IMPULS 2.0 – Short User Guide.
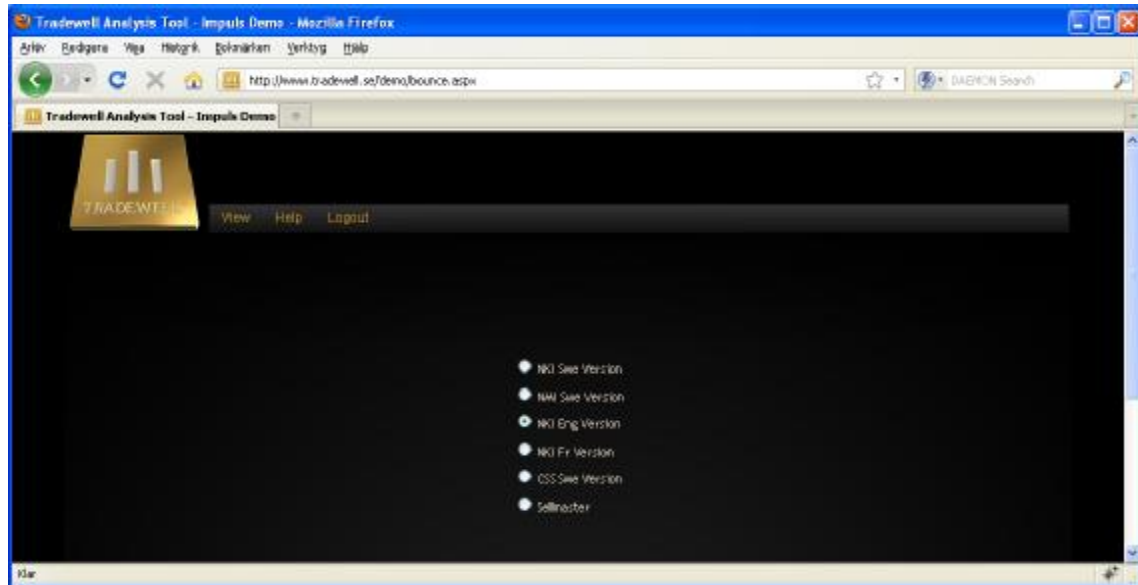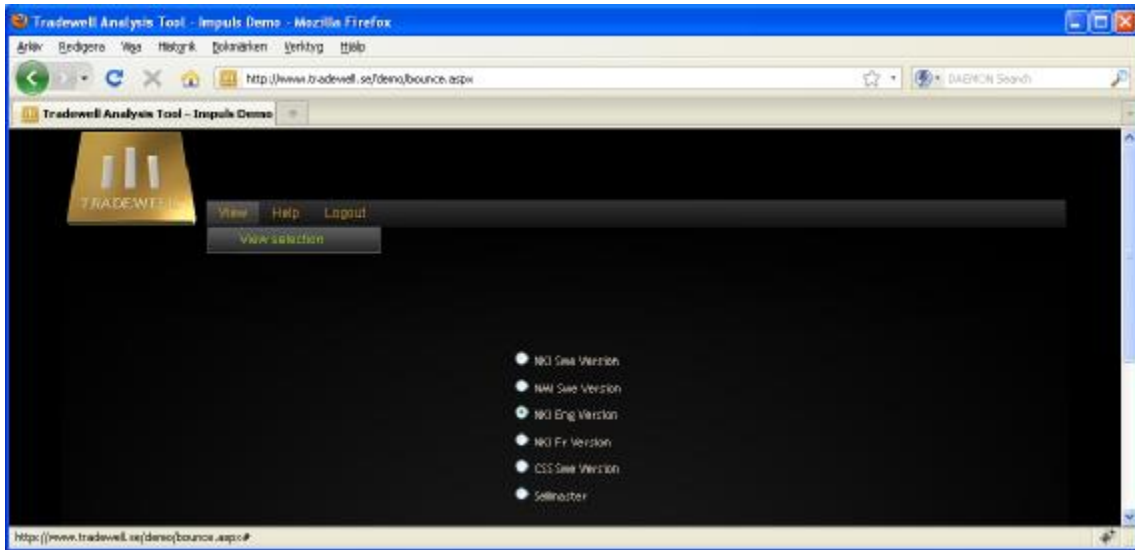
Note

§ The Walk Through examples in this User Guide are accessible at
www.tradewell.se/demo

§ We strongly recommend all users to run Impuls on the Firefox web browser. For
more information please visit http://www.mozilla.org/products/firefox/

§ This Short User Guide is available in PDF format. Download it from this link:
Impuls_userguide.pdf
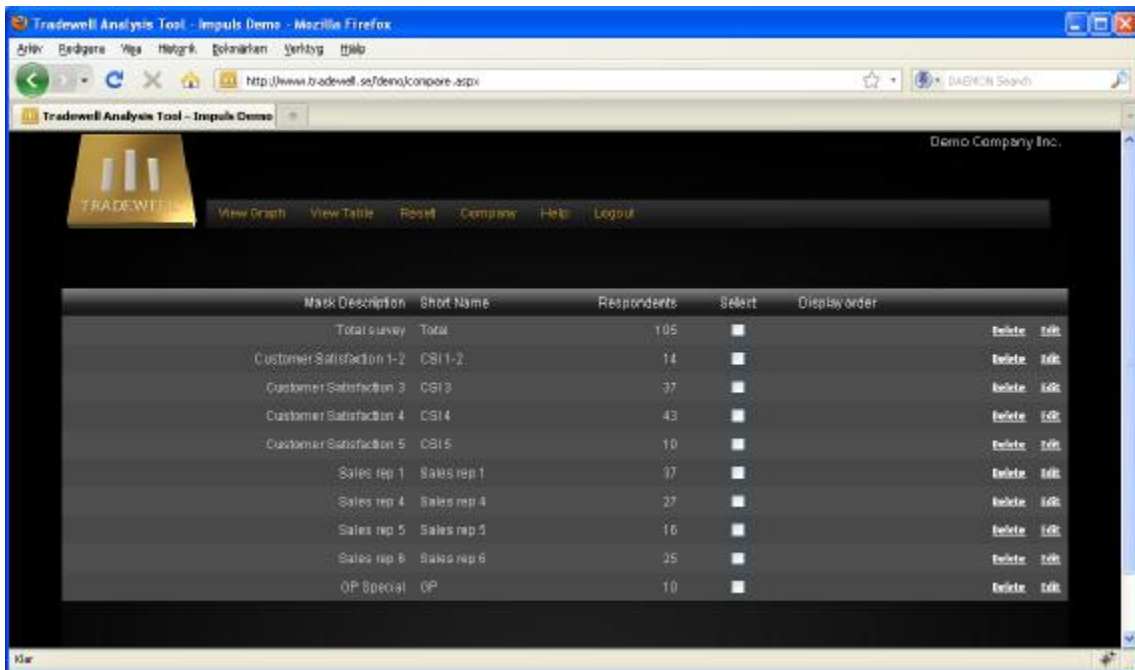
01 Entering the program

When you enter Impuls after a successful login, the page for selecting the survey will open, similar to the figure below.

After selecting the survey you want to work with, click "View/View selection"

A page similar to the one below will display.

The table displays all the *data sets* saved so far.
We will talk more about saving data sets later on.

