



# WEBSITE SURVEY TOOL

A Pop-up Survey Designed to Identify and Prioritize  
Needed Improvements

Digital Voice of the Customer

# WHAT IS IT?

Greystone.Net, healthcare's premier digital consulting firm, partnered with Klein & Partners, a leading healthcare market research and brand consulting firm, to create gSight, an affordable, easy-to-use pop-up survey. gSight, designed uniquely for healthcare, measures the performance and impact of the website on the customer experience for hospitals and health systems.

gSight is more than just a traditional satisfaction survey tool. It uses a unique questionnaire to uncover which elements of your website need improvement. The resulting data measures the design, navigation, functionality, transaction and content performance of your website and helps prioritize areas in need of improvement and guides decisions on future investments.

gSight's benchmarks and leaderboard scores provide marketers with the hard evidence they need to make critical changes that will improve the visitor experience, enhance customer engagement and reinforce brand messaging. Our passion is to help clients improve their website performance and bolster the organization's post-experience brand reputation while supporting the enterprise's strategic business objectives. gSight delivers on this promise by:

- Providing focus on "where" to prioritize website improvement efforts
- Measuring changes in the experience after a website redesign
- Measuring how your website experiences are impacting your overall brand
- Recording and reporting on the Digital Voice of the Customer for your organization.

## HOW DOES IT WORK?



Our team guides you in correctly embedding the java script code on your website.



You customize the invitation with your brand, and decide when and how many times an invitation is offered.



The survey runs automatically on all versions of your website (e.g. desktop, mobile, tablet).

# KEY BENEFITS

- Saves budget dollars – one survey that works on desktops, smartphones and tablets for a single affordable price.
- Has specific options and processes to encourage use on mobile devices including a responsively designed and customized survey invitation for mobile users.
- Provides unlimited survey completes.
- Continuous measurement to help identify improvements, make real-time content and design changes and measure their effectiveness.
- Puts survey respondents in charge of what aspects of the website experience need improvement – allowing you to listen to the digital voice of the customer.
- Detailed milestone reports, providing you with customized recommendations from healthcare market research and digital marketing experts.
- Options for drilling down to further explore needs and improvement areas.
- Apples-to-apples healthcare-specific benchmarks and leaderboard scores to determine how you compare to others.
- Verbatim responses to let you hear what visitors really think of their experience on your website ... in their own words.
- The option to add-on customized questions, including a Net Provider Score (NPS).

# HEAT MAPPING AND MORE

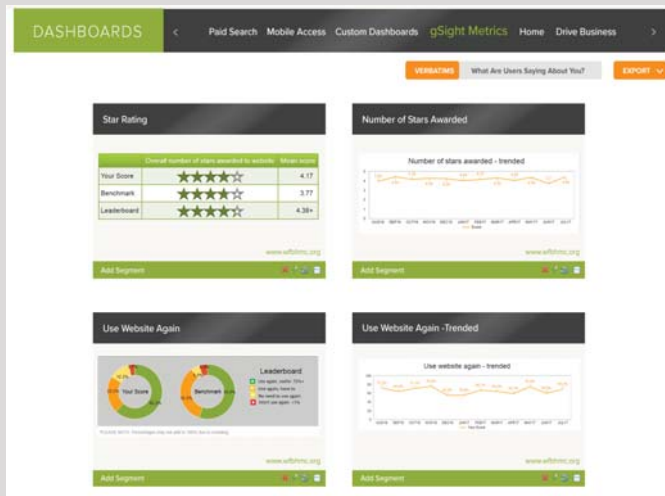
As an affordable add-on option, gSight clients can opt-in to include Hotjar to their gSight account. Hotjar is a feedback and analytics tool that allows you to understand what users want and care about, and how they interact with your site by visually representing their clicks, taps and scrolling behavior.

This service also helps:

- Identify usability issues by allowing you to watch recordings of real visitors on your site as they click, tap, move their cursor, type and navigate across the pages.
- Find the biggest opportunities for improvement and testing by identifying on which page and at which step most visitors are leaving your site.
- Improve online form completion rates by discovering when and why your visitors abandon your forms.

Ask a gSight team member how to add Hotjar to your gSight contract.

# DASHBOARD FEATURES



- Data can be viewed in an easy-to-use dashboard.
- You determine what to monitor.
- Ability to create your own reports for different constituents.
- Star rating to simplify impressions.

# MILESTONE REPORTS

	Overall Number of Stars Awarded to Website	Mean Score
Your Score	★★★★☆	3.82
Benchmark	★★★★☆	3.72
Leaderboard	★★★★☆	4.20+

- See your score and benchmarks.
- Follow the leaderboards.
- Set your goals and watch your progress.

To schedule a free demo and see how gSight can help to eliminate customer pain points and elevate the customers experience, please visit us at [www.greystone.net/gsight](http://www.greystone.net/gsight), email us at [gsight@greystone.net](mailto:gsight@greystone.net) or call 770-407-7670.

FOR MORE INFORMATION



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