

EXP16

# Ask Now Forum: Full Speed Ahead

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# Today's Discussion

## Objectives

**Current Users:** Learn how others are using Ask Now – so you can use it better

**New to Ask Now:** Learn about the product – so you can start using it and get full benefit

**Everyone:** Put your fingerprints on the Ask Now roadmap

# AGENDA



**Overview and Examples – 10 min**



**Breakouts on Roadmap & Reporting – 15 min**



**Share out – 10 min**

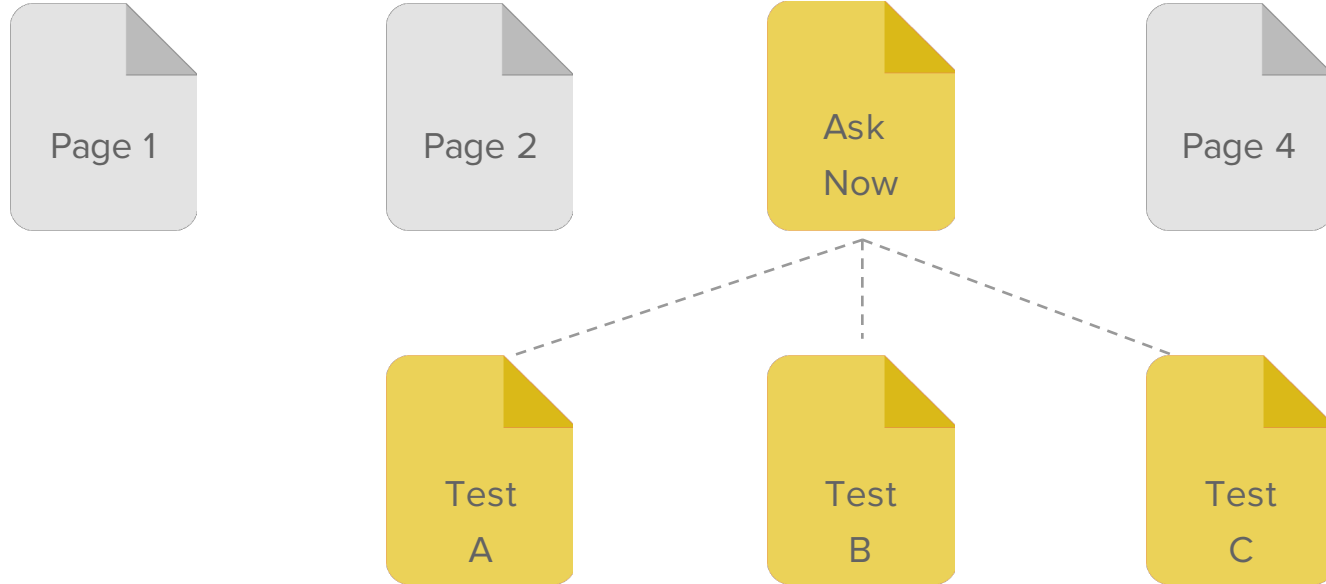
# How many of you have experienced...

1. “It's **too cumbersome** and expensive **to get ad hoc customer feedback** for targeted research and initiatives”
2. “It's **hard to get market research from** a broad sample of **our own customers**”
3. “We **don't have visibility into ideas** that are being tried by stores and regional managers”
4. “I **can't easily measure what's working** and share results with interested audiences”

# What's been missing...

A **fast, light-weight** way to  
**innovate** and **learn** from your customers for  
**targeted research and initiatives.**

# Ask Now



**Safely add temporary questions**

# Current features

- Add up to **5 questions** to existing surveys
- **Target specific respondents**
- Quickly activate and deactivate tests
- Easily export results

**Ask Now**

Welcome! Ask Now is an easy and quick way to test an idea by adding up to 5 questions to existing surveys. You can ask all of your survey recipients or target specific stores.

**Create Questions** RESTRICT TO: Program: All Stores: All Conditions: All

Ask your survey recipients a question

Question Type: Comment

- Comment
- Yes/No
- Custom List
- BPF 2013 0-10 Satisfaction Scale

[Add another Question](#) [Start asking questions now](#)

STATUS	QUESTION SETS	AUTHOR	PROGRAM	STORES	DURATION	RESPONSES
<span>Active</span>	<a href="#">What did you think of the new store layout?</a>	Sam Keninger	Retail Store	My New Group	03/17/16 - PRESENT 03/16/16 - 03/17/16 03/16/16 - 03/16/16 02/29/16 - 03/16/16	0 <a href="#">Export</a>

Currently available to all clients

# How clients are using Ask Now today...

1. Get customer feedback on pilots
2. Ask research questions to “our customers”
3. Explore opportunities for improvement
4. Gauge awareness of existing or new offerings
5. Test new questions to permanently add to survey
6. Gain competitive intel



# Help us define the future of Ask Now...

## Roadmap

Help prioritize  
upcoming features

Moderator: Peter Kriss

## Report

Provide feedback on  
Ask Now one page report

Moderator: Joe Wolf