



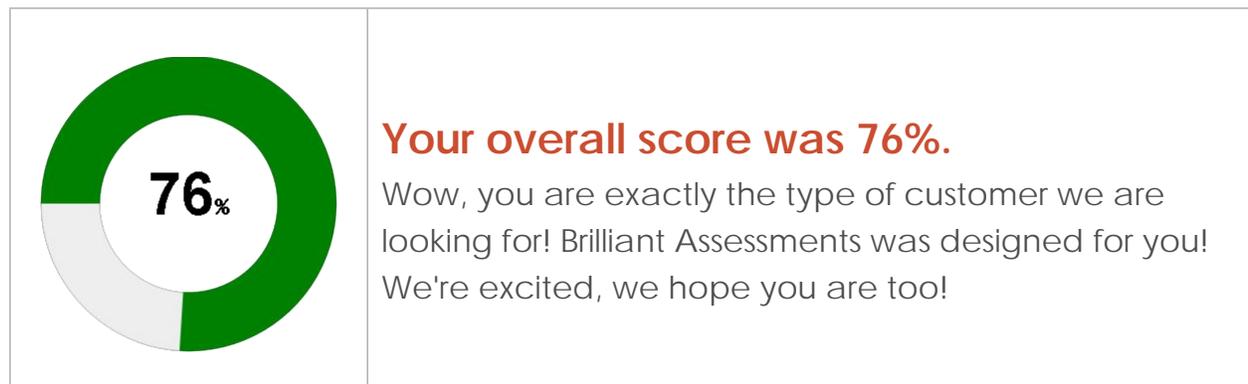
eleserv™  
Design

**Engage**  
**your Audience**  
**Meagan!**

**Dear Meagan,**

Thank you for completing the trial assessment for Eleserv Design. We know that it will have helped you identify the opportunities that Eleserv Design can bring to your situation.

We also are demonstrating some of the capabilities of the system, so have included, as an appendix at the end of this document, some graphical options that we haven't used in the document.



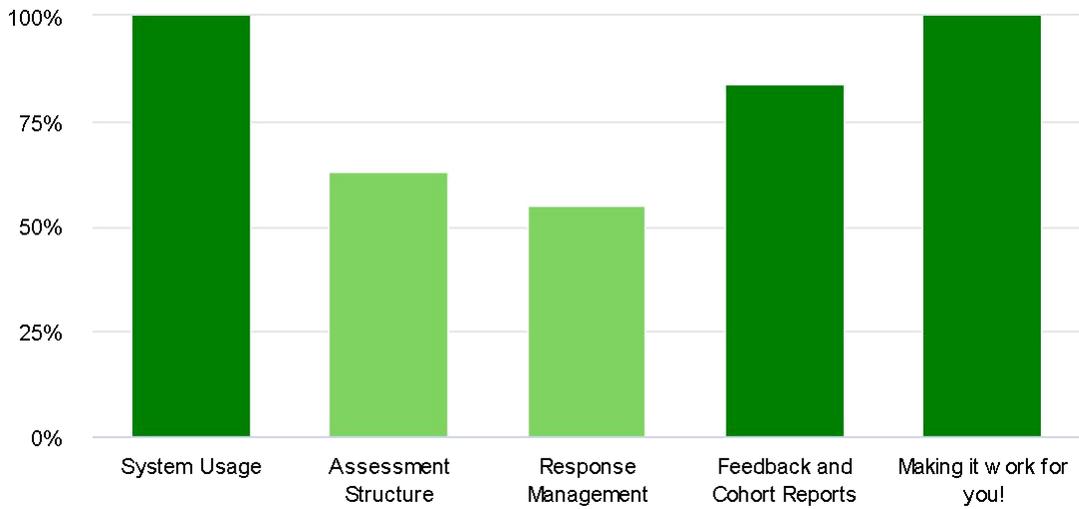
## YOUR INTENDED USE OF THE SYSTEM

Eleserv Design is an excellent fit for your requirements! Let's discuss it further together once you have read about how you would use our system as follows:

- Join a large number of our customers by using Eleserv Design for Employee Assessments, and see the benefits. The respondent gets immediate access to the assessment report, which means that they receive feedback while the assessment is still top of mind. 360's and Team alignment or comparison reports can also be produced -making the system very flexible for this market.

