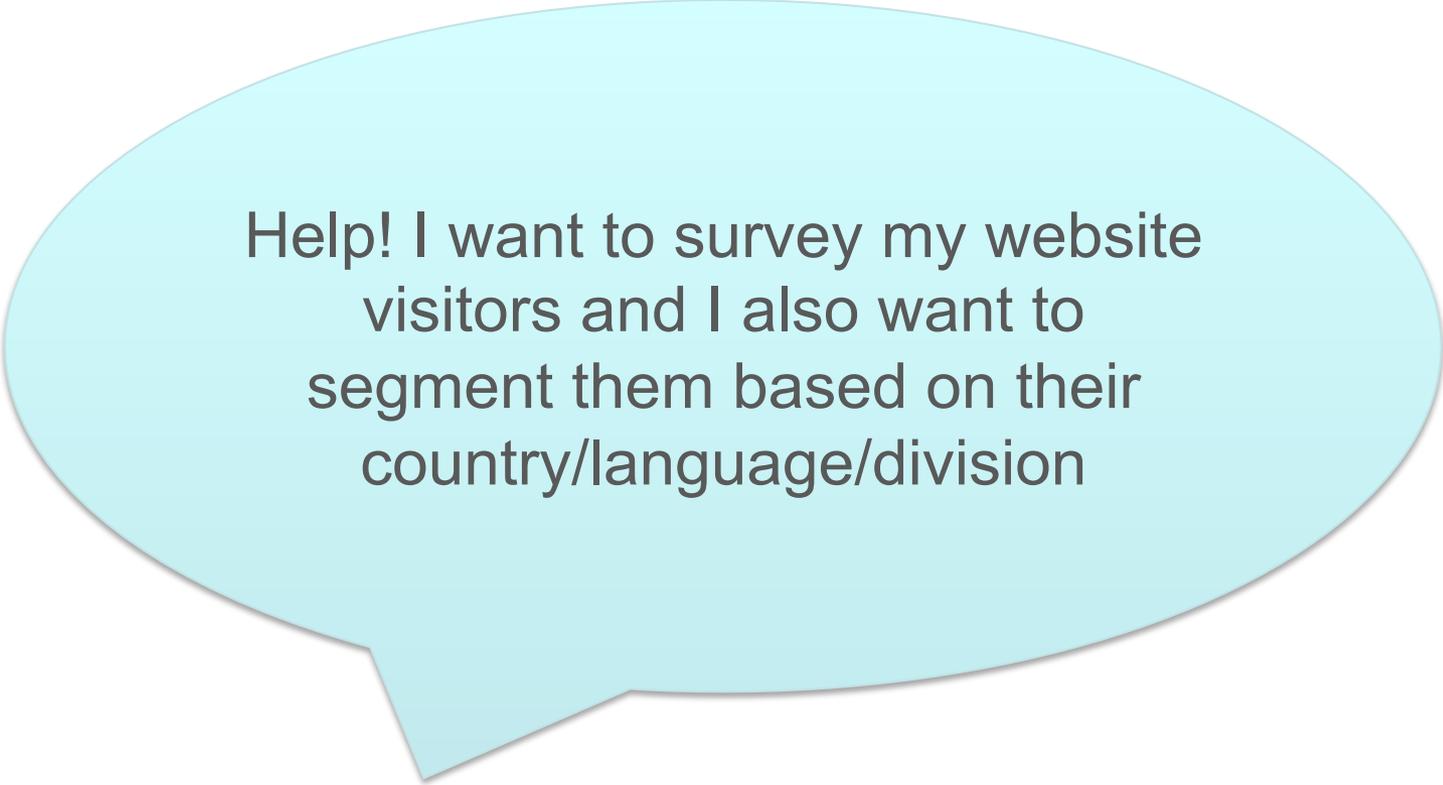


URL Post

Add data to your survey response

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Help! I want to survey my website visitors and I also want to segment them based on their country/language/division

I have my customers' information saved in their login session – how do I get that info into CustomerGauge?