Note
1. The data sets displayed are all subsets from the total data set.
2. The data sets will also be referred to as "Search Masks" or just "Masks"

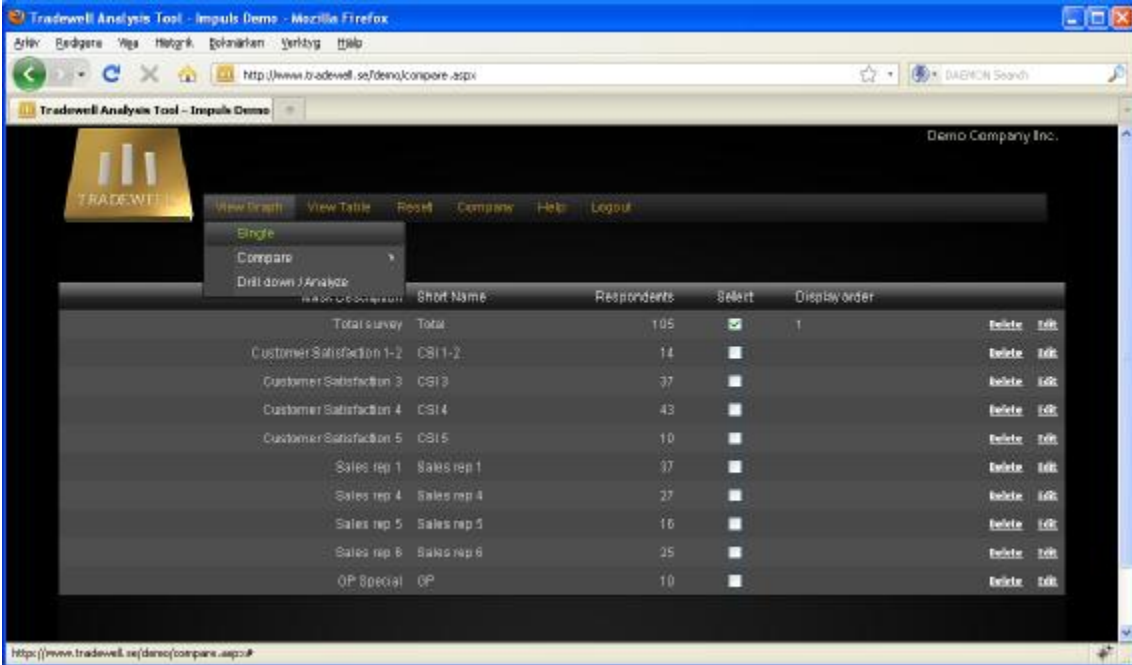Data analysis and data presentation can basically be divided in two main areas.
1. Single mode
2. Compare mode

We will handle these subjects one by one, starting with Single mode Presentation.
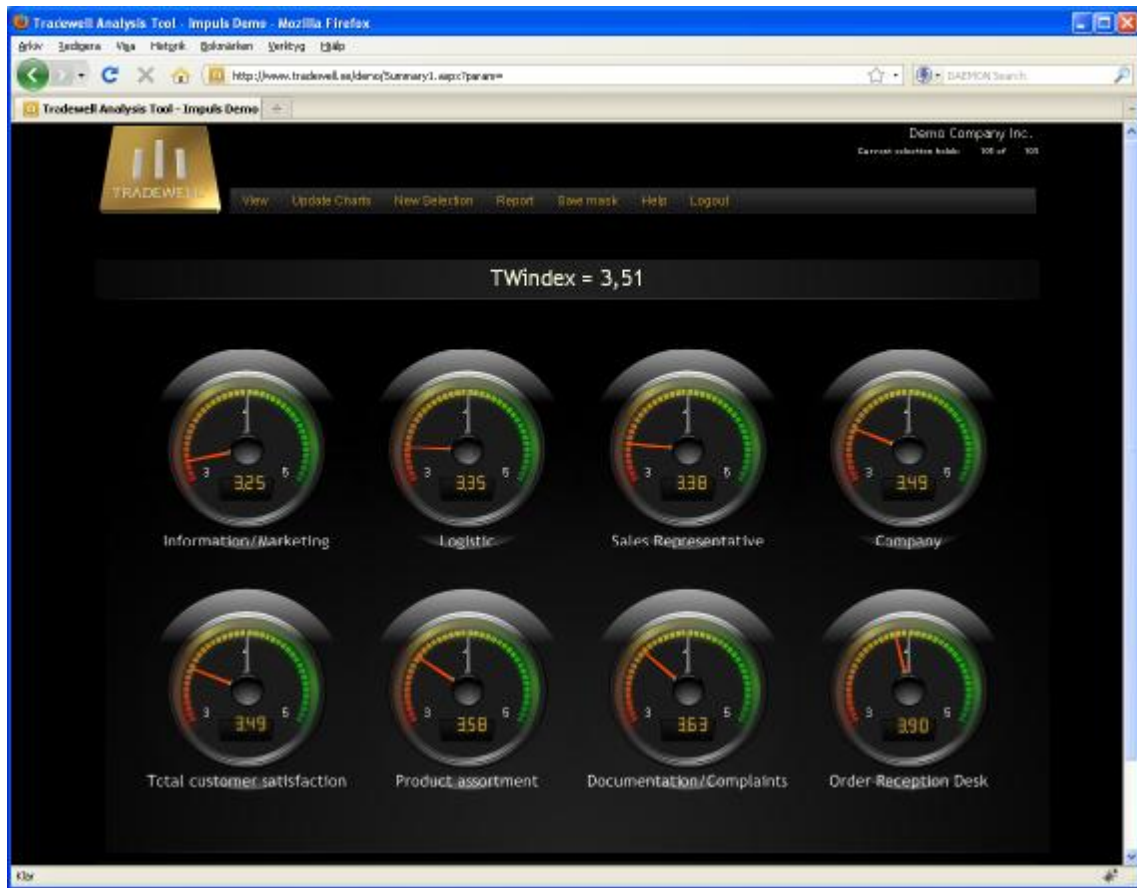
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02 Single mode Presentation

Select a data set as in the figure below from the "Select" column.
Then click "**View graph/Single**".

A page similar to this will open:

This is an overall summary presentation of the survey for the selected data set, showing the Categories for the survey by their mean values, in ascending order.

The TWindex shown is a mean value of all Categories mean values.

To display all charts in the survey, choose **View'Kategory to display'** as in the picture below. Continue to choose from this menu until you have studied all Categories.

After clicking the Category to display a page similar to the one below will show. The headline of the page says "Logistic: 3,35" wich tells you the Category Name and the calculated mean value of all questions index values for this Category.
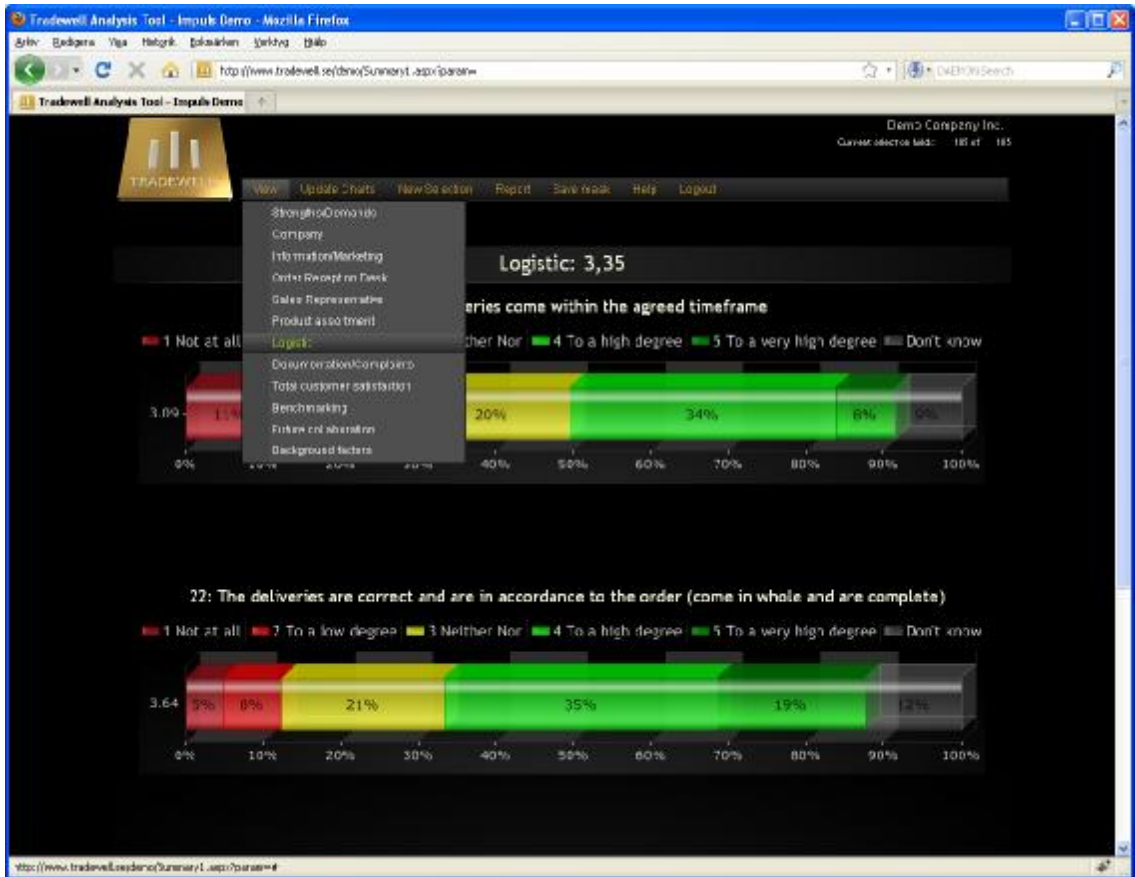
Chart/Analyze (1) – brings you to the Graphic Reporting and Analyzing section

Chart Comparison (2+) – takes you to the Graphic section displaying several data sets in Compare mode. Please note the selection rules below!