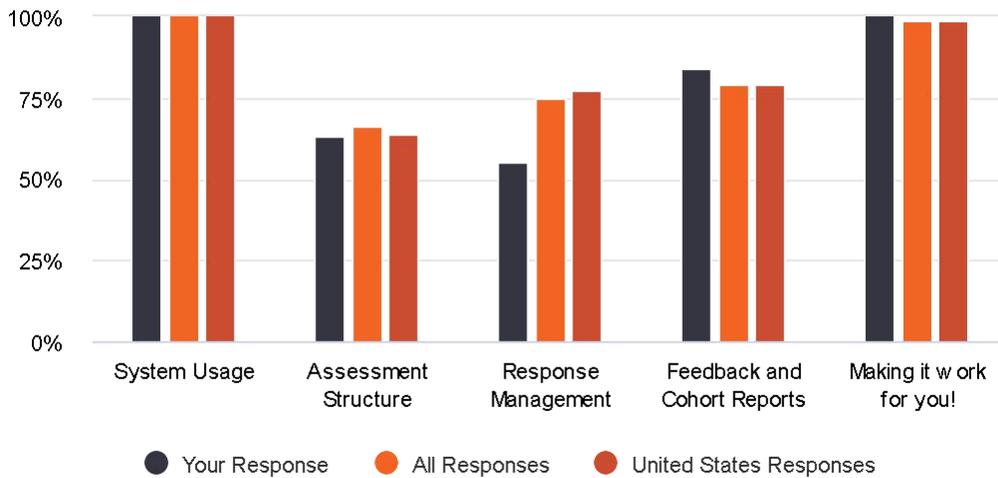
# ASSESSMENT SUMMARY

We have calculated how well the features of Eleserv Design will meet your stated requirements.



# HOW DOES THAT COMPARE?

How do your scores compare with others. Here is an example of benchmarking, comparing your response to all others, and others from your country.



# YOUR REQUIREMENTS



## Assessment Structure

It seems that you will use a variety of question types, great!

- Looks like you are going to make use of Multiple Choice questions. Multiple Choice Questions have a lot of applications when there is no one "right" answer. They are also great to discover what questions are appropriate for this respondent and are a great way to control conditional questions in an assessment.

You are going to make good use of some of the Assessment features that optimize the user experience.

- Conditional questions make the assessment much more engaging by ensuring you only ask questions that are relevant to your respondent. We all want it to be all about us!
- Well done! It's great that you see that you will probably have a use for instructions in your assessment. Instructions can be used either to explain a question or can give feedback through the assessment. That feedback can be conditional on the answers to previous questions, so it is remarkably flexible.
- You may use Calculations. Calculations allow you to perform mathematics, string manipulation, and logic on all answers and scores in the assessment. Some example of use:
  - Calculating a return on investment based on data input.
  - Calculation of a score based on a number input, rather than selected.
  - To drive conditional questions based on the current score.
- Assessor functionality is an advanced feature that is incredibly useful where you have a more complex situation and need an assessor to add comments or scoring. Interim Feedback Reports can be produced after each update of the assessment and automatically emailed to either or both of the respondent and the assessor. Once all updates are completed, the full feedback report can be produced. Not everybody needs this feature - but it is great that you see that it might be relevant for your situation.
- Question Pooling and Randomization are common requirements for training assessments. Although you probably won't use them, it is a flexibility that will be available if you need them in the future.



## Response Management

From your responses it looks like we have all you need for branding and customisation.

- Eleserv Design allows you to completely brand the system as you specifically require. The Eleserv Design logo can be replaced with your own branding, or that of your customers and/or partners. Respondents feel great when they see their own branding on the assessment and the feedback report.
- Partners or customers can have separately branded versions of your assessments. This is a great feature by creating goodwill and increasing engagement with those parties.

Eleserv Design works across all platforms; mobile, tablet and desktop.

- Eleserv Designs functionality is extremely easy to use on both desktops and notebooks.
- On a mobile phone, Eleserv Design runs in the browser. No specific software is needed in order to complete the assessment on this device.