Add data to your survey response

- Survey your website visitors or your software users
- Send extra data from your website to CustomerGauge
- Segment survey responses based on i.e. country, division, company, etc

Introducing URL Post

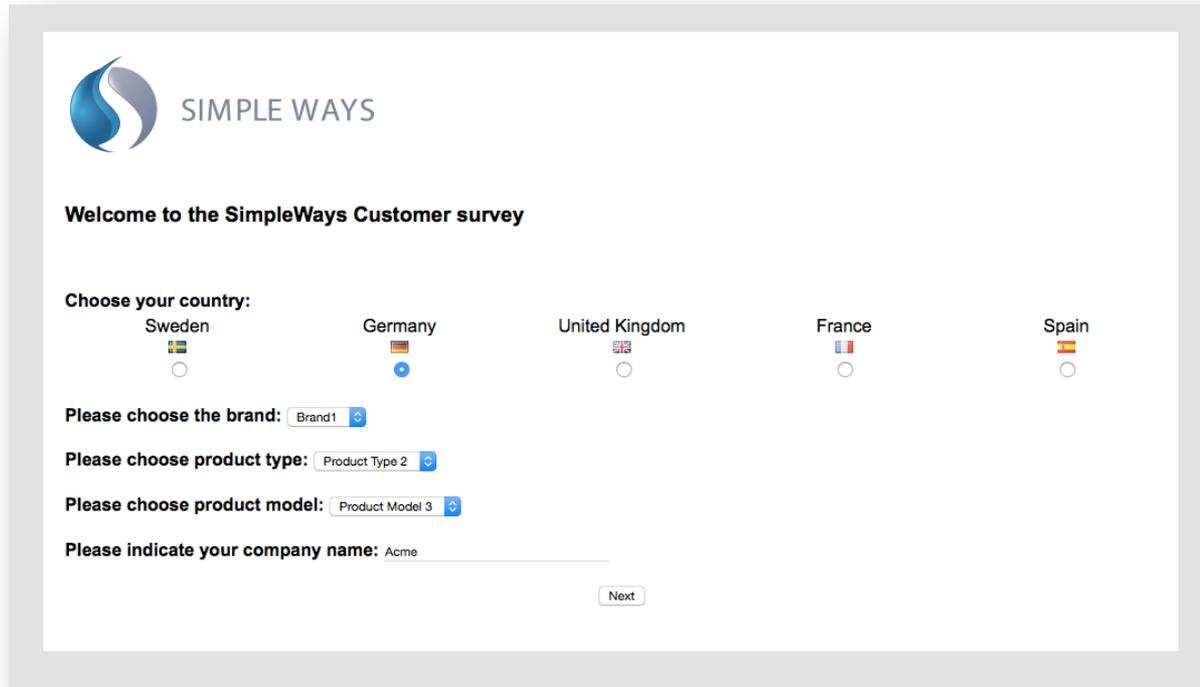
- **What is URL Post?**

URL Post is a new survey feature from CustomerGauge that allows you to pass on custom data from your website into CustomerGauge with a survey response.

- **How will this help you?**

By using URL Post you can pass on your website visitors' language/country/anything into the CG survey, and when the survey is completed this information will be stored inside your CG system. This means that you can slice and dice the data later on.

