



**Customer Experience Management Platform**  
**eLustro**  
**Product Specification**

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# eLustro Platform Product Specification

## Overview

eLustro is a holistic suite of tools and APIs to facilitate customer experience management from an end to end perspective. Brief description of eLustro tools and the interfaces is described below:

- ❑ **eLustroBuilder:** Modeling tool to create feedback content
- ❑ **eLustroContext:** Context management tool to incorporate application context into feedback content
- ❑ **eLustroBroadcaster:** Tool to broadcast feedback models and follow-up campaigns
- ❑ **eLustroCapture:** Tool to capture user experience
- ❑ **eLustroIncentives:** Tool to manage incentive programs for feedback programs
- ❑ **eLustroAnalyze:** Tool to aggregate, analyze and report the captured feedback data
- ❑ **eLustroAdhoc:** Tool to integrate with external adhoc reporting and DSS tools
- ❑ **eLustroAdmin:** Administrative tool to manage users, models, libraries etc.
- ❑ **eLustroCustomize:** Tool to manage look & feel and authentication forms
- ❑ **eLustroListManager:** Tool to manage user samples
- ❑ **eLustroImportExport:** Tool to import and export content into and out of eLustro
- ❑ **eLustroAPIs:** Set of programming interfaces to facilitate programmatic interface to eLustro
- ❑ **eLustroDataMart:** System to manage large data volumes and reporting
- ❑ **eLustroAdvancedAnalysis:** Tool to interface eLustro data with advanced analytic tools of SPSS



## Functionality

### Authoring:

- Easy to use GUI
- Zero requirements on client other than standard browser
- Variety of question types including: Single choice, Multiple choice, Matrix, Ranking, Rating, Open end, Compound
- Individual and grouped questions capability into sections
- Ability to rotate, randomize question choices and groups of questions
- Import & export to content library
- Import & export via XML
- Inline multi-media
- Dynamic branching
- Personalization
- Context based content
- Piping

### Distribution:

- Email
- Web
- Paper
- LDAP interface
- Netscape, IE address book interface
- Aliases
- Personalization
- History based respondent grouping
- Context based embedded distribution
- Real time and scheduled distribution
- Non-visual interface for large campaigns
- Past response based selection
- Past response based controls
- De-duping
- Capability to integrate with external databases
- Offline interface
- Reminders
- Tracking of failures, bounces, responders and recipients

### Capture:

- Email based capture
- Web-capture
- Auto-save
- Partial submission and resumption
- Dynamic branching
- Personalization
- Context based feedback capture

### Customization:

- Flexible look & feel
- Layout manager
- Multimedia interfaces
- Custom buttons
- Custom help



Profile Management:

- Respondent profiles
- Import of profiles from external tools
- Integration with analysis tools

Panel Management:

- User definable panels
- Extensible panel attributes
- Extensive sample selection criteria

Security

- Named & Anonymous capture
- SSL security
- Modular authentication system
- LDAP interface

Analysis

- Cross tab analysis
- Response based user segmentation
- Segment based analysis
- Integration with user profiles
- Interfaces with statistical tools
- Workflow for follow-up campaigns
- Demography based result aggregation
- OLAP tool interface for custom reporting

Reporting:

- Real-time & batch
- Question & section level reporting
- Report publishing
- Charting
- Executive summary & annotations
- Drillable graphs
- Report scheduling

APIs:

- Programmable interface to Authoring
- Programmable interface to Broadcaster
- Programmable interface to Analysis & Reporting

Adhoc tools:

- Meta data layer (Universe) for Business Objects & BRIO
- Star schema based data mart for reporting

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