of the 3 types of reports:

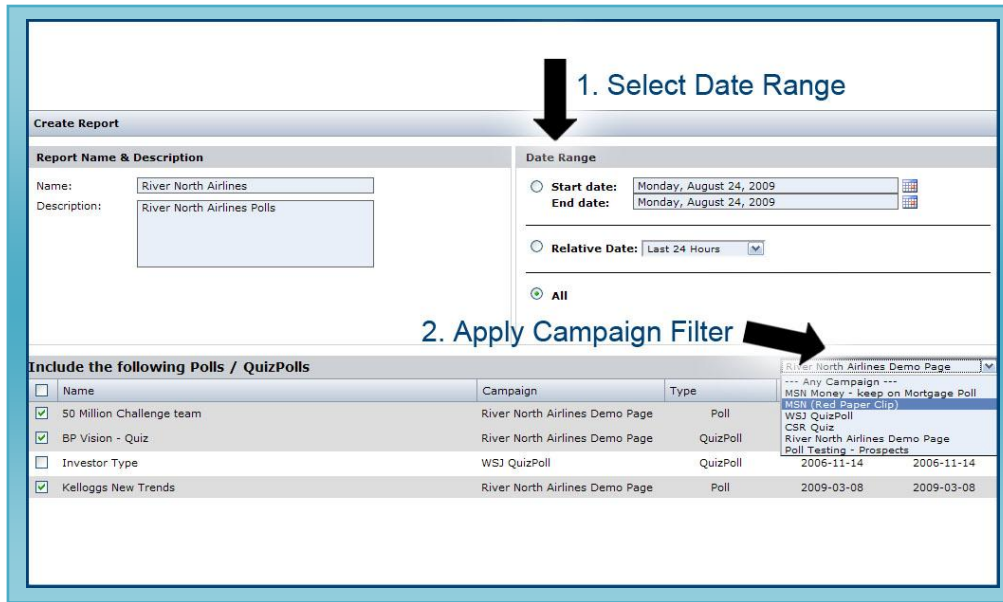
1. Individual Poll Reports
2. Campaign Reports ***New***
3. Scheduled Email Reports



Campaign Reporting

Campaign Reporting is a new feature that enables you to generate a 'roll-up' report on all the polls that were published as part of a larger campaign.

In creating the report, there are two easy steps: first select the date range and then apply your chosen campaign to filter down all the polls that were published as part of the campaign.



Below is an example of a Campaign Report:

