# Confirmit Flex Extensions

## BENEFITS

- Leverage unique experiences to separate your offering from the rest of the market

- Improve staff productivity and support your business processes

- Reduce time needed to set up projects and improve the quality of your deliverables

- Resell Flex Extensions you've created to other Confirmit users, using a revenue share model with Confirmit

## What are Confirmit Flex Extensions?

Confirmit Flex Extensions are tools that help you get more out of the Confirmit platform, serving as pre-built apps that allow Confirmit users to extend Confirmit Horizons' functionality. Extensions can be used to modify the behavior of existing features within Confirmit or add entirely new features to support your business goals. You can leverage existing Confirmit Flex Extensions or build your own!

## Can You Tell Me More about Developing My Own Flex Extensions?

The Confirmit Flex Extensions framework provides greater flexibility allowing you to extend Confirmit functionality quickly. With Flex Extensions, development takes place outside the core Confirmit codebase, ensuring that the Confirmit platform remains isolated and unaffected. With that, developers using Flex are able to focus on creating unique front-end experiences without concern that they will negatively impact Confirmit's core.

Confirmit is committed to providing the best platform for developing and hosting data collection and delivery solutions in the market, provided through an open architecture that allows you to easily integrate with the other enterprise information systems you use across your business. The Confirmit Flex SDK toolkit has been developed to enable customization of Confirmit at key points in the system, allowing you to build value-added applications that maximize the functionality of the software. Additionally, Confirmit provides a revenue sharing option that enables developers to create and resell Flex Extensions to provide an additional source of income.

If you would like further details about developing your own Extensions on Confirmit Flex, please contact your account manager or sales representative.

# What Pre-Built Flex Extensions are Currently Available from Confirmit?

Confirmit has developed the following Flex Extensions that are available now on the Confirmit SaaS platform.

**Email Opt Out:**

The Email Opt Out extension allows the company, survey, and/or panel administrator to add respondent email addresses to "blacklists" so particular respondents will not receive project emails. The extension also allows the survey/panel administrators to include "Opt out" links in emails to respondents, thereby allowing respondents to opt out of receiving emails for particular surveys, panels, or companies.

**Geolocation:**

The Geolocation extension allows you to define a set of parameters that will help to identify possibly fraudulent survey responses, such as the geographical location of the respondent or whether or not a respondent is using an anonymous proxy or a satellite provider. You can then flag those responses to be identified in the database, allowing you to investigate them further, or you can block them immediately, thereby preventing the data from those respondents being added to the database.

**SMS Surveys:**

Confirmit's SMS Surveys extension is an ideal way to reach more people with tailored text-based cell phone surveys. SMS surveys are particularly suited to short feedback surveys, such as Point-of-Sale or customer service experience.

**The SMS extension offers two types of SMS surveys:**

**One-way SMS**

This is a one directional survey invite where an SMS is sent to a respondent with no expected reply via SMS from the respondent. An initial survey invite or survey reminder can be sent to a respondent using this approach.

**Two-way SMS surveys**

Two way SMS is used when the respondent must reply to the SMS at least once to take part in the survey. A typical example is when questions are sent to the respondent as an SMS, and the respondent replies back via SMS.

Additionally, you can also use this extension to send out SMS messages from within a survey. For example, you can implement two-factor authentication of respondents. The SMS flex extension is integrated with 10 SMS platforms which makes it easy to setup and use with your survey invites

**Image Mapping:**

The Image Mapping extension enables you to include images in single or multi-questions in a survey. Using this question type, the respondent is able to click on areas within an image to select his/her answers. You can also create answer options by drawing shapes on the image. Each shape is then mapped to an answer code in the question's Answers tab. Three types of shape

**Video Rating:**

This extension allows you to create and present video-rating questions to your respondents. This question type will show a video clip to the respondent, and pause the video at pre-set points to allow the respondent to rate the video either numerically or using a scale at those points. This allows you to gather the respondents' moment-by-moment impressions and opinions of for example an advertisement intended for presentation on television.

**Text Highlighter:**

The Text Highlighter extension enables you to include two highlighting question formats in a survey. Your survey respondents can highlight and select parts of a text, and use colors to rate their selection

**Language Translator:**

The Language Translator extension provides automatic machine translation of survey responses. The extension adds a call to the translation service into the validation tab of open text questions to provide on-the-fly translation, which is then saved to a selected variable for later use; for example to assist human translators or for use in Text Analytics. Alternatively, you can set up a data processing task to translate the responses for completed surveys. You can also set up the system to send notification emails in the event the translation system encounters an error.
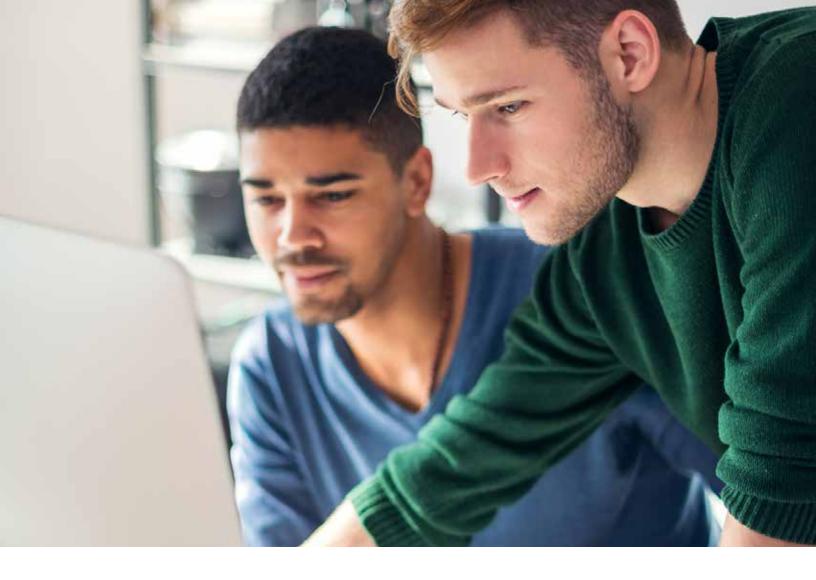
The Language translator can be used with Google or Microsoft translation services.

**Dynamic Open Text:**

The Dynamic Open Text extension is a standard Open Text question that adds prompts and encouragements to elicit more detailed responses to an open text question. The

## How Can I Find out More?

Confirmit Flex Extensions are part of Confirmit Horizons, our award-winning software solution for Customer Experience, Employee Engagement, and Market Research. This powerhouse combination provides you with richer insights, so you can make smarter decisions, and take action faster to meet your customers' demands.

Because there is so much to Confirmit Flex Extensions, we'd be delighted to arrange a demonstration for you - simply contact your Account Manager or a member of our sales team.

## About Confirmit

Confirmit is the world's leading SaaS vendor for multi-channel Voice of the Customer, Voice of the Employee, and Market Research solutions. The company has offices in Oslo (headquarters), Grimstad, London, Moscow, New York, San Francisco, Sydney, Vancouver, and Yaroslavl. Confirmit's software is also distributed through partner resellers in Madrid, Milan, Salvador, and Tokyo.

Confirmit powers Global 5000 companies and Market Research agencies worldwide with a wide range of software products for feedback / data collection, panel management, data processing, analysis, and reporting. Customers include Aurora, British Airways, British Standards Institution, Copart, Cross-Tab, Dow Chemical, GfK, GlaxoSmithKline, GMO Research, KeepFactor, Morehead Associates, Nielsen, Research Now, RS Components, QRS, SSI, Sony Mobile Communications, and Swisscom. Visit www.confirmit.com for more information.