Table Delta Report – select this if you want a difference report. Please note the selection rules below!

Table Report (Any) – select this if you want to display a Table.
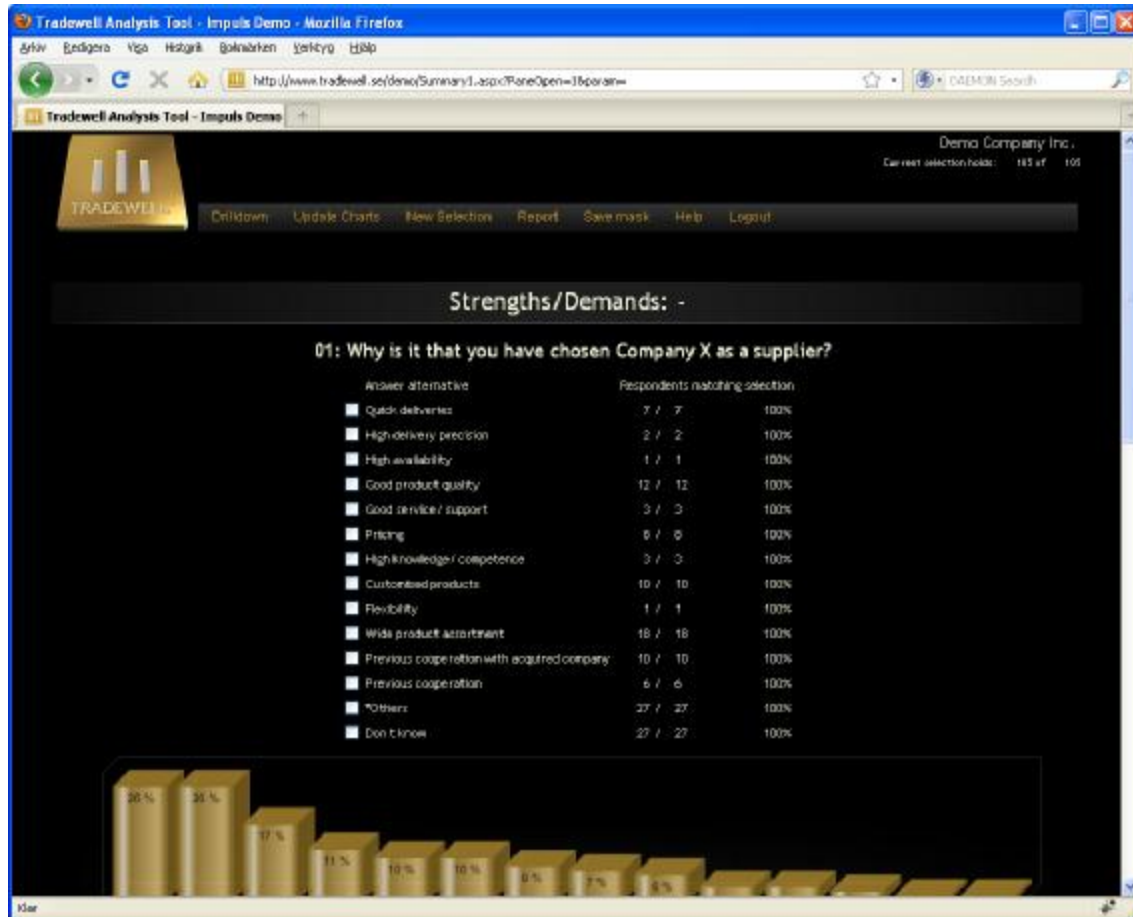
Note

1. In the Table Report, the order of the data columns, from left to right, will be displayed by the order of appearance in the Select Data Section from top to bottom.
For this reason you may want to change the order of appearance in the Select Data Section. This can be accomplished by clicking the column headers, sorting the *Search masks* by that column. A second click on the same column header will reverse the sort order.
2. If an action is restricted to 1 or 2 data sets, the action will take place on the first data sets counting from the top, regardless of how many data sets are actually chosen.

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03 Single or Drill down/Analyze Section

After selecting a data set and clicking the Drill down/Analyze under the View menu selection you will see a page similar to the picture below.
You will note that all Questions in the Survey are organized by Category.
The Category Title is displayed ("Strenghts/Demands") with its calculated mean value ("-"), if available.


The respondent's distribution is displayed under the Questions Text.
Those numbers will all change, depending on your coming selections.

Note
1. In the figure above, the selection is "ALL data", in this case 105 respondents. At the very right/top section of the page, you can read the current selection numbers as compared to all available data (105 of 105).

By selecting a **Category** in the **Drilldown menu** you will have access to the questions related to that **Category.**
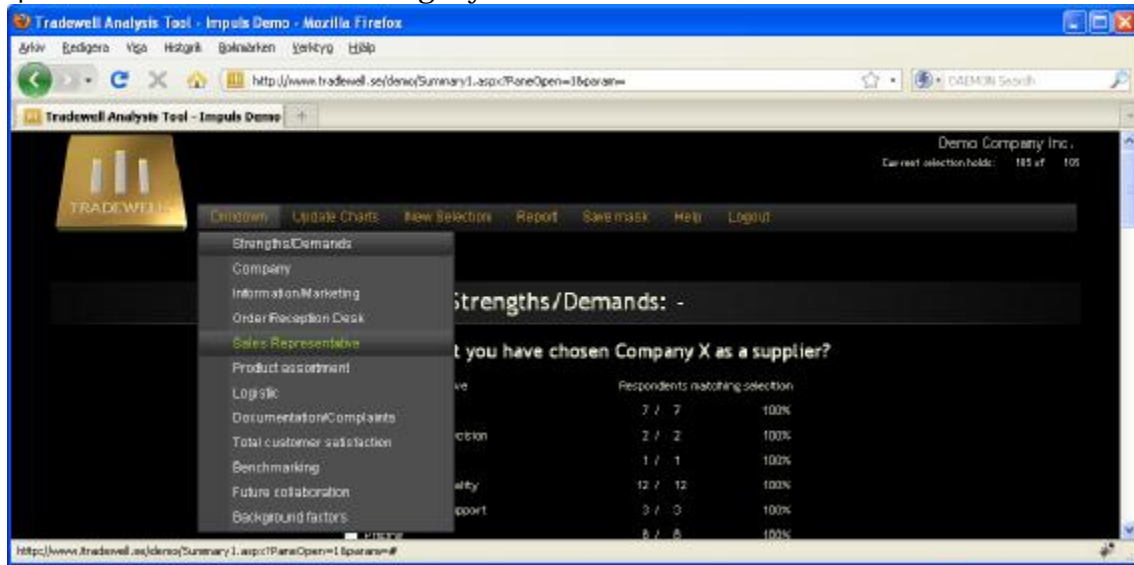
If you click "Sales Representative", a page similar to the one below will be displayed. In the following sections we will learn how to investigate further.
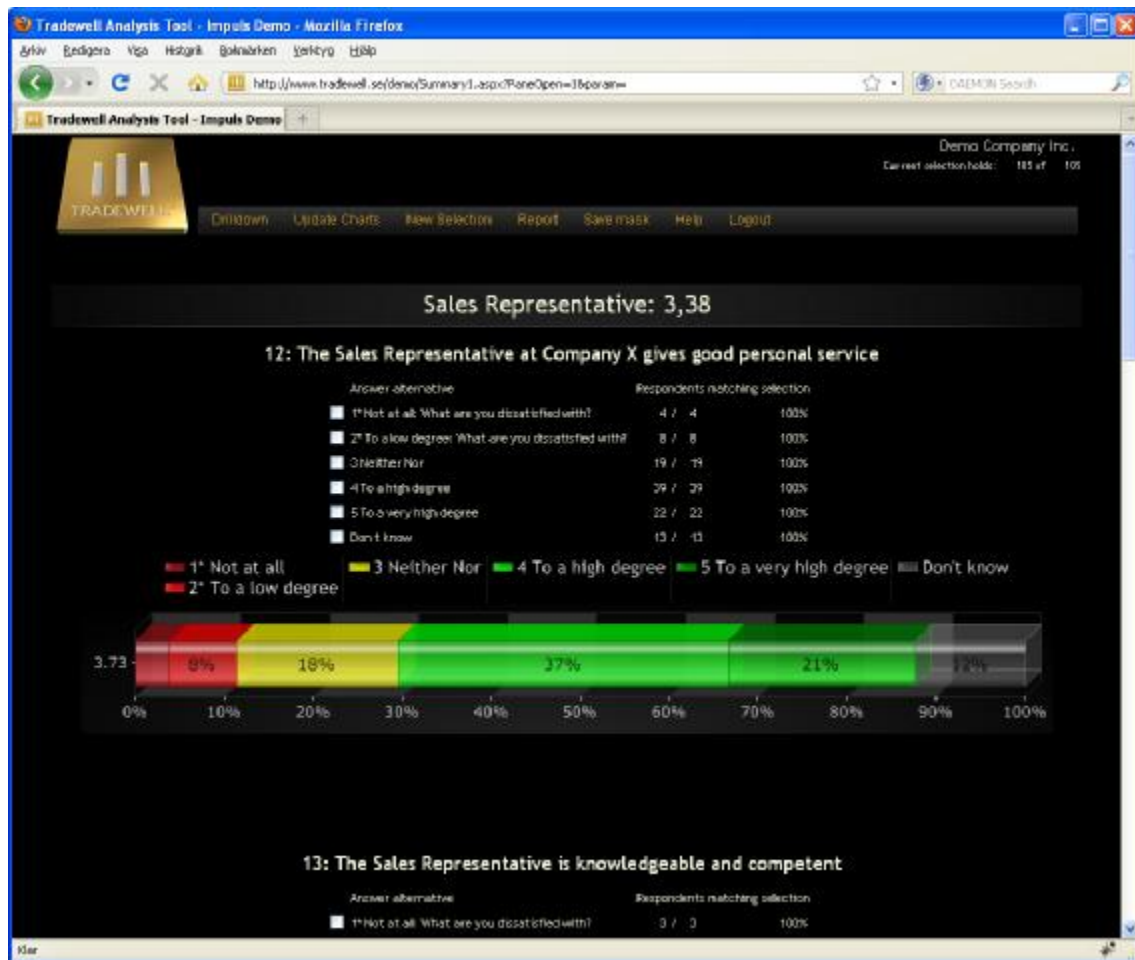
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04 Respondents Comments