Campaign Report: River North Airlines

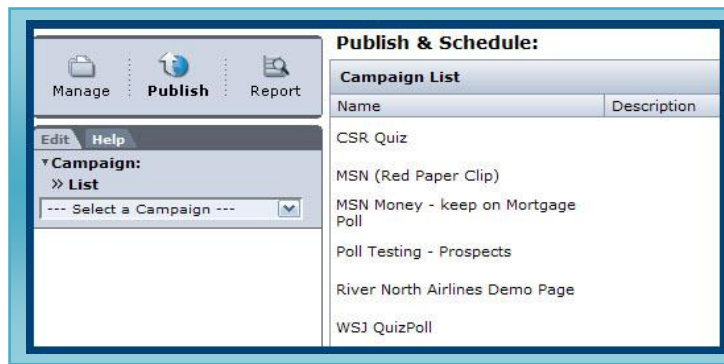
All Data Export

| Poll Name | Type | Questions | Time (seconds) | Started | Completed | Completion Rate | % Form Submission | Text in Questions | Form Comments | Average Score | Total Score Possible | Score % | Click Thru Activity | Number of Links | Theme |
|----------------------------------|----------|-----------|----------------|---------|-----------|-----------------|-------------------|-------------------|---------------|---------------|----------------------|---------|---------------------|-----------------|-------|
| 50 Million Challenge team | Poll | 2 | 179 | 1 | 1 | 100% | 0% | 0 | 0 | (--) | (--) | (--) | 0 | 0 | (--) |
| BP Vision - Quiz | QuizPoll | 4 | 133 | 1 | 1 | 100% | 100% | 0 | 0 | 15 | 30 | 50% | 0 | 0 | (--) |
| Kelloggs New Trends | Poll | 3 | 0 | 1 | 1 | 100% | 0% | 0 | 0 | (--) | (--) | (--) | 0 | 0 | (--) |
| Macy's Teamwork | Poll | 3 | 59 | 1 | 1 | 100% | 0% | 0 | 0 | (--) | (--) | (--) | 0 | 0 | (--) |
| New Flights | Poll | 4 | 31.5 | 2 | 1 | 50% | 0% | 1 | 0 | (--) | (--) | (--) | 0 | 0 | (--) |
| River North CSR - American | QuizPoll | 4 | 0 | 1 | 0 | 0% | 0% | 0 | 0 | 10 | 30 | 33.3% | 0 | 0 | (--) |
| River North ESPP Poll - Melcrum | Poll | 5 | 22.8 | 25 | 15 | 60% | 4% | 0 | 1 | (--) | (--) | (--) | 1 | 1 | (--) |
| River North Mortgage | Poll | 5 | 0 | 2 | 0 | 0% | 0% | 0 | 0 | (--) | (--) | (--) | 0 | 0 | (--) |
| River North Mortgage-Development | Poll | 7 | 24 | 1 | 1 | 100% | 0% | 0 | 0 | (--) | (--) | (--) | 0 | 0 | (--) |
| Video Poll | Poll | 2 | 17 | 1 | 1 | 100% | 0% | 0 | 0 | (--) | (--) | (--) | 0 | 0 | (--) |

Campaign Reports can be filtered to display placement specific performance data which is especially useful for 3rd party media buys.

Publishing & Scheduling

Publishing and Scheduling of polls has been greatly enhanced by leveraging the more intuitive user interface found in the current Poll Edit and Poll Report screens. Simply select Publish from the Global Navigation menu to begin. You are then presented with a list of all active and test campaigns in your account.



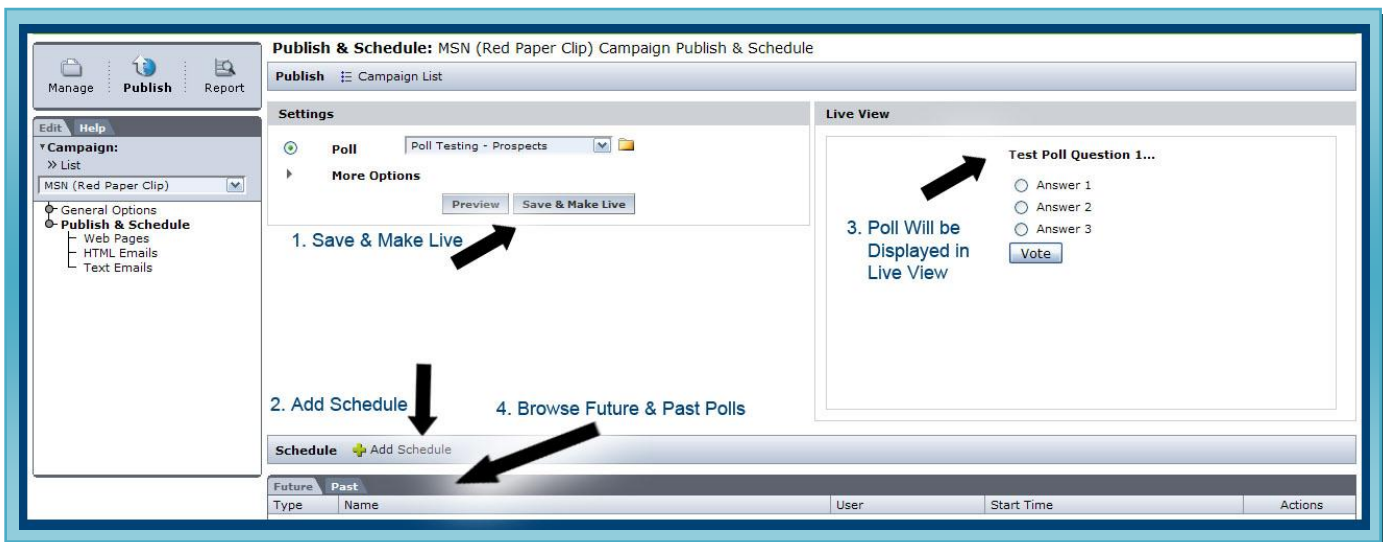
Select the pencil icon to change the live poll or schedule future polls, the world icon to get the publishing script for web pages, the html icon to get the publishing script for HTML emails and the link icon for text emails.



