Qi Platform 2.0
Overview
Qi is a web-based Business Intelligence Platform for online reporting, analytics and Performance Management, built specifically for Market Research.

Integrate.
Distribute.
Analyze.
Act.
Qi 2.0 – Features Summary
COVERING END TO END MARKET RESEARCH
Upstream integration with prominent survey tools
Healthcare end to end market research by integration with Manthan’s Survey Management Platform & Physician 360
Pre-packaged research methods: Micro Quant, Rapid Research

ANALYTICS TO DERIVE MORE OUT OF MARKET RESEARCH
Automated Stat Testing
Pre-packaged advanced analytics methods for deeper analysis: Correlation, Regression, Clustering etc.

Quicker Adoption
Deeper Insights

Version 1.0
Version 2.0
Quicker Adoption: Covering End to End Market Research

- Survey setup to sampling to reporting & analytics
  - Upstream integration with prominent survey tools (SurveyGizmo, ConfirmIT) using CSS / XML
    - Quicker research time
    - No manual intervention
    - Scalable
  - Healthcare end to end market research by integration with Manthan’s Survey Management Platform & Physician 360
    - Reduce research time
    - No need of multiple tools
    - POC on specific business user friendly use cases: Micro Quant, Rapid Research
    - Roadmap to develop more use cases to cover 90% of all healthcare research needs by developing pre-packages research solutions
Quicker Adoption : Upstream Integration using automated CSS surveys

- New source data feed introduced, Target 360 as one of the source data.

- Build interface to bridge between home grown Target 360 platform, a solution capable to host multiple customer satisfaction surveys online in parallel and Qi data integration layer.

- Cron jobs to export survey data from target 360 to Qi data interface as soon user completes his online survey to reflect in dashboards published.
Deeper Insights : Advanced Analytics

- Provision to run ‘R’ scripts / algorithms on the survey data sets.

- Various analyses are build in with survey questionnaire being various variables like
  - Correlation
  - Liner regression
  - Logistic Ordered Logistic regression
  - K-Mean clustering and
  - Factor analysis

- Linear regression, coefficients etc. could be arrived by selecting multiple interested variables form the survey.
Qi 2.0 is now integrated with two more home grown platforms viz., physician 360 and the survey Management Program.

Choose appropriate statistical algorithm to apply on various data sets of healthcare industry like oncology

Auto choose option to recommend and apply the best suitable statistical algorithm for a given data set.

Measure significance and push to dashboard for users.
Qi offers a streamlined approach to the integration of multiple data sources. Primary research data can be merged with data from operational systems & 3rd party applications.

- **Data Harmonization**
  - Multiple mode/questionnaire
  - Multiple languages
  - Multiple Countries

- **Data Integration**
  - Multiple Survey Channels
  - Real time integration
  - With Operational/BI systems and CRM

- **Historical data load support**
Dashboarding

- Role-specific dashboards
- Storyboarding through multiple dashboards, guided analysis links, views, etc.
- Key metrics on one page provide a snapshot overview
- Widget Library supports:
  - Graphs
  - Grid view / Cross-tab
  - OE Response
  - Text
  - Image
  - Document repository
  - Alerts, RSS feed
- User Personalization
Cross-Tables

- Highly interactive
- Add new variables - on the fly
- Drag-and-drop functionality
- Conditional format, exception highlight, trend lines
- Deciles and bucketing
- Statistical testing
- Custom metrics
- Filters, Slice and Dice
- Drill down and Rollup
- Open-end support
Interfaces & Export

- **Web-based platform, no installation required**
- **Data Export in various formats (PPT, Excel, PDF, Word & HTML)**
  - On-the-fly data exports
  - Event driven report generation and subscription
  - Capture scenarios and schedule for auto refresh of reports with the latest data
- **Apply clients’ templates, company logo and brand attributes**
- **iPad app**

