

hyperPanel

deeper customer insights for smarter business decisions



People (clients, leads and prospects) are the centre of every successful business. But often when business occurs online it becomes very difficult to ensure the customer remain the centre, especially when you are working with multiple applications. Essential customer data becomes buried in applications and it becomes difficult to see and understand the whole picture.

hyperPanel helps you keep people at the heart of your online business. It does this by drawing together all customer related information from its various online applications to enable you to better understand your clients, prospects and leads. This allows you to make smarter decisions and develop precisely targeted communications and offers.

hyperPanel has your customers at it's heart, in the Subscribers module. All hyperPanel applications, such as messageMaker, surveyMaker and hyperShop use and integrate with this module, thereby allowing you to understand your clients and their interactions across all the hyperPanel applications you use. You decide the applications you require for your business and these will seamlessly integrate with the Subscribers module.

This means that hyperPanel's applications can concentrate on doing the work of surveying, emailing newsletters or selling online and the subscribers module can focus on drawing all client data together in a way that allows you to better understand their needs and wants - so you can make better, long-term decisions.

Subscribers

Subscribers module enables you to manage all your clients, leads and prospects across all applications in a single place. This includes adding, modifying and deleting.

An integral part of the module is the ability for you to append more information to each of your client profiles by creating custom fields. These fields can then be merged into your email marketing campaigns and used to pre-populate responses in a survey.

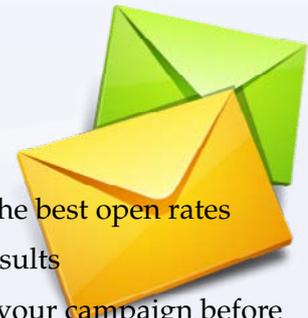
For each subscriber there is a unique client history that shows all subscriber interactions. This includes all emails and surveys received, all emails that have been opened, surveys responded to, links clicked and products purchased. This then gives you the ability to not only understand your clients better, but to then deliver more precisely targeted communications and offers.

Email Marketing with messageMaker

create → **send** → **track** → **profit**

Quick features

- ✔ **Schedule deliveries:** Send campaigns at the best times to obtain the best open rates
- ✔ **View and compare statistics:** See what campaign gives the best results
- ✔ **Test before you send:** So you can get a fresh pair of eyes to view your campaign before you send
- ✔ **Detailed campaign statistics:** Find out your open rate for your campaign as well as the click thru rate to different links.
- ✔ **Clever integration with mailing lists:** For better subscriber management and the ability to merge your campaigns with customer data.



Online Surveys with surveyMaker

create → **invite** → **understand** → **informed decisions**

Quick features

- ✔ **Drag 'n'drop questions:** So you can quickly select the right question type and then re-order questions quickly.
- ✔ **Smart survey logic:** Enabling you to move respondents directly to the questions that you want them to next answer.
- ✔ **Survey reminders:** Schedule survey reminders to be sent out automatically to those who have not yet started or completed your survey.
- ✔ **Add pre-populated answers:** You can add pre-populated answers to your questions to save respondents time in answering and also providing the opportunity for you to update your customer data.
- ✔ **Custom survey reports:** Create custom survey reports with eye-catching charts and graphs. You can create multiple reports for different stakeholders.
- ✔ **Advanced answer options:** You can allow respondents to add comments to multiple choice answers and to randomise answer options to increase the validity of answers.



For more information about messageMaker and surveyMaker visit www.messagemaker.co.nz and surveymaker.co.nz, or call us on 04 801 8034

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