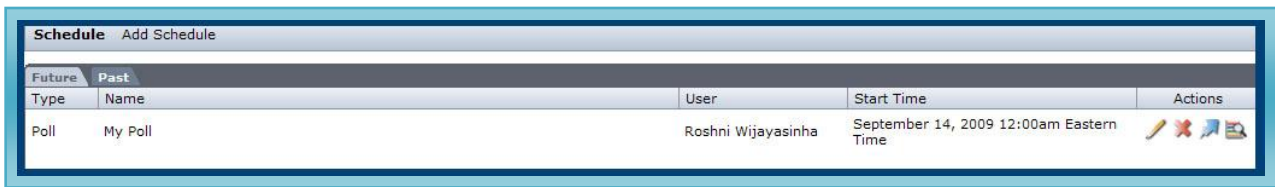
To publish your poll, first select the pencil icon to edit. You are then presented with the option to Save and Make live (1), or Add a Scheduled poll to the Campaign (2). Polls that are 'saved and made live' will immediately replace the current published poll on your web page and the live poll will be displayed in the new Live View window (3).

Polls that are scheduled for a future date will be added to the Future tab (4) and will replace the currently published poll according to the established schedule.

Once a scheduled poll has completed its run and has been replaced with another poll, you will see it listed under the Past tab (4).



All polls listed in the Future and Past tab will now show the name of the administrator who scheduled the poll.



| Future | | Past | | | | |
|--------|---------|--------------------|---|---------|--|--|
| Type | Name | User | Start Time | Actions | | |
| Poll | My Poll | Roshni Wijayasinha | September 14, 2009 12:00am Eastern Time | ✎ ✕ ↻ 🖨 | | |

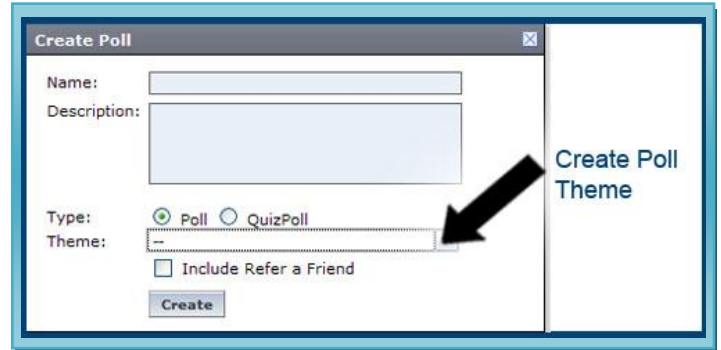
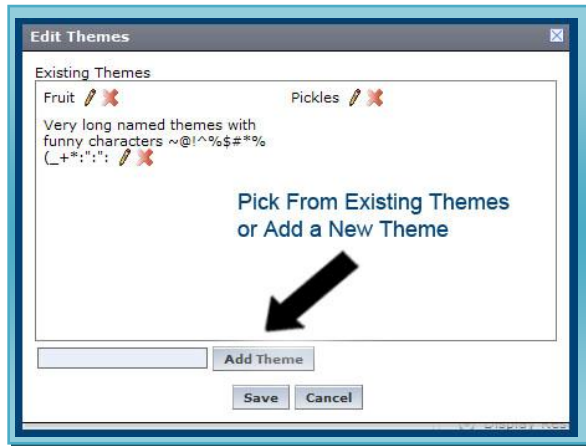
The advantage of this new configuration for the Publish screen is threefold:

