Management Portal Reporting Functions

SELECTED LOCATIONS
OVER 1 YEAR PERIOD

- METHUEN
- ANDOVER
- LAWRENCE

MULTIPLE CHOICE RESPONSE

- VT 7%
- NH 9%
- NY 12%
- CT 20%
- MA 24%
- OTHER 28%
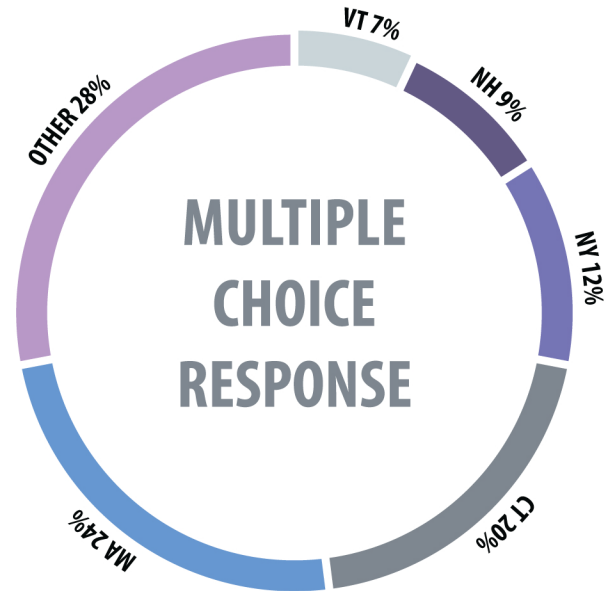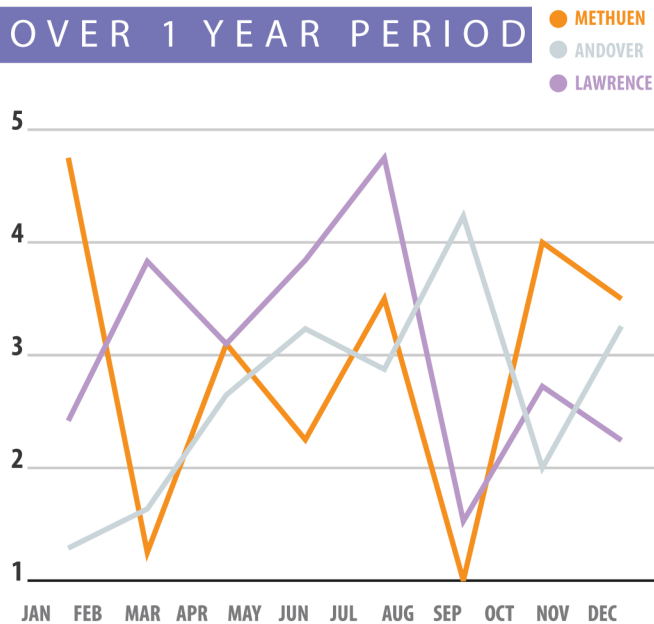
COMPARISON CHART

IMPREZZA VS CURRENT FEEDBACK APPROACHES

Benefits	Paper	Phone	E-mail	Online	Imprezza
Ease of Use	Pen	Dial Pad	Online Trip	Online Trip	Make Selections
Feedback Volume	Low	Low	Low	Low	Very High
Feedback Quality	?	?	?	?	Very High
Real–time Response	Delayed	Delayed	Delayed	Delayed	Instantaneous
Onsite Reward Excitement	No	No	No	No	Yes
Compare Locations	No	No	?	?	Built–in
ROI	*	*	**	**	***