Please refer to the picture above.
If you would like to read the comments that the respondents have submitted, just click the Chart Area associated with a comment. These areas can be found by studying the Chart legend in top of every Chart. If the chart legend text includes an asterisk (*), the corresponding Chart area can be clicked to open up all comments for the selected question.
Clicking the red area of the chart in question number 16 will generate a page similar to this.
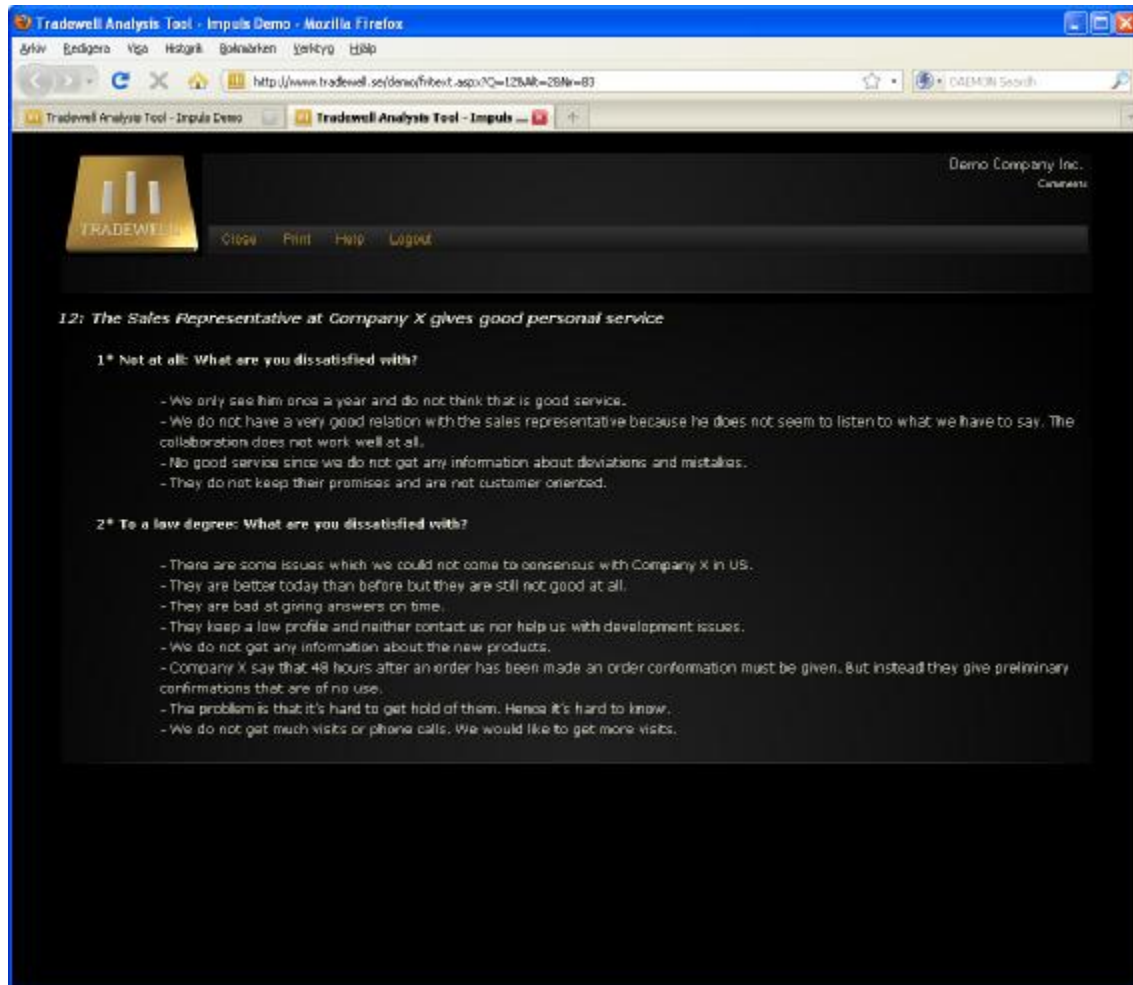

Please note that all comments for every answer alternative related to the selected question will be displayed regardless of which chart area you clicked, as long as you clicked a chart area associated with a comment answer alternative.

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05 Making selections for filtering the data

> Note. THE CHARTS WILL NOT UPDATE UNTIL YOU PRESS THE "UPDATE CHARTS" BUTTON.