- 1) Easier to manage accounts with many Campaigns
- 2) Ability to see what polls are scheduled and who scheduled the polls
- 3) History tracking to see what polls have run in the past. Useful for assisting in deciding what polls to include in your Campaign Reports

Themes

You can now group your polls and view poll results based on themes such as product focused polls, corporate responsibility polls, organizational culture polls, strategy polls etc. These themes make it easy for you to see what type of polls resonate best with your audiences in your reporting. Tailor future polls to these categories to increase participation or detect areas of improvement for polls performing below par.

Themes can be added to new polls at the time that they are created.



Additionally, themes can be applied to existing polls in the edit screen.

THE COMMENT ENGINE

Flags

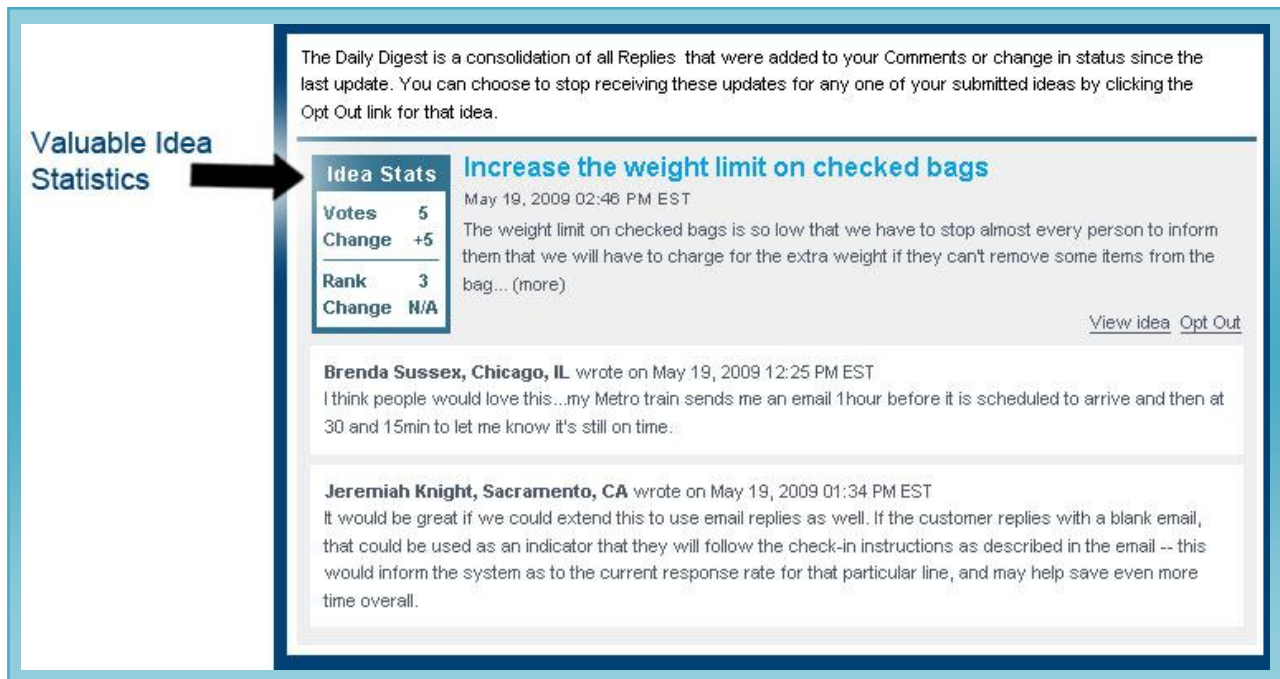
In the Comment Engine reports, Flags have now been added to the All Data view. These flags automatically indicate any information that will help administrators to better understand the context of the submission. For example in the image below, the administrator will be able to see which comments are replies and if the comment has been provided by a subject matter expert.



