

# Get even more out of SurveyXact

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Five valuable options you should know about

# There are many reasons why you should choose SurveyXact – here are five of them

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SurveyXact is Scandinavia's leading questionnaire tool and gives you unparalleled opportunities to acquire actionable knowledge. And the entire process is completely secure.

You may already be familiar with SurveyXact and use it in your work, or maybe SurveyXact is completely new to you. In any case, we would like to give you a brief overview of a handful of the many benefits that will provide you with more reliable results, increased data security – and less work.

## **AUTOMATION**

Let SurveyXact do the work for you

## **SINGLE SIGN-ON**

Less administration  
– and even greater security

## **CUSTOMIZED DOMAIN NAME**

Improved security for your respondents  
– and better branding

## **TWO-FACTOR AUTHENTICATION**

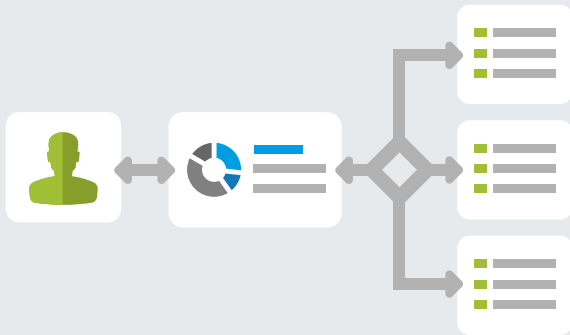
Double up on security

## **DISTRIBUTION VIA E-BOKS**

Reach everyone more easily

## AUTOMATION

# Let SurveyXact do the work for you



*SurveyXact can draw on the data that is in your CRM system, for example, and send the right questionnaire to the right recipient at the right time.*

SurveyXact is designed to generate useful knowledge for you and your organisation. Not only that - the system is also designed to do it in a way that requires a minimum of work on your part. The keyword is automation.

### **SurveyXact knows when who should be asked what**

With an API solution, SurveyXact can draw on the data contained in your CRM or BI systems, for example, and send the right questionnaire to the right recipient at the right time. For example, if your CRM system shows that you have just met with a certain customer, an evaluation form would automatically be sent to that customer (trigger mechanism). If the customer doesn't respond, a reminder could be triggered automatically. Once the customer has responded, the data would be readily available in your CRM system. All of this is completely automatic, without the risk of human error and with all relevant data collected in one place.

This makes your survey situational, which in turn means that the respondent finds the survey more relevant, making them more likely to be able to answer the questions more accurately. This results in a higher response rate and more reliable results.

### **Automatic updating of your own systems (SAP, Power BI, etc.)**

As you can see, automation also works the other way. In other words, SurveyXact can automatically send relevant data back to your systems such as SAP, Salesforce, Power BI or Microsoft CRM - thus updating your systems without you having to do anything.

## SINGLE SIGN-ON

# Less administration – and even greater security

High data security has become a necessity, but it doesn't actually have to be so cumbersome. At least not for SurveyXact users.

### **Log into SurveyXact automatically when you log in at your workplace**

With single sign-on, when you sign in at your workplace, you can start using SurveyXact immediately – without having to log in again.

### **Spend less time on user administration**

One great advantage of single sign-on is a significantly lower workload when it comes to administering the SurveyXact users in your organisation. For example, when you use single sign-on, individual users are automatically granted the correct access in relation to their area of responsibility, department and location.

### **When an employee leaves the organisation, his or her access to SurveyXact is automatically removed**

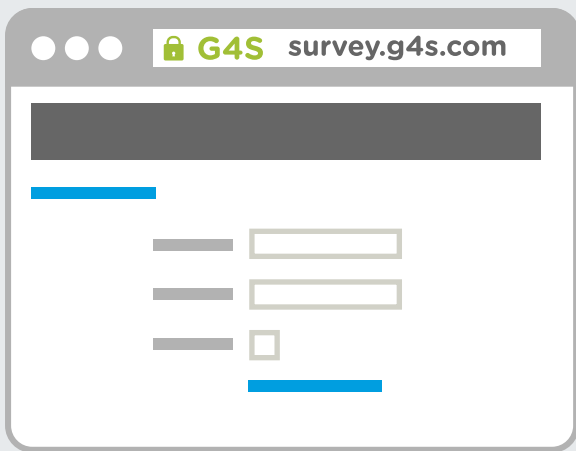
Single sign-on also means that when an employee leaves the organisation, they will no longer have access to SurveyXact. In other words, you don't have to manually remove access to SurveyXact to protect your data. This happens automatically when you remove the employee's access to your own network (when the employee is no longer part of your AD – active directory).



*One advantage of single sign-on is a significantly lower workload when it comes to administering the SurveyXact users in your organisation.*

## OWN DOMAIN

# Improved security for your respondents – and better branding



*Using your own domain provides a more consistent and professional experience of your brand in connection with surveys. Just ask your marketing department!*

The average e-mail user typically receives e-mails from many different senders. Some of them are familiar, which makes the user feel safer. Others are unknown, however, which can make the user uncertain. That's why it is a good idea to use your own domain name for your surveys – it will make your respondents feel more secure.

### **Our customers experience a higher response rate**

Many of our customers already make use of the option to use their own domain name on SurveyXact surveys (for example, "survey.g4s.com"). And as expected, these customers experience a higher response rate – and thus more reliable results – because respondents see just one familiar name throughout the survey.

### **More consistent brand experience**

In addition to greater security for respondents, this form of white labelling provides a more consistent and professional experience of your brand in connection with surveys. Just ask your marketing department!

## TWO-FACTOR AUTHENTICATION

# Double up on security

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SurveyXact is already a secure system that protects your data and helps you comply with relevant security requirements. However, it is still possible – and sometimes necessary – to upgrade your security further using two-factor authentication for login.

### **Like BankID – just easier**

Two-factor authentication is another term for a type of security that you are already familiar with. BankID uses the same principle because there are two steps: First, you enter your username and password, then a one-time code.

### **Log in with a text message or your IP address**

When you implement two-factor authentication for SurveyXact, users login either with an additional code sent to them directly by text message after they enter the correct username and password. Alternatively this can be done automatically by limiting access to certain IP addresses belonging to your company. This way noone outside your organisation can gain access to SurveyXact – even if a users credentials fall in the wrong hands.

You can choose the solution that is most convenient for you – but both solutions will double your security.



*Two-factor authentication allows you to achieve optimal security.*

## DISTRIBUTION VIA E-BOKS

# Reach everyone more easily

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*When people receive your survey via e-boks / digital post, they will perceive it as more secure and credible, resulting in a higher response rate.*

Public companies often need to conduct various surveys to ensure the quality of public services.

### **Distribution via e-Boks is perceived as more secure and credible**

With e-Boks distribution, you can easily reach out to everyone in a way that your respondents perceive as more secure and reliable. This means that using e-Boks will often be preferable to sending out surveys to private e-mail addresses. And this applies not only to public institutions, but also to private companies with access to e-Boks, such as banks and insurance companies.

### **You will still enjoy all the benefits of SurveyXact**

When you send surveys via e-Boks, you will of course retain all the benefits you already enjoy with SurveyXact, so you can still manage the entire process with just a few clicks. In short, you follow the same simple, familiar distribution flow as when sending ordinary e-mails from SurveyXact today.