Online Dashboards  | Mobile Apps  | PPT / Excel  | Email
Analysis

- Run analysis on-the-fly
- Rich BI features: slice and dice, drill down and roll up, sort, bucket, group, etc.
- Easily re-filter data
- Exception highlights & trend lines
- Drill through into individual responses
- Configurable measures and rules
- Multiple representations cross tabs, charts and advanced visualizations
- Run statistical techniques and data mining
- Workflows for frequently used scenarios like sentiment analysis, clus
Audio/Video Files (e.g. Mystery Shopping)

Linking of audio & video files can be easily done within Qi. Accompanying files are stored in the application and assigned unique tags. Files can be accessed via a hyperlink in individual reports, through a filterable (Object-based) list or the Document Repository.

Granular-level reports (e.g. Customer Satisfaction)

Customer-level information can be accessed through the portal as a document (BCM report), providing a snapshot of the original survey response, as well as any other information captured (demographic, historical), including OE responses.
Robust and Flexible Platform

➢ Robust
  ▪ High number of users
  ▪ High number of variables
  ▪ High number of respondents
  ▪ Complex computations
  ▪ Geographical reach

➢ Configurable
  ▪ Homepage templates
  ▪ Metadata definitions and new calculations
  ▪ Multiple languages, data formats
  ▪ Create APIs to other systems (CRM, BI, DW)
Collaboration and Security

- Customized Micro-sites – Personalized views for different users/organizations
- Individual control of utilities and features
- Hierarchical security by department/role/function
- Custom PPT templates

- Active Directory integration and Single Sign-in
- Collaborate with scheduled jobs, workflow and online access
- Improved productivity through user-driven research & analysis
- Create hot alerts
- Action planning at respondent and group levels
Currently, reporting takes Quota by a banner point or combination of banner points providing nested functionality. The system can be configured to report on different quota schemes:

Quota vs. Completes by Banner Points

Data Load:
• Directly from Survey tools
• Set up a load process directly into Qi
• Set up Quota Management Templates

Banner points for the Quota:
• Survey progress dash board capturing the Quota vs. Actual
• Exception Highlights

Qi can capture the SPSS Dimensions flow and data elements at a metadata level, which will allow it to offer standardized report elements, such as fieldwork status and quota management templates within the platform.
Score-cards and benchmarks

- Create a performance-driven organization through incentives and bonus structure
- Bench-marks at different levels of hierarchy
- Weighted scores, averaged scores, mean scores and other ranking/aggregating methods
- Integrate custom metrics & algorithms
- Run Advanced Analytics in-platform; e.g. Segmentation, Key Driver Analysis
- Combine business metrics with survey metrics
Setting up mobile reporting is a simple process.

Utilizing the Common Objects process which is central to Qi, administrators can set up the iPad application using Common Objects already created in Qi and drop them into the iPad dashboarding framework.

This helps administrators save time, as the object only needs to be created once and will be automatically updated (modifications or new data loads) with the web-based reporter.
Qi Workflow

**Automated Integration**
- POS
- Kiosk
- Web
- IVR
- CATI
- Email

**Datamodel**

**QI Engine**
- Configuration Tools & Workbench

**Reporting & Dashboard**
- Role Specific Dashboard
- Storyboard
- Chart & Cross tabs
- Trends & Maps
- Individual Response Data
- Export (PPT, Word, Excel, PDF..)
- Custom reports

**Analytics**
- Individual Response
- Slice and Dice
- Guided Analytics
- Data mining & Statistical

**Collaboration**
- Scheduled Bursting
- Alerts
- Exception highlights
- Action Planning
- Issue Management

**Performance Management**
- Benchmarking
- Scorecards

**Security**

**Web & Mobile Personalization**

End-User View
Research Specific Features

- Multiple Banners
- Grouping / Netting / Bucketing
- Low sample sizes
- Support for questionnaire variations
- Stat testing
- Verbatim response access
- A/V file integration
- Listening posts for multiple channels
- Industry specific measures such as NPS, CLI etc..
Thank you