If you have entered the View Area by selecting "Single", please click the Question Text Bar, and the answer alternatives will be visible and the page will look similar to the one below.
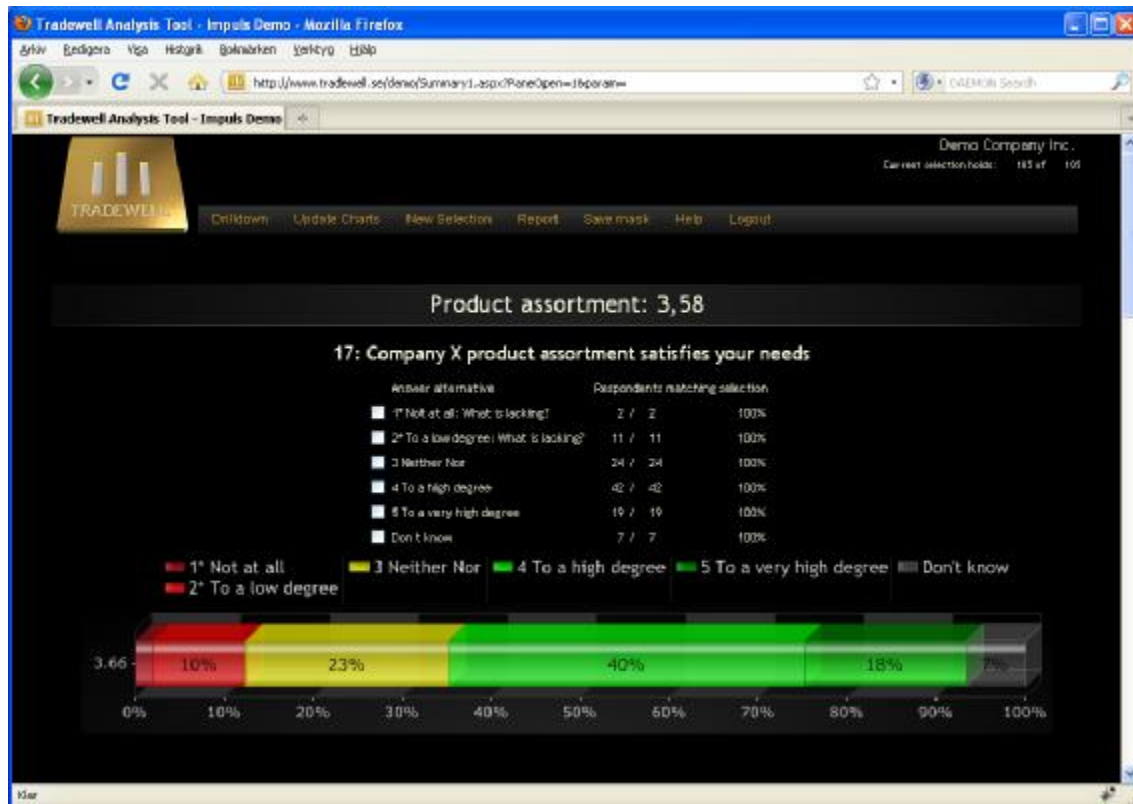
The numbers displayed under "Respondents matching selection" e.g. "11/11" and the percentage value will update each time you make a selection.
These numbers inform you of the remaining number of respondents after the selection. However they will *not* update under the *current question*.
All other questions distributions will be recalculated, though.

If you for example select the 24 respondents that have answered Q17 in the picture above with "3 Neither nor", there will still be additionally 2+11+42+19+7 respondents available to select under this question. If you simultaneously scroll down to Q18, you can study the dynamic effect of your current ongoing selection. At the same time the numbers on the right/top section of the page are updated.

You are now able to select the respondents who have answered the selected question by the alternatives you want to include in your current selection filter.

Let's make **an example**.

In this case you are interested in finding out the **correlation** between dissatisfied customers and their Sales Representative.

First click the "Total Customer Satisfaction" menu selection under the "Drilldown" or "View" menu. Then select the respondents that have answered "2" and "1" (select in that order, please). You should now have 14 selected respondents as the picture below shows (note the numbers at the right/top section of the page).
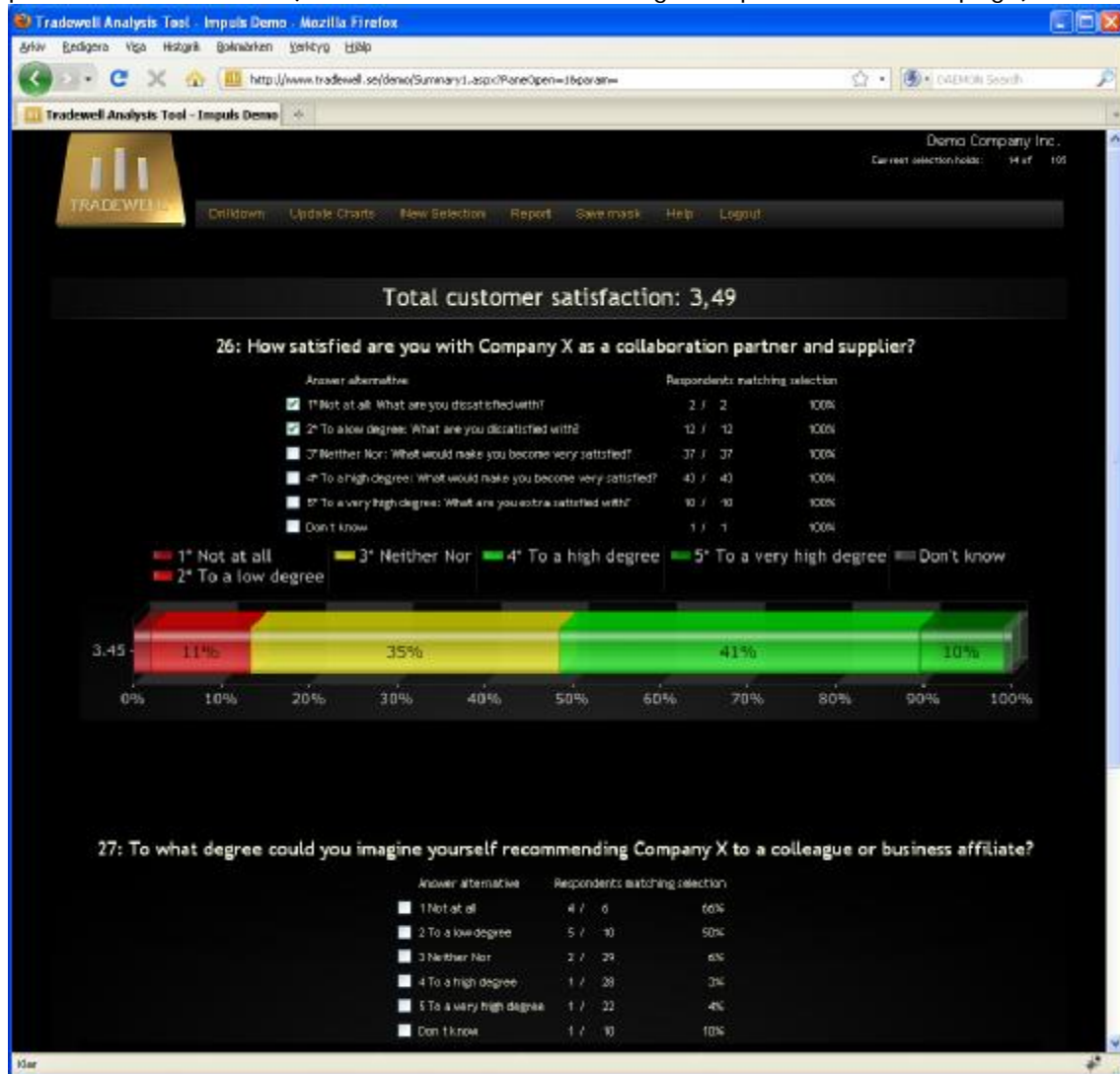
Now, how do these 14 respondents distribute on Sales Rep?