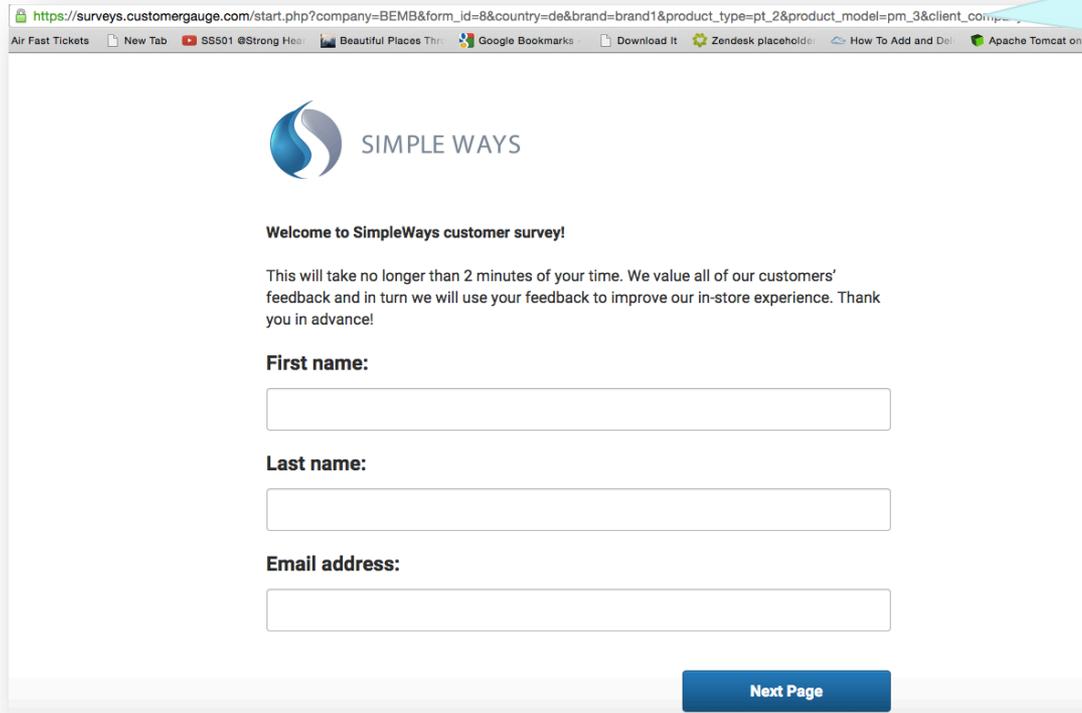
Show me the product! – Survey



The screenshot shows a survey form for 'SIMPLE WAYS'. The form is titled 'Welcome to the SimpleWays Customer survey'. It contains several sections: 'Choose your country:' with radio buttons for Sweden, Germany (selected), United Kingdom, France, and Spain; 'Please choose the brand:' with a dropdown menu showing 'Brand1'; 'Please choose product type:' with a dropdown menu showing 'Product Type 2'; 'Please choose product model:' with a dropdown menu showing 'Product Model 3'; and 'Please indicate your company name:' with a text input field containing 'Acme'. A 'Next' button is located at the bottom right of the form.

Imagine this is the survey that resides in your website

Show me the product! – Survey



https://surveys.customergauge.com/start.php?company=BEMB&form_id=8&country=de&brand=brand1&product_type=pt_2&product_model=pm_3&client_company=Acme

SIMPLE WAYS

Welcome to SimpleWays customer survey!

This will take no longer than 2 minutes of your time. We value all of our customers' feedback and in turn we will use your feedback to improve our in-store experience. Thank you in advance!

First name:

Last name:

Email address:

Next Page

The URL: `https://surveys.customergauge.com/start.php?company=BEMB&form_id=8&country=de&brand=brand1&product_type=pt_2&product_model=pm_3&client_company=Acme`

This is where the customer lands after they click the Next button. In this example they land on our registration page, where you can ask their email address to enrich your data.

Already have their info?

- If you already have your customer's data stored in your own system (for example as part of their login session), you don't need to ask them for this information in the survey: you can simply add the information to the URL directly

Show me the product! – Reports

CustomerGauge demo_roy@nps-fast.com search logout

Customer Details Page

CG-ID: 42018844	FIRST NAME: Roy	LAST NAME: Chandra
EMAIL: roy.chandra@customergauge.com	COMPANY: Acme	TITLE:
INDUSTRY:	BUSINESS UNIT:	CUSTOMER TYPE:
JOB LEVEL: Strategic	STATE:	ACCOUNT MANAGER:
DATE EMAIL SENT: 0000-00-00 00:00:00	DATE SURVEY COMPLETED: 2015-07-29 10:07:42	BRAND: brand2
PRODUCT TYPE: pt_1	PRODUCT MODEL: pm_2	