There are several ways to initiate a response to an assessment request as follows:  
Email Templates are an important part of the customized experience for the respondents.

- By sending welcome emails. This is a great way to initiate a response because as well as setting an expectation of how the assessment works, it is a good opportunity to specify any conditions that you may have. In this way, you can require the respondent to signify acceptance of the conditions by entering the response.

Cohort Initiations group responses together for combined reporting

- At this stage, you don't expect to use Cohort Initiations.

Cohort initiations are used to send response requests to everyone in the cohort together. Typically they will be:

- a team or group with multiple responders, showing the team perceptions, team alignment, or similar; or for when responders answer specific parts of the assessment, based on their role.
- a 360, or 360 style assessment, where the subject is a person

- individual responders, where multiple responses show change over time (including applications like before and after training)

The responses are grouped into a single cohort report based on all of the responses.

- You don't plan to use Cohort Iterations. Cohort Iterations are an option for each Cohort Initiation type shown above. You can set up an assessment so it automatically initiates a reassessment at a point or multiple points in the future. These points are specified as the number of days from the previous initiation or the previous completion date. You can set up as many iterations as you require, including recurring iterations which will keep repeating. The invitation to the subject or contact, or to the original respondents (and reminders) are all generated automatically.



## Assessment Report

You plan to use some features for Scoring and Rating, which is great, it is an important component for constructing a great feedback report.

- Scoring is a great feature for creating a comprehensive feedback report. It's great that you plan to make good use of it.
- You obviously already understand the benefits of using the software's ability to define an unlimited number of different rating and scoring strategies on the same assessment. Weightings can be defined at question and subsection level to calculate a different score and rating for each scoring strategy. These separate ratings and scores are available for display on the feedback report and/or on internal reporting.

### Feedback Reports

- It's great that you see the value in feedback reports - it is a unique part of the Eleserv Design offering, and where we put a lot of focus.
- You are planning to email the feedback report as a PDF.
- You may use Cohort Reports which combine multiple responses into one report. Like a Feedback report these use Word Templates, so they are "Customer Ready". Cohort reports are great for showing alignment or the comparative strengths and weaknesses of different respondents, or for showing how one respondent has improved over time. All of the graphics options can be used to visualize the comparison, and there are many additional tables available that our customers have found useful for these sorts of applications.
- Benchmarks will add value to your respondents by showing them how they compare with other responses received. That may be all previous responses

or any number of other criteria based on the classifiers that are in the assessment. Maybe all others in the same role, company, or team. Benchmarks are totally automated, you just pick the criteria you want to be able to report on and the system will take it from there.



## Additional Services

- With Eleserv Design it is easy to add and update content assessments and feedback reports. We offer the option of a specialized authoring service. Our experienced authors are used to making the feedback reports work well given the diverse combinations of answer that may be given in a response. You have indicated that you probably won't be needing this service, but it is good to know it is available!
- For most requirements, Brilliant Assessments is ready to use "out of the box". However, if you have any special requirements we will be happy to add extra features to the software to make it work perfectly for you. At this stage, you don't seem to have any.