To find out, click the "Background Factors" on the menu "Drilldown" selection
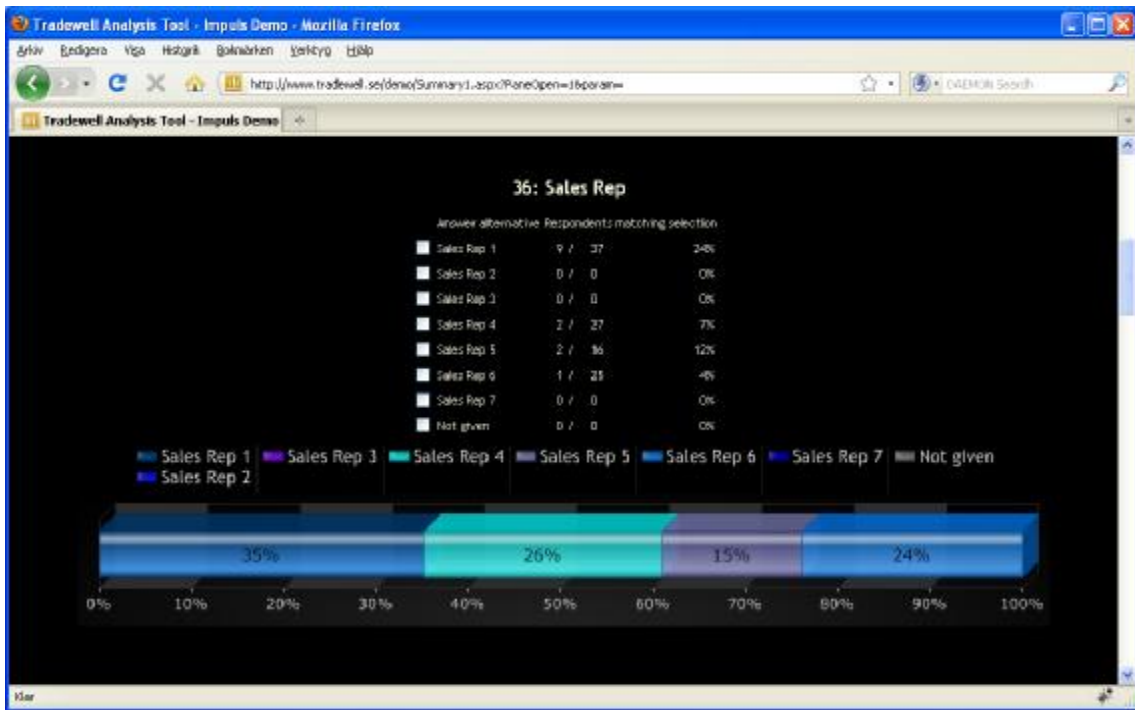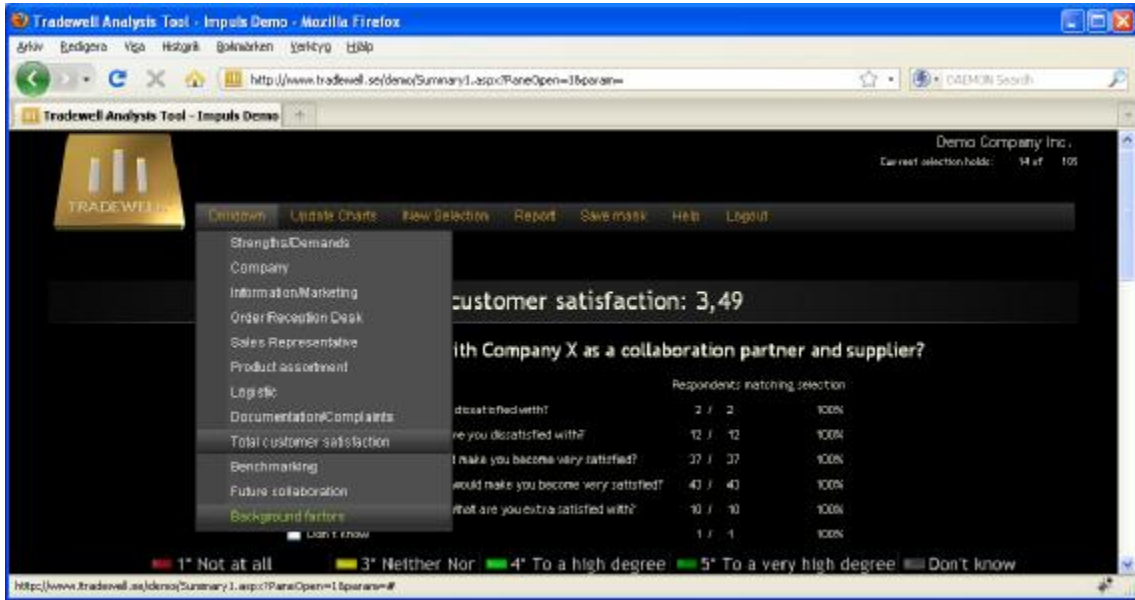
As you can see in this early stage, "Sales Rep1" has an over representation of dissatisfied customers by far, while "Sales Rep 6" has the reversed distribution.

Note
1. To show the current selection in the charts, please press the menu selection "Update charts"

End example. [Back to top]

06 A few words on Dynamic Change.

As illustrated by the previous example, it will be time saving to check relevant correlations before proceeding to Update Charts or any Report generation.
Redrawing a chart is rather time consuming and it will be of great help to know if it is worth wile to proceed after a selection is made.
THIS IS WHY THE CHARTS DON'T AUTOMATICALLY UPDATE AS YOU MAKE SELECTION.
E.g.: you might often find that a given selection generates too few or even zero respondents in the question at hand, making further work less meaningful.

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07 Saving a selection.

A selection can always be saved for future fast access.
If you would like to compare any given data distribution to another, both of them have to be saved first as a mask. Of course, you can save and compare any number of data sets.
Let's see how to do this.
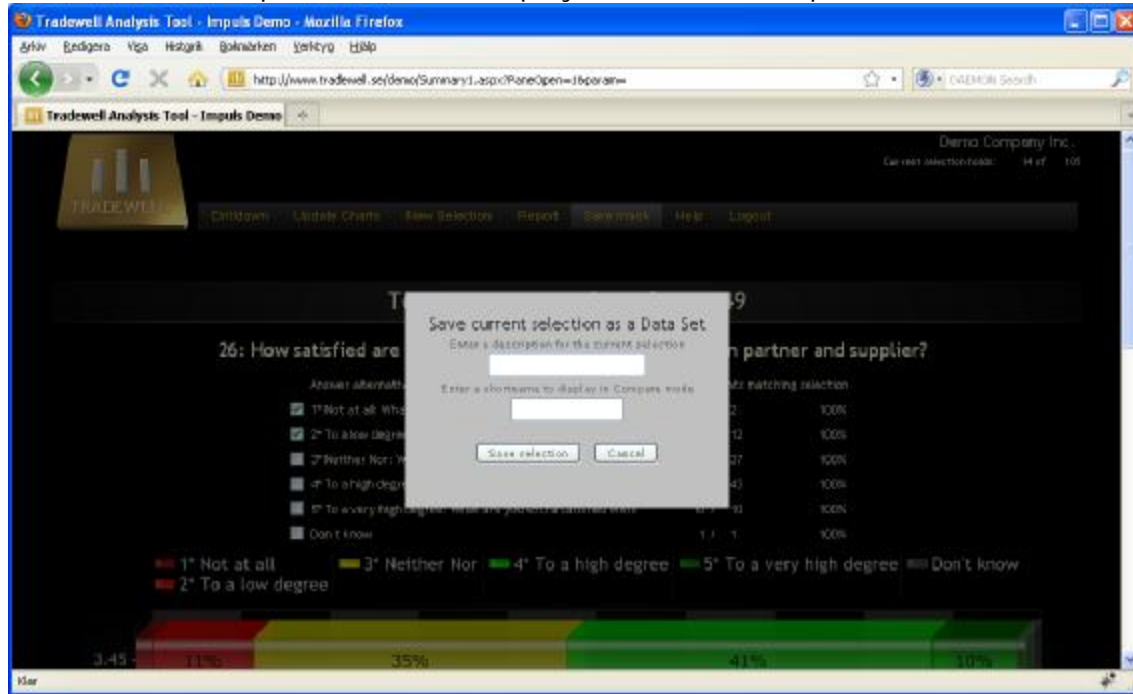Refer to the example above.
First select the 14 most dissatisfied customers as earlier.
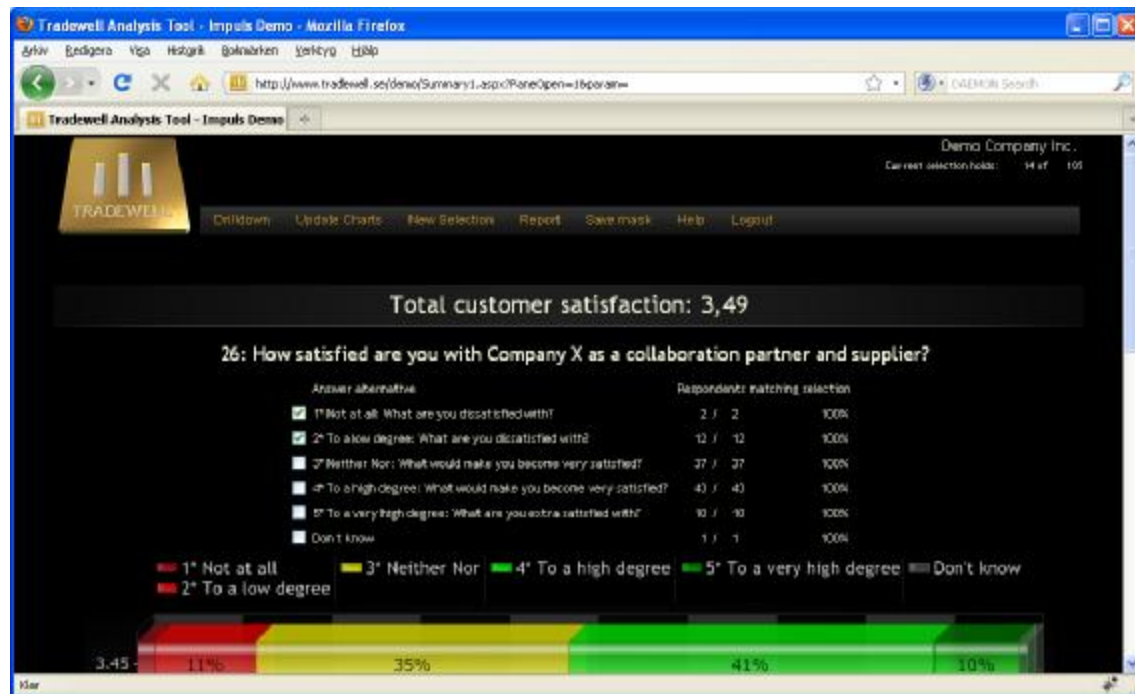
Please check that the "Current Selection Holds" on the right/top section of the page equals 14.