SPARKPLUG

Daily Digest

Sparkplug now includes an enhanced Daily Digest email. This daily email is automatically sent to all idea creators, and consolidates valuable information regarding their ideas, such as any new comments that have been added to their idea, as well as idea statistics. These statistics include total votes, rank, and activity changes up or down from the previous day.



The Daily Digest is a consolidation of all Replies that were added to your Comments or change in status since the last update. You can choose to stop receiving these updates for any one of your submitted ideas by clicking the Opt Out link for that idea.

| Idea Stats | |
|------------|-----|
| Votes | 5 |
| Change | +5 |
| Rank | 3 |
| Change | N/A |

Increase the weight limit on checked bags
May 19, 2009 02:46 PM EST
The weight limit on checked bags is so low that we have to stop almost every person to inform them that we will have to charge for the extra weight if they can't remove some items from the bag... (more) [View idea](#) [Opt Out](#)

Brenda Sussex, Chicago, IL wrote on May 19, 2009 12:25 PM EST
I think people would love this...my Metro train sends me an email 1hour before it is scheduled to arrive and then at 30 and 15min to let me know it's still on time..



Jeremiah Knight, Sacramento, CA wrote on May 19, 2009 01:34 PM EST
It would be great if we could extend this to use email replies as well. If the customer replies with a blank email, that could be used as an indicator that they will follow the check-in instructions as described in the email -- this would inform the system as to the current response rate for that particular line, and may help save even more time overall.

THE HIVE

Summary Report

The Hive Summary report now includes Category Stats. Category Stats provide the insight to see how many BeeLines are associated with each category, and therefore, which category areas your employees are engaged with.

The Hive Summary report now also includes Banner Stats that include total impressions, unique impressions and clicks. These statistics will provide additional insight into how effectively you are driving traffic from secondary pages to The Hive.

Report: The Hive
 Summary   **Report Settings** Date Range:
BeeLines Began: May 8, 2008 **Clear All Data**

BeeLine Stats ← **BeeLine Stats**

| | | | | |
|-----------|--------|-----|---------|------------|
| 74 | Public | | Replies | Recipients |
| | 42 | 56% | 46 | 89 |



Category Stats ← **Category Stats**

| Category | Number | % |
|------------------------|--------|-------|
| (none) | 29 | 39.2% |
| Birthday | 6 | 8.1% |
| Retirement | 0 | 0.0% |
| Corporate Contribution | 20 | 27.0% |
| New Baby | 0 | 0.0% |
| Promotion | 1 | 1.4% |
| Customer Satisfaction | 3 | 4.1% |
| Thank you | 10 | 13.5% |
| Congratulations | 5 | 6.8% |
| a1 | 0 | 0.0% |
| a2 | 0 | 0.0% |
| tester | 0 | 0.0% |
| bbb | 0 | 0.0% |
| aaa | 0 | 0.0% |

Banner Stats ← **Banner Stats**

| Banner | Unique Impressions | Total Impressions | Clicks |
|-------------------|--------------------|-------------------|--------|
| Headline BeeLines | 7 | 25 | 3 |
| Steven's Banner | 2 | 3 | 0 |

All statistics, including BeeLine Stats, Category and Banner Stats can be filtered by date range on the Summary Report page. This quick and convenient reporting feature allows you to look at the summary data based on date range without having to create separate filters.

Report: The Hive
 Summary   **Report Settings** Date Range: ← **Filter by Date Type**

BeeLines Began: May 8, 2008

BeeLine Stats

74

(Dropdown menu options: All, Today, Yesterday, This week, Last week, This month, Last month, Other)

