Collect feedback with our Smileys

Smiley Terminal™

Totally wireless “press of a button” feedback collecting solution helps you collect maximum customer feedback with its exceptional ease of use and approachability.

Features list

- Completely wireless, place anywhere
- No power needed (battery operated), always on
- Response rate of 10% - 40%
- < 1 second for user to respond
- 3G connectivity
- Misuse protection
- Real Time Alerts

Variants

Cover all points of experience with the easy to place versions of our Smileys for walls, vehicles, or counter tops.

Smiley Terminal™

- Smiley Wall™
- Smiley Terminal™ Rail
- Smiley Terminal™ Table
- Smiley Touch™ Wall
Smiley Touch™

Stylish, touch screen feedback collecting solution offers the easiest and most efficient way to discover the cause of your customers’ dissatisfaction with its follow-up selection and open feedback options.

Features list

- **3-tier survey:**
  Main question - follow-up selection - open feedback
  Takes seconds to answer all 3 tiers
  Very high response rate
- 3G connectivity
- Full survey management via the Reporting Service
- Removable attention sign
- Language selection
- Real Time Alerts

Branding packs

Upgrade the Standard design to fit your brand. **Logo branding** is designed by HappyOrNot based on a company logo, and **Custom branding** allows you to design as you wish.
Web Smiles™

Cover your online channel with the perfect addition for collecting customer feedback online. Place a Web Smiley panel on each webpage to capture user experiences.

Features list

- Open feedback for more insights
- High response rate – up to 80%*
- Mobile optimized / browser compatibility
- Real-time results
- Full survey management via the Reporting Service

*After checkout at Elkjop (part of Dixons Carphone plc)

Delay interval

Panel reappearance can be set to the desired interval

Smart pop up

Customize where and how many times to show the panel

Browser support

All browsers supported, plus mobile optimized

Automatic updates

Maintenance free, with automatic updates
Reporting Service

Track and manage your service performance with intuitive and interactive data analytics. Pinpoint issues and uncover causes with ease, and make improvement actions that can be measured and verified.

Quick View
A highly visual and easy to understand summary of key service performance results displayed in various widgets depending on the selected filters for Location/Area, Survey Question, and Time Period.

Key Findings: snapshot of key service performance details.

Overall Distribution: percentage breakdown of feedback responses per Smiley.

Development: Happy Index trendline, including percentage change in feedback.

Distribution: total responses segmented by Smiley color, with the Happy Index.

Pattern: total feedbacks during a selected period displayed in a “heat map” style.

Ranking: list of the top performing and bottom performing locations/areas.
Analytics

Complete, interactive response results, segmented by Smiley color, displayed in specialized widgets. Includes main filtering by Location, Survey Question and Time Period, secondary filtering options, drill down functions, and export options, giving you full control to analyze your performance. Convenient result summaries are also automatically sent to your email.

Happy Index: HappyOrNot’s official performance index, shown as a blue trendline.

Results chart, and secondary charts by Hour, Weekday, Total, and Comparison populate data for the selected filter: area (or webpage), survey question, and time period.

Comparison Index: location level vs. overall company performance, shown as a purple line.

Happy or Not
Included features and add-ons

**Web & Email Reports**
Role, location, and time based result summaries automatically sent to your email

**Interaction Reports**
1-page printable summary report for sharing your results internally and in location

**Social Sharing**
Click-to-share summary image for sharing your results online

**Misuse Protection**
Built-in custom settings that filter out repeated button presses and ensure result data accuracy

**HappyOrNot API**
Integrate your HappyOrNot results into your company’s own dashboard(s) with our free Application Programming Interface

**Real Time Alerts**
Automated email notification when negative responses, in a specific location, exceed a preset value during a specified timeframe

**Branding Packs**
Smiley Terminal: Branded stand + question sign (A3 / A4)
Smiley Touch: Branded stand + attention sign (A4)