

# The Interactive Report Viewer™



## Quick and Easy Actionable Intelligence

To maximize the return you receive on your survey investment, it is critical for you to be able to quickly and accurately interpret the results of your survey so that you can get the actionable information you need to confidently make good decisions and take appropriate and timely action.

It has been our experience that the most useful reports are those that deliver clear and actionable intelligence. We do that in two ways: by providing Narrative Executive Summary Reports written by our survey consultants to answer the strategic questions defined in the Strategic Survey Design Workshop, and by providing an easy-to-use tool containing survey data that you can use to “slice and dice” the results as needed.

## The Interactive Report Viewer™

At Opinions Incorporated we have developed a unique tool for analyzing and presenting your survey data. The Interactive Report Viewer™ (IRV™) enables designated individuals within your organization to look at the information that comes from your survey in a variety of very useful ways.

## Filtering the Results

The IRV™ allows a manager or analyst to select specific groups and/or demographics and generate a variety of views of the data, comparing the data to internal totals and/or other data to gain understanding.

## Report Delivery

The Interactive Report Viewer™ containing survey results is generally ready for delivery within a week of the survey cut-off. Narrative Executive Summary Reports being prepared by our consultants are generally available within two weeks after the survey cut-off.

## Report Styles and Features

The IRV™ has graphical, presentation, columnar, group comparison, executive summary, comparative analysis spreadsheet and written comments report styles, among others. Call us to request a demo so that you can see all of the reports in detail.

The IRV™ enables written comments to be assigned keywords, searched, and sorted for analysis and reporting purposes. Written comments can be translated by Opinions Incorporated and provided to you in English even if they are written in other languages.

One feature of the IRV™ that has proven very valuable to our clients is the ability to “roll-up” or aggregate groups for reporting. For example, “Line 1” and “Line 2” may be two different groups, but they can optionally be combined into “Lines 1&2” for generating certain reports.

There are advanced statistical features contained within the IRV™ that can be “turned on” by the person using it if they are needed. For example, confidence intervals can be used and set at 90%, 95% or 99%. There is also an advanced hypothesis-testing feature that allows the results of one question to be compared to the results of other questions. This allows the manager/analyst to examine how respondents who answered a particular question positively (or negatively) answered the other questions in the survey.

The IRV™ can be provided in bi-lingual versions. It is very easy to use and comes with an extensive Help feature. However, training and support are available as needed.

---

**For Actionable Intelligence Contact Us. [www.opinionsinc.com](http://www.opinionsinc.com) 800-349-5028**