Timeline

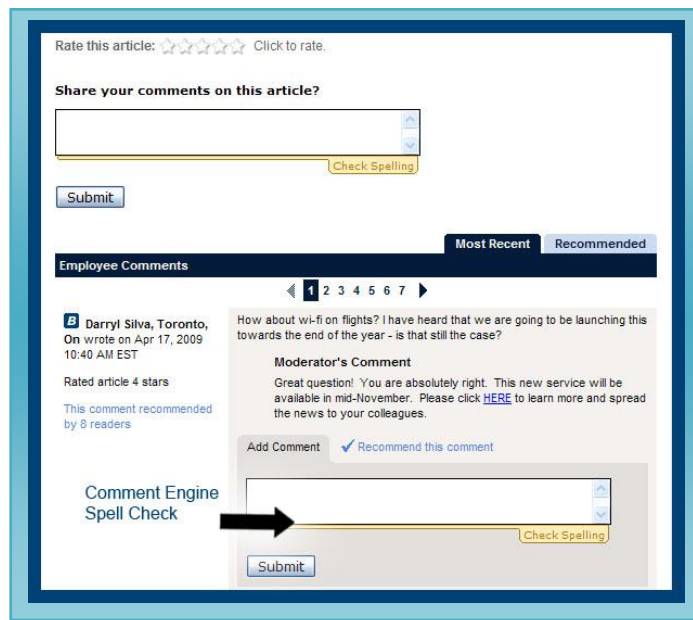
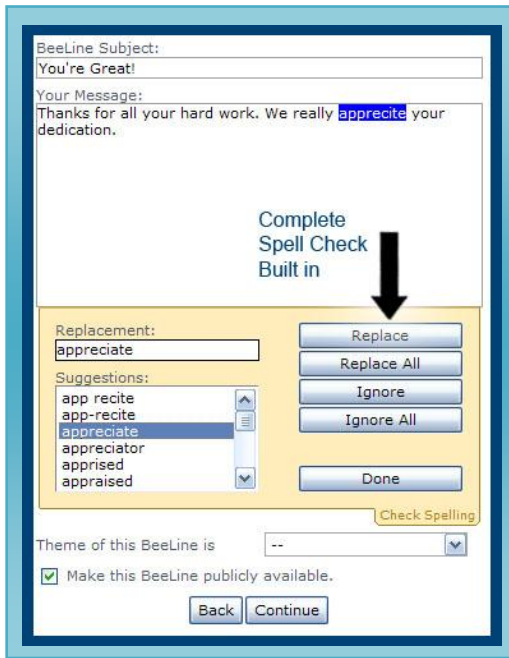
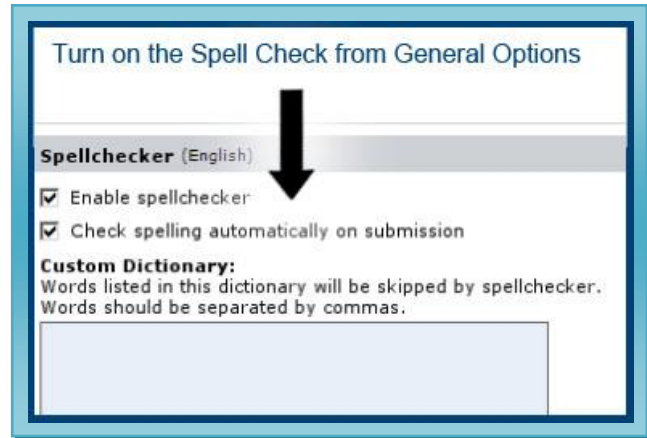
The Hive Timeline is the report that was previously called the Summary Report. This report displays the drill-down showing the previous 12 months of activity data and the associated chart view.

POLLSTREAM V5.7.1 GENERAL ENHANCEMENTS

Spell Check

Comment Engine, Sparkplug and The Hive now include Spell Check for all submissions. Improve the quality of comments and stories displayed on your web pages by catching spelling errors **before** they are submitted.

Common features such as “Replace”, “Replace All”, “Ignore”, and “Ignore All” are included. Spell Check is a feature that can be turned on from the General Options page.



POLLSTREAM V5.7.1

PollStream has worked hard to bring you more value with the enhanced PollStream suite of products. This new software release includes numerous upgrades that provide you with the opportunity to be even more effective at engaging, educating and building communities with both your customers and employees.

Please feel free to contact Roshni at Customer Support with any questions at 1.866.494.4840 x116 or roshni@pollstream.com.