

## Improve Customer Knowledge with Online Marketing Surveys

The Neolane Survey Manager™ software option is an integrated multi-step survey tool available out of the box in Neolane's cross-channel campaign automation applications, Neolane Campaign™ for B2C marketing, and its B2B counterpart, Neolane Leads™. Its progressive information capture capabilities along with its multilingual strengths let you deploy an enterprise-wide customer information enrichment strategy, contributing to ever more relevant one-to-one conversations with every individual.

### Neolane Survey Manager

In both B2B and B2C settings, online surveys are key to gaining customer insight at the individual level to improve targeting, and at the aggregate level for quantitative marketing research needs.

Without the appropriate tools, online surveys are challenging to set up and costly to maintain.

### Seamlessly Integrated within Neolane

Neolane Survey Manager provides marketers, customer relationship managers, product managers and marketing program managers with the means to design, publish, and analyze marketing surveys within a one-to-one cross-channel relationship marketing environment.

With its user-friendly drag-and-drop interface, Neolane Survey Manager speeds the process of designing multi-step surveys with conditional branches and dynamic, personalized content.

The responses collected from your customers and prospects are directly available for the purposes of targeting and optimizing future marketing activities.

### Productive and Easy-to-Use

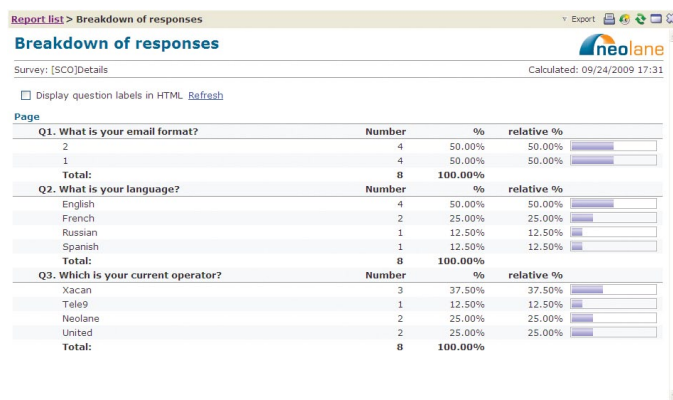
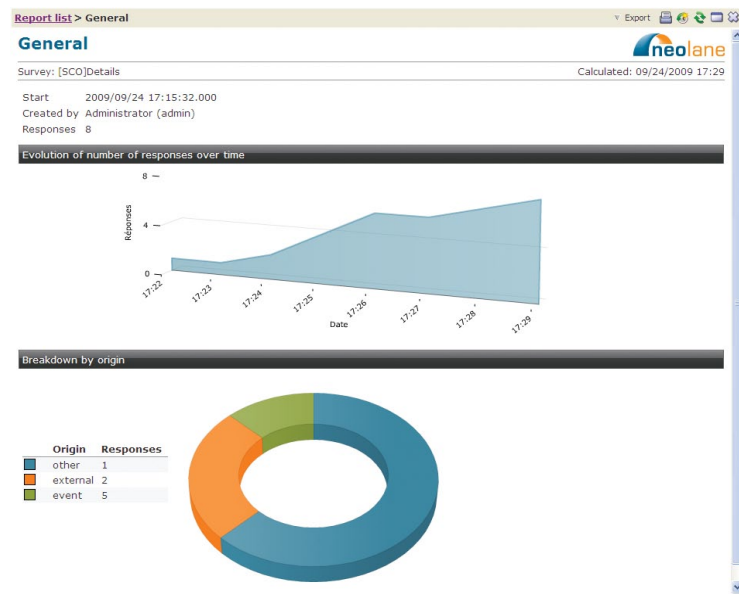
Neolane Survey Manager's user-friendly interface offers comprehensive functionality to design advanced surveys. A wide variety of question types and validation mechanisms can be deployed without leaving the graphical interface.

Multiple brandings, flexible page layouts and question ordering can all be handled. Neolane Content Manager also facilitates the deployment of surveys across multiple languages. After publication, marketing surveys can be included in email campaigns or on a Web page.


Dedicated reports let marketers gain actionable insight. Knowledge gained can be used to improve targeting and segmentation.

### Key Features

- Create surveys with no programming
- Distribute surveys by email or on the Web
- Consolidate responses in real-time
- Analyze results and access related reports
- Communicate results in Microsoft Word or HTML formats



First name:   
 Last name:   
 Password:   
 Contract:

Enter the following characters  


First name:   
 Last name:   
 Password:   
 Contract:

**Select your newsletters**

All Sport Every Day  
 Books of the week  
 NeoNews  
 Politics & media  
 SMS weekly news

## Insight to Better Manage the Customer Lifecycle

Neolane Survey Manager can be used throughout the customer lifecycle. In initial acquisition phases, it enables marketers to get acquainted with their customers and prospects. Collected responses can be used to hone the choice of marketing offers served up.

In retention phases, Neolane Survey Manager can be used to evaluate customer satisfaction with precision. The Neolane software option may also be used to test products prior to their market introduction.

**Step 3: Select Interests**

You have to choose at most 3 value(s) for field 'Interests'.

Select your interests  
 >>> Max. 3 selections

Jazz & Blues  Folk & World  
 Rock & Pop  Modern Classical  
 Chamber  Orchestral  
 Choral  Opera  
 Electronic  Dance  
 Visual Arts  Learning & Participation  
 Talks & Debate  Free Events

## Your opinion matters!

Select your rating on videos  
 1-poor, 5-excellent

	1	2	3	4	5
Video 1	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Video 2	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Video 3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

[Click here to watch videos](#)

## Key Benefits

- Enrich customer knowledge throughout the customer lifecycle
- Identify attrition risk
- Improve campaign ROI

## Eligible Applications

The Neolane Survey Manager software option offers complete online survey management upstream and downstream from the marketing tactics executed by Neolane's cross-channel campaign automation applications, **Neolane Campaign™** for B2C marketing, and its B2B counterpart, **Neolane Leads™**.

## About Neolane

Neolane provides the only conversational marketing technology that enables organizations to easily design and sustain lifetime one-to-one dialogues to increase revenue and gain in marketing efficiency. With its native best-in-class email and inbound-outbound channel fusion capabilities, marketers achieve results in record time. Neolane is used by more than 250 of the world's leading companies including Accor Hotels, Alcatel-Lucent, Orange, Sears Canada, and Sephora.

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