

ExyRatings

Customize your Surveys



The screenshot shows the ezyrating website interface. At the top, there's a navigation bar with links: Home, About Us, How it works, FAQ, and Contact Us. The main banner features a blue background with a line graph and the text "Improve the business decisions you make!". To the right of the banner is a "Members Login" section with a login form, a "Remember me" checkbox, a "Login" button, and a "Forgot Password?" link. Below the banner, there's a list of features:

- ✓ Make data based decisions. Make the right decisions!
- ✓ Integrate surveys into your HR, CRM or Help Desk systems
- ✓ Collaborate with others in your team
- ✓ Generate real-time reporting dashboards to share with stakeholders

 Below the features, there's a section for downloading the app, with buttons for "Available on the App Store" and "GET IT ON Google play". To the right of the app download section is a "Testimonials" section with placeholder text. Further right is a "Contact us" section with placeholder text and an email address: sales@ezyrating. Below the testimonials and contact sections is a "Clients" section displaying logos for NOKIA, SAMSUNG, PARLE, Colgate, LUX, Lays, Nestle, and DELL. At the bottom of the page, there's a footer with copyright information, a security certification badge (SAFEHARBOR), and a list of partner logos (ACCREDITED BUSINESS, TRUSTe).

The Client:

Australia based entrepreneur, Info Communications Pty Ltd.

The Need:

- The client came up with the idea developing a platform wherein the users can vote for a particular brand or product.
- User would like conduct surveys in context to develop new products or get the rating for an existing product.
- Also there can be people who want to draw conclusions on the basis of the ratings. In such cases the multi – purpose application can be of real help to the users to provide feedback and also for the people who conduct such surveys to draw conclusion.

The Greyhound Analysis:

We analysed the need of the industry and found the following avenues to improve upon:

- Lack of common or unified platform.
- Lack of market penetration for local travel agencies
- Lack of competitive analysis for the end user

The Greyhound Solution:

Greyhound Technologies Pvt. Ltd addressed the requirements of the client and came up with a feasible solution of developing the application that would work for Android Devices – Phone & Tablet, IOS/iPad, and a web application.

- The various campaigns would be created for the users by the Brands on the website.
- These campaigns would be in the form of questions in the templates.
- The templates would be visible to the users at their mobile ends.
- The IMEI Number would be captured in order to avoid fraud and multiple/duplicate voting?.

- Various videos and photos can be uploaded by the brands on to the web app which can be ultimately viewed by the users at the mobile end.
- Various kinds of reports, graphs and pie charts can be generated for the brands to make various interpretations based on their campaigns.
- Campaigns can be directly mailed to their clients if they have their own Niche Market

CONFIDENTIAL