From the menu section, please select the "Save mask" button

A save selection input area will be displayed similar to the picture below.

You should enter a description for the current selection. This text will not be displayed in any reports but serves as a helper for your memory. The "shortname" entry will be used later e.g. when comparing data sets and should be kept short in order not to conflict too much with regards to space in the compare charts.
Finish the saving by clicking the "save selection" button.

After a successful save, please select "New Selection" from the top menu and you will return to the Select data page.
At this stage your data sets holds the newly created data set at the bottom of the list.

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08 Compare data

To be able to compare data, you must first create data sets as described in the previous section.
As we have done so already, we can proceed to the compare mode.

Please select at least 2 data sets from your selection table.
Maybe you would like to investigate the correlation between the most dissatisfied customers to the total population?
In such case please click the checkboxes for "Total survey / Tot" and "Customer Satisfaction 1-2 / CSI 1-2".
Then, from the top menu, select "**View Graph/Compare/Order by Sort Index**".

After a short time of recalculation, you will be presented with the "Compare mode" pages, similar to the picture below.
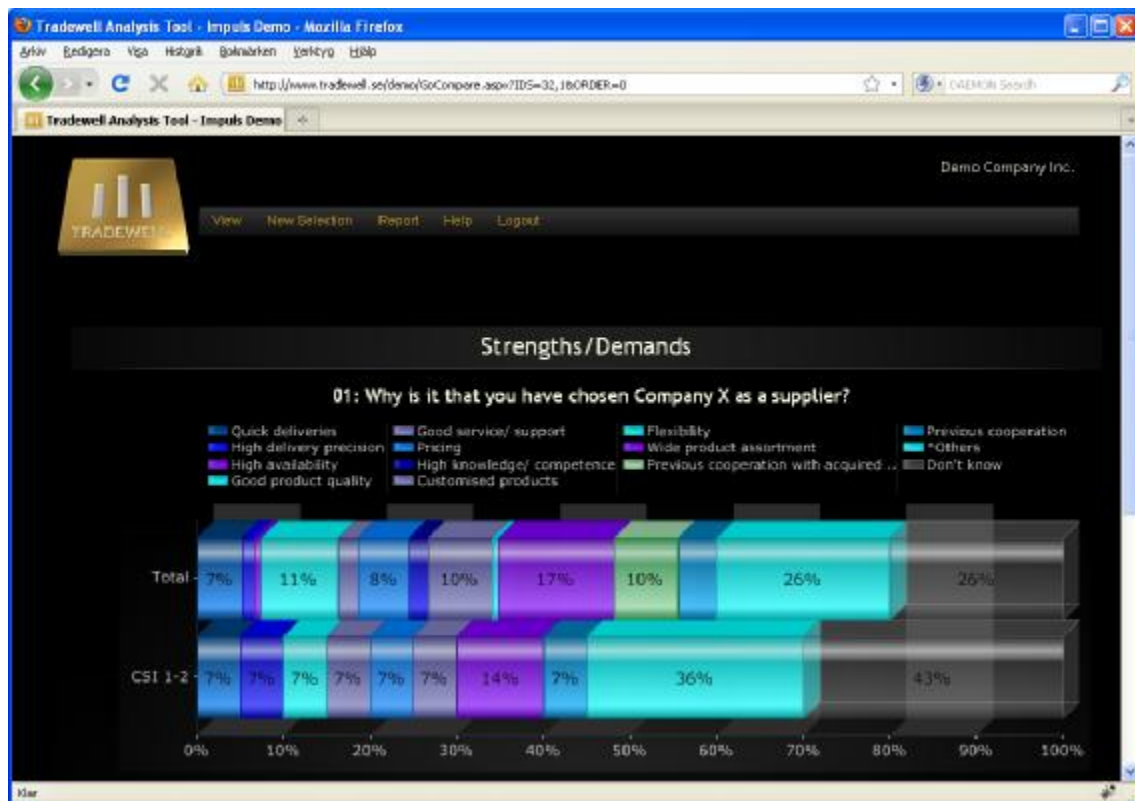
Many interesting correlations might be found.
E.g. if you open the "**Background factors**" Category from the "**View**" menu selection and scroll down to the "District" question you can clearly see that "Sweden2" has an over representation of dissatisfied customers.

Similarly one of the Sales Reps shows a high correlation on dissatisfied customers. Can you determine which one of the Sales Reps?

Note
1. By mousing over the various sections of a chart you will see additional detailed information such as number of respondents and answer alternative text.

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09 Comments in Compare mode

As in the case with **Single mode** or **Drilldown mode** you can easily display all comments associated with a question. Just click a chart section represented by a * (asterisk) and you will see a structured page with comments (example Q12 below).
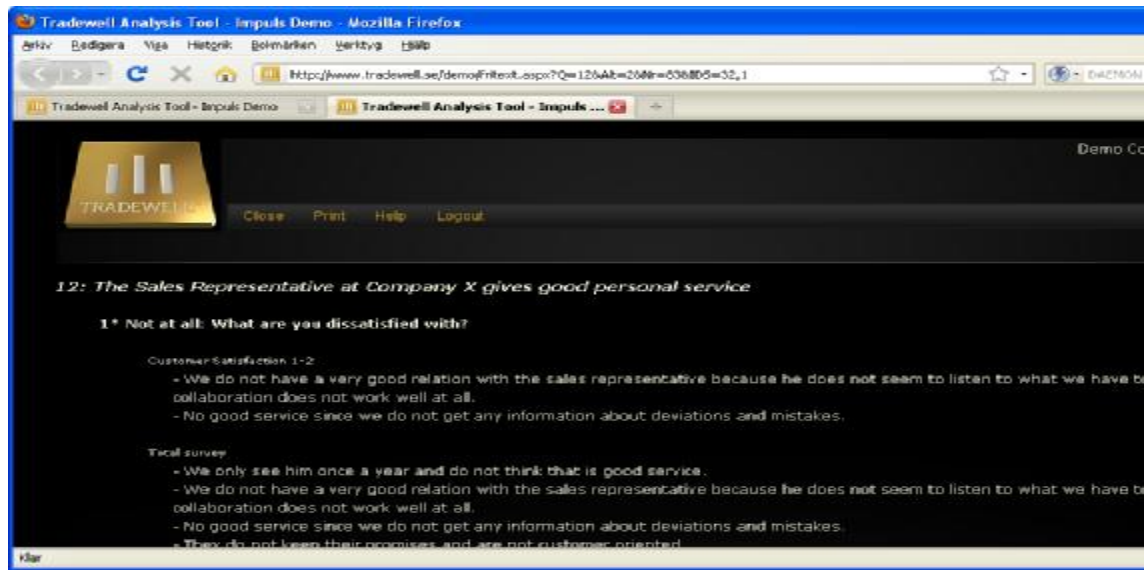
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10 Tables