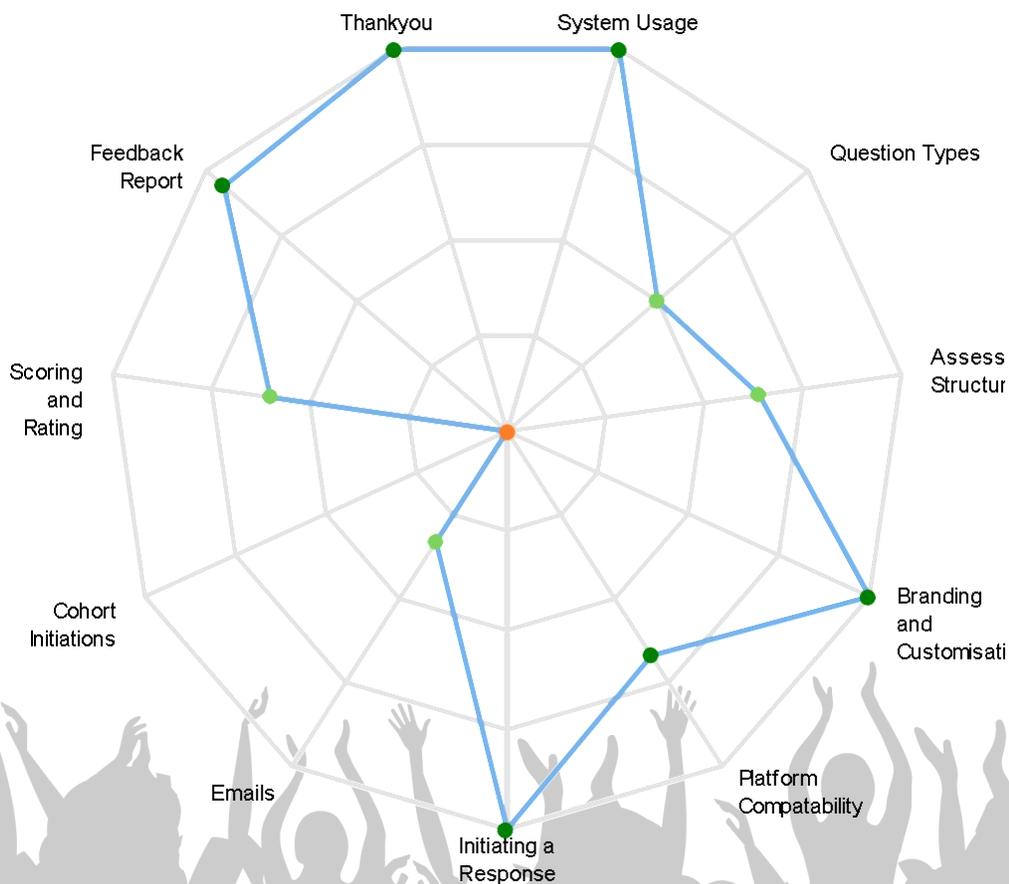


# APPENDIX

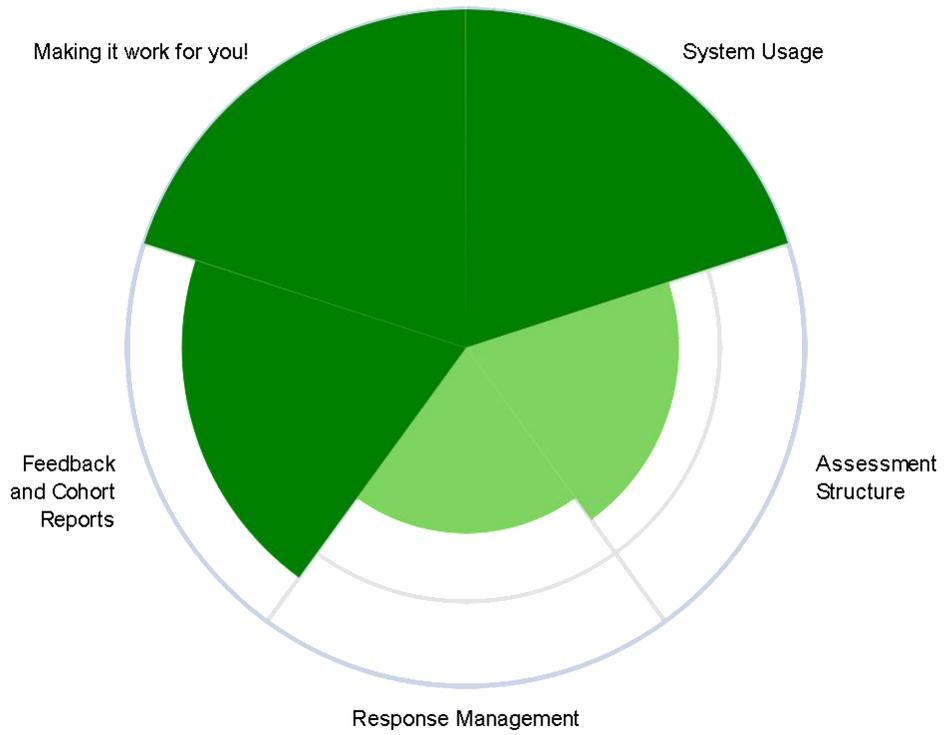
We have included some graphical options that we haven't used in the document. These have been generated from your response.

