



*A cloud service for data evaluation and analysis*

*A tool to design, verify and adapt your business strategy*

## Understand and know better your audience

Leverage your knowledge to plan your next moves and improve the way you approach your audience in order to maximize your benefits.

*You only need an internet connection.*



Use **QMARK** to activate and process:

- ✓ Market researches
- ✓ Evaluations of products and services
- ✓ Public polls
- ✓ Customer satisfaction surveys
- ✓ Evaluations of Seminars
- ✓ Surveys and Evaluations of Personnel
- ✓ Identification of trends

**QMARK** offers:

- ✓ Creation of all kinds of interactive and intelligent electronic tools for the collection of information and data as questionnaires and market surveys.
- ✓ A model for the evaluation and automated scoring and ranking of responses.
- ✓ On-line collection of responses by participants through any device connected to the internet and with the use of QR codes.
- ✓ Simple or combined statistical analysis of results in depth. Evaluation of results. Display in diagrams or tables.



Apart from the above we provide additional tools and consulting services. We provide calculations of ROI (ROAI) per campaign, or other promotions. We prepare and we deliver integrated data analysis studies end research and consulting services for adapting your strategy.



## Create Surveys / Questionnaires

Create intelligent web tools for the collection of information and data such as any kind of surveys and questionnaires, tailored to your needs.

Choose how you want each question and answer to appear and its functionality. Choose from various types of responses as plain text or multiple choice and specify if you want mandatory or optional answers. Apply various "rules" at the questions' level that will determine the "behavior" of the questionnaire.



## Apply Evaluation Models

Use our Evaluation & Scoring model to automatically rate and rank responses.



## Activate

Activate the survey / questionnaire and specify the period that responses may be submitted (start and end date) or even specify multiple periods.



## Invite Audience

Invite your audience to participate at your survey and give them access through:

- The use of a QR code which will be posted in prominent locations, depending on your target audience.
- Your website or Facebook page.
- Electronic invitations by SMSs.

Depending on the rules that you set you can follow up attendance, reject duplicate entries, give participants the possibility of re-examination and modification of responses. You can also set restrictions for unanswered or partially completed questionnaires.



## Process Surveys

Both during the submission period and after it view statistical analysis by question or by various combinations of questions in graphical representations. View tables with scorings and evaluations of responses according to the rules you set beforehand and plan your next actions.



## Security

Access to the surveys for administrators and users is absolutely secure. Every one has access according to their authorizations and preset rules.

The cloud infrastructure that supports **Qmark**, ensures that your data enjoy maximum security and confidentiality.



**e-On Integration A.E.**

3 Gounari str., 153 43 Aghia Paraskevi  
Tel: +30 210 60 18 700 Fax: +30 210 60 18 709  
E-mail: prelations@e-on.gr, <http://www.e-on.gr>

**Q MARK** application is a part of E-ON MyWorkPlace suite that belongs to the family of cloud applications SaaS of E-ON INTEGRATION under the brand name eon•demand