Two separate Tables types are available.
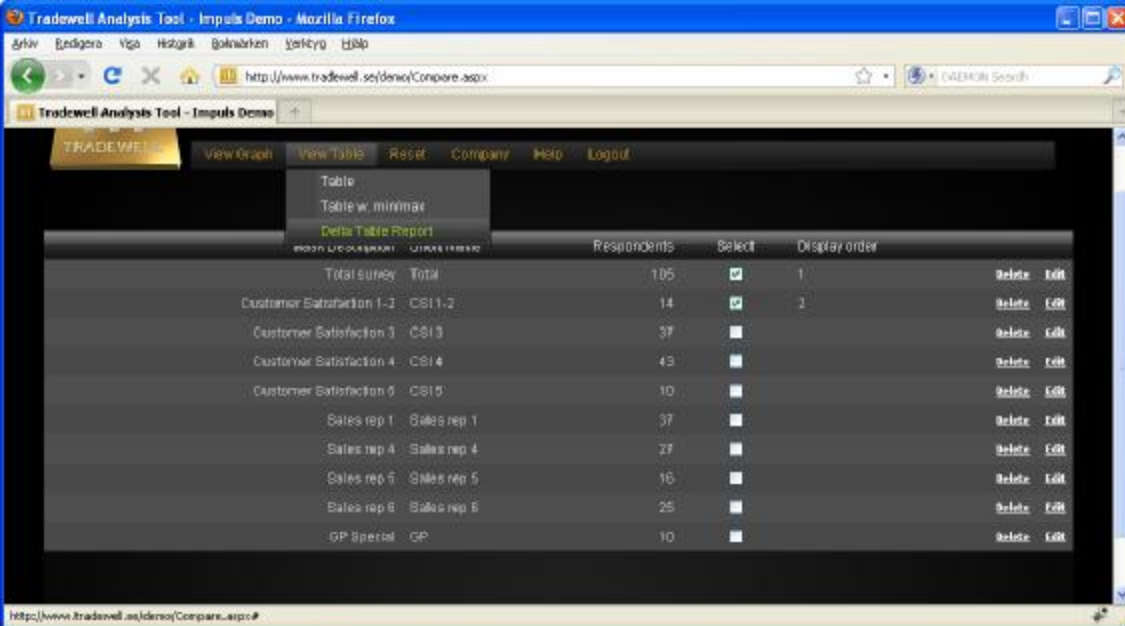
The first Table type, Delta Report, presents all questions for **two** selected data sets, with a difference calculated between them.

To reach this section, please click "New selection" in order to get back to tha mask selection page.

EXAMPLE

The current mission is to create a table showing the dissatisfied customers compared to the full population.

First select the two data sets that you want to work with and then press the "**View Table/Table Delta Report**" button as shown in the picture below.

A Table similar to the one on the next page will be shown.

The Question text is displayed in the first column.

The second column lists the mean index value per question for the "Total" data set. The third column lists the mean index values per question for the "CSI 1-2" data set.

The last column lists the calculated difference between the data sets for each question.

Demo Company Inc.

Delta Value Report

Question	Total	CSI 1-2	Difference
03: You get quick contact with the right person at Company X	3,82	2,54	1,28
04: Company X is customer-orientated and maintains its customer-relations	3,15	1,62	1,53
05: Company X gives good and clear information on prices and agreements, as well as on their products through product brochures	3,25	2,55	0,7
07: Company X homepage is informative and good	3,25	3,00	0,25
08: When you contact Company X order reception desk, your call is attended to quickly and in a pleasant manner	4,16	3,71	0,45
09: The order reception desk gives a good personal service	4,10	2,89	1,21
10: The order reception desk is knowledgeable and competent	3,75	2,71	1,04
11: The order reception desk gives good information on enquiries relating to orders and deliveries within a reasonable timeframe	3,61	2,56	1,05
12: The Sales Representative at Company X gives good personal service	3,73	2,46	1,27
13: The Sales Representative is knowledgeable and competent	3,80	2,82	0,98
14: The Sales Representative/Product Manager is good at giving advices during impromptu inquiries when you need help on a customized product	3,41	2,00	1,41
15: The Sales Representative/Product Manager is proactive, takes initiative to provide ideas/suggestions to solutions which could be better for you	2,65	1,67	0,98
16: The Sales Representative gives you enough contact via the telephone or in person	3,26	2,45	0,8
17: Company X product assortment satisfies your needs	3,66	3,38	0,28
18: The product assortment holds good quality	3,84	3,42	0,42
19: Company X products are value for money	3,44	2,80	0,64
20: Company X are good at providing/developing the products which you ask for	3,29	2,44	0,85
21: The deliveries come within the agreed timeframe	3,09	1,67	1,43
22: The deliveries are correct and are in accordance to the order (come in whole and are complete)	3,64	2,82	0,82
23: Company X informs you in case of any delivery discrepancies	3,31	2,33	0,98
24: The documentation you receive, such as quotations, order confirmations and invoices, are clear and well-specified	3,96	3,50	0,46
25: Any complaints are handled quickly and to satisfaction	3,22	2,22	1
26: How satisfied are you with Company X as a collaboration partner and supplier?	3,45	1,86	1,59
27: To what degree could you imagine yourself recommending Company X to a colleague or business affiliate?	3,53	2,23	1,3

Now SORT THE TABLE on "Difference" by clicking the Difference column header text one or two times.

The result will look similar to the next picture telling you what the correlation is.

Demo Company Inc.

Delta Value Report

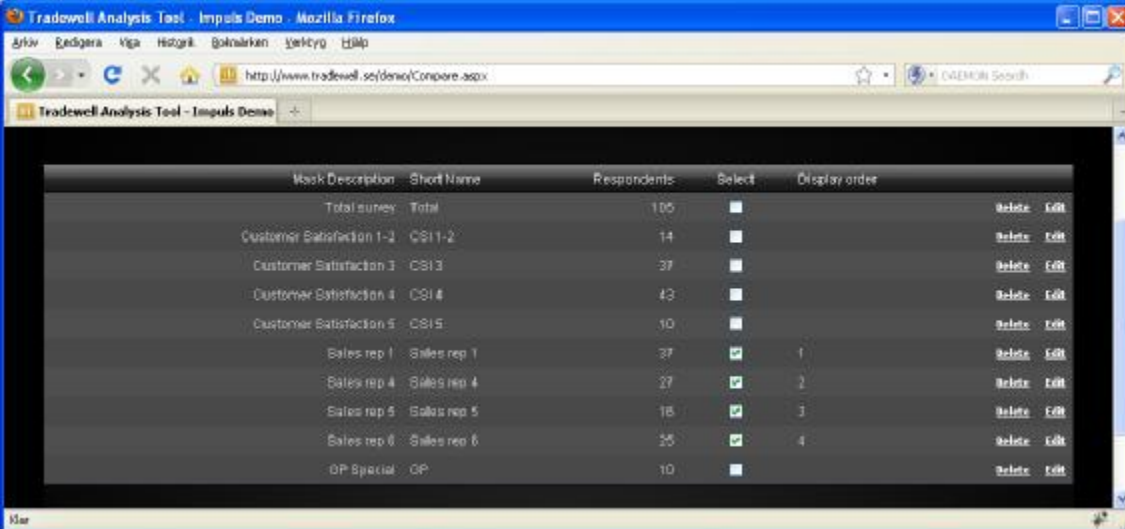| Question	Total	CSI 1-2	Difference ∨
26: How satisfied are you with Company X as a collaboration partner and supplier?	3,45	1,86	1,59
04: Company X is customer-orientated and maintains its customer-relations	3,16	1,62	1,53
21: The deliveries come within the agreed timeframe	3,09	1,67	1,43
14: The Sales Representative/Product Manager is good at giving advices during impromptu inquiries when you need help on a customized product	3,41	2,00	1,41
27: To what degree could you imagine yourself recommending Company X to a colleague or business affiliate?	3,53	2,23	1,3

Note
You can sort the table on any table header. Clicking the same header twice will reverse the sort order.

After you are done, press the "New Selection" button to return to the Data Selection page.

END EXAMPLE.

The second Table type enables you to present any number of data sets in tabular form.

In the Data Selection page, select as many data sets you like, for example the four data sets as in the picture below. Then click "**View Table/Table**" from the top menu.

A Table similar to this will be shown.

Again, all columns are sortable by their headers.

If you would have selected "**View Table/Table w. min/max**" a table like this would have resulted:

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