## Spider Web Charts

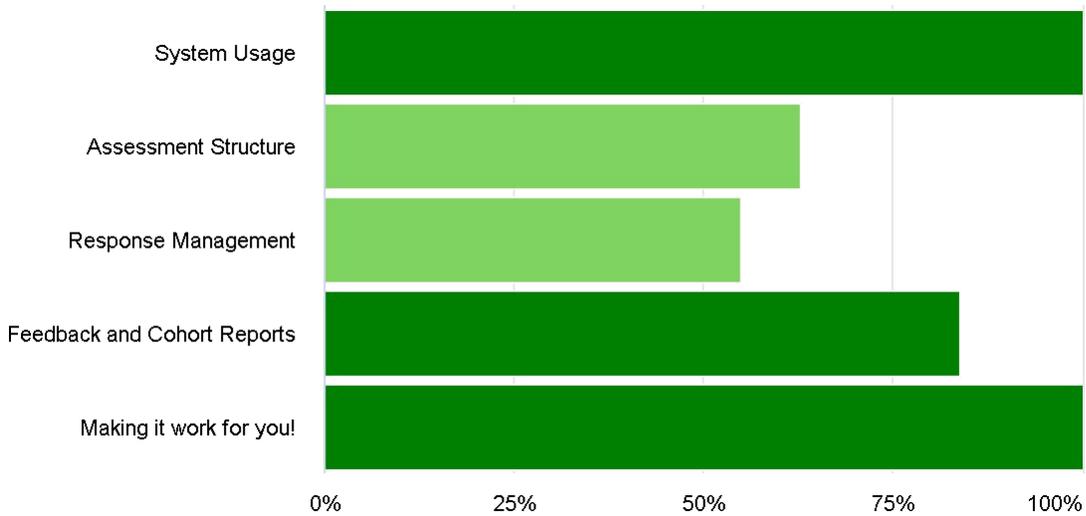
Like all charts Spider Charts can be produced at any level. This is showing all the subsections within all sections.



# Polar Charts

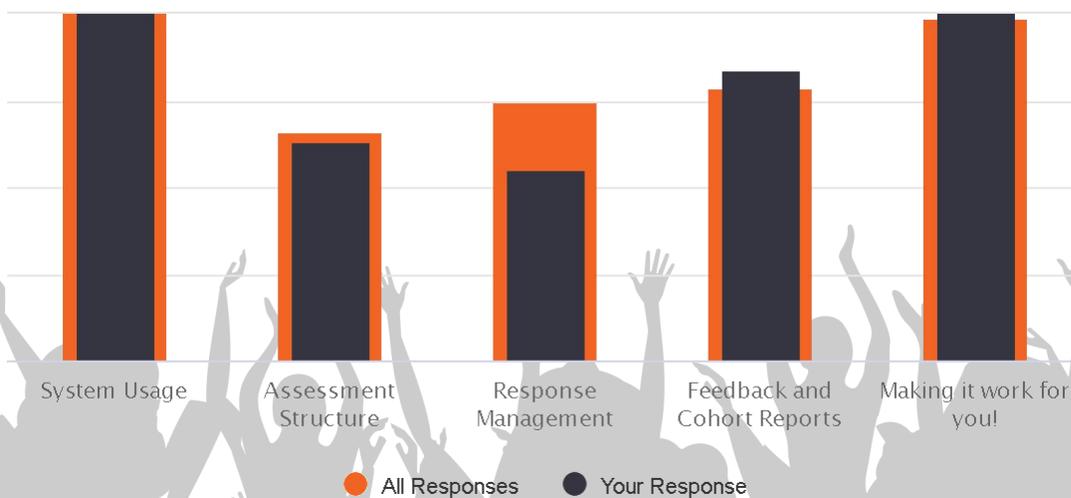


## Horizontal Bar Charts



## Bar on Bar Charts

Bar on Bar charts are great for comparisons, especially against benchmark scores



## Line Charts



## Pie Charts

Pie Charts, comparing the ratings in each section (in this case), are commonly used for psychological tests, comparing the strength of different traits.