Comment & Translation

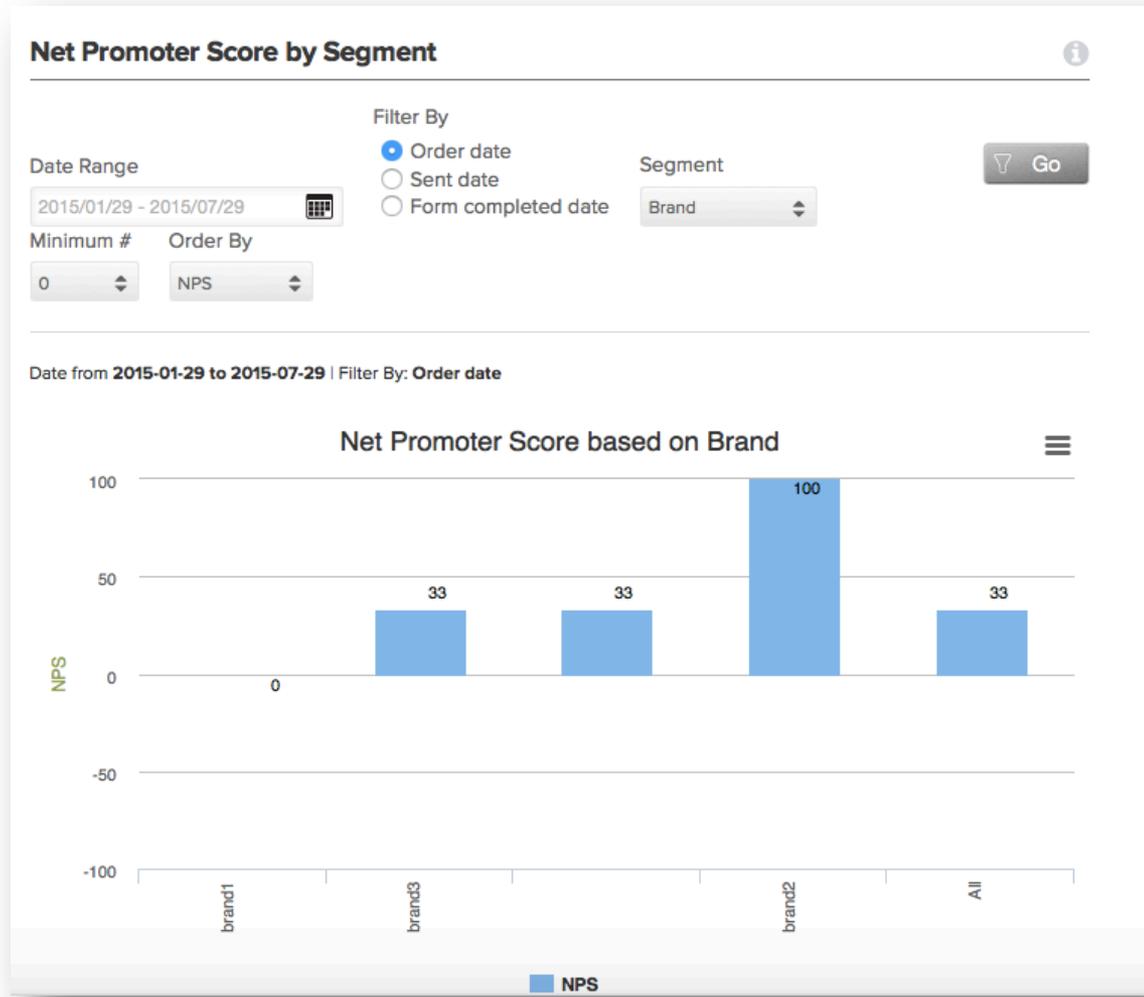
Satisfactory support from your staff!!

9
NPS

No translation yet

Customer details are saved in the CG system!

Show me the product! –Reports



Kick it up a notch by configuring the data field as a filter in the system, so you can slice and dice the data!

How does it work? - Steps

- 1) We establish which data fields you would like to send along with the survey response – and whether you need to ask your customer to provide that data or it's already available in the session
- 2) We create a so-called 'anonymous' survey for you (a survey link which is not sent via email) including the Post URL widget and any additional questions to collect data from the customer
- 3) We map your data fields to CustomerGauge data fields
- 4) You can edit and adapt the survey content as you wish
- 5) You embed the survey link on your website/in your software
- 6) You set up the Post URL creation on your side
- 7) When your customer completes a survey the additional data will now be saved in CustomerGauge

How does it work? – CG Mapping

Post Data	CustomerGauge Field
country	country
client_company	company
brand	segment_a
product_type	segment_b
product_model	segment_c

Add an extra option

Mapped to CustomerGauge data fields

This is the part that you need to use to pass the data to our survey, i.e.:

```
https://surveys.customergauge.com/start.php?  
company=BEMB&form_id=8&country=de&brand=brand1&product_  
type=pt_2&product_model=pm_3&client_company=Acme
```