

TEXT INSIGHT

What are your customers telling you?



Text Insight, an integrated feature of SURVE, is the world's first, out-of-the-box, VoC text analysis solution integrated with CRM.

Now available as an add-on feature to SURVE — the premium Cloud-based survey software for businesses — Text Insight delivers instant intelligence into the wants and needs of your customers by systematically analyzing their written survey responses.

Breaking down old barriers of cost & difficulty

Until now, text analysis applications have been prohibitively expensive. Without a technology solution in place, it's not feasible to efficiently convert this type of feedback into quantifiable, actionable information. As such, most companies have chosen to handle text responses manually or on a one-off basis, which is not only time-consuming, but error prone.

Not anymore. With Text Insight, organizations can quickly and cost-effectively analyze written feed-

back to determine whether or not to act and what action to take. You get built-in functionality for capturing, quantifying, and integrating text responses into CRM that also delivers:

- **REDUCED COSTS** by identifying which feedback to respond to first
- **INCREASED ABILITY TO RESPOND** to feedback quickly and appropriately
- **CLEARER UNDERSTANDING OF DRIVERS** behind positive and negative performance

HOW DOES TEXT INSIGHT WORK?

1. **Start with one-click enablement of Text Insight** for text and essay questions within the survey building functionality of SURVE.
2. **Instantly see text analysis** such as whether you need to take action, trending topics, and the demographic breakdown of your respondents.
3. **Integrate Text Insight results to CRM** for deeper context and reporting.

examples of Text Insight icons



What makes Text Insight so powerful?

Clicktools has partnered with OpenAmplify (www.openamplify.com), a leading provider of Natural Language Processing (NLP) software, to leverage a powerful, proven technology as the foundation for Text Insight. The result is a seamless experience within SURVE and your CRM environment.

examples of Feedback with partial Text Insight view _____

1. Support was great as usual.



2. Didn't get the help I needed, not happy.



Advantages of Text Insight:

- **AFFORDABLE:** While most text analysis tools present high-cost barriers to entry, Text Insight is a small add-on to an annual SURVE subscription.
- **EASY:** The setup couldn't be simpler, literally allowing for one-click enablement within your SURVE environment.
- **INSTANT:** Simple, one-click enablement delivers insight and analysis of text responses and integration with CRM.

* SPECIAL OFFER

For a limited time, new

Clicktools customers have the opportunity to purchase Text

Insight at a special rate. Add

Text Insight to your SURVE

account *(Enterprise edition only)*

for \$1000 annually.

Contact us today to discuss this incredibly useful feature and how to get started!

ABOUT CLICKTOOLS

Clicktools develops cloud applications that integrate with CRM to help businesses better understand and serve their customers. Since 2001, companies have relied on Clicktools' flagship offering, SURVE, the premium survey software for business, to integrate customer feedback in CRM. Syncfrog, Clicktools' low-cost, intelligent data loader, empowers non-technical users to centralize data from multiple cloud applications. Clicktools is owned by Callidus Software Inc. (NASDAQ: CALD), which operates as CallidusCloud®, the leading provider of sales and marketing effectiveness software.

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