



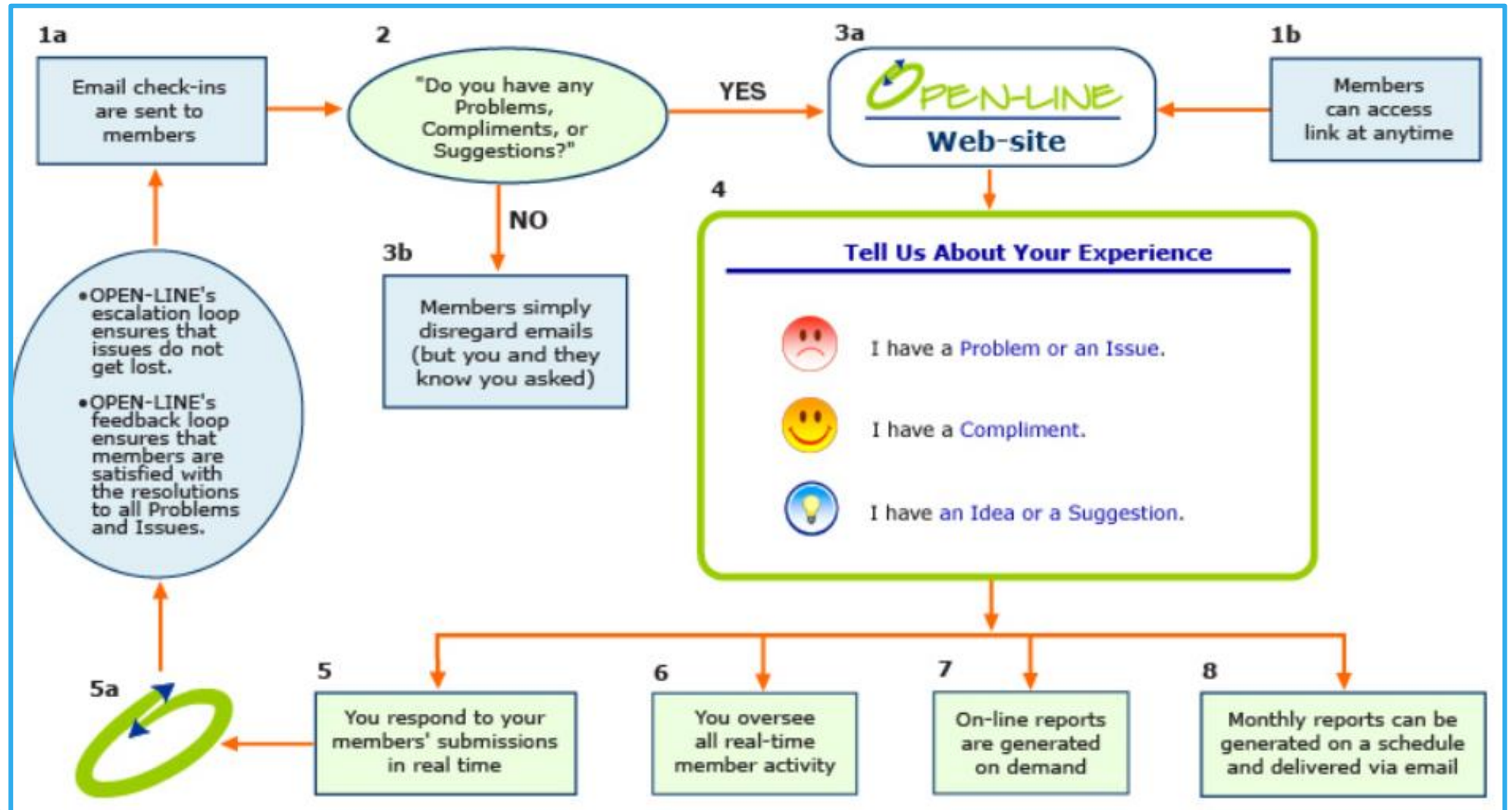
OPEN-LINE

Member Experience Improvement Tool™

How Does It Work?

Version 2018.02.22

Premiant Feedback Platform, OPEN-LINE



Sent to Your Members: Check-in Email

From: Your YMCA
To: member@acme.com
Cc:
Subject: OPEN-LINE Check-in from the Your YMCA.

Dear {first name},

Greetings from all of us at Your YMCA!

We want to make sure you had --and continue to have -- a great experience with our facility, programs, and member services.

Is everything to your satisfaction?

Please click on an icon below to let us know about what we're doing right (Compliment), what you wish was different (Suggestion), or if you have a concern (Problem). Every comment is valuable and contributes to the betterment of your Y.

It's easy and fast to use....and we're listening!

Tell Us About Your Experience



I have a [Compliment](#).



I have an [Idea or a Suggestion](#).



I have a [Problem or an Issue](#).

[Opt-Out](#) | [Privacy Policy](#)

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We appreciate you being a member.

All the best,

Your YMCA

We use these email check-ins as a communication tool between yourself and us. However, you may decline to participate by clicking on the Opt-Out link above.

The process starts when OPEN-LINE sends an email check-in to your members looking for Compliment, Suggestions or Problems, i.e. their feedback.

Members simply click the appropriate icon to continue.

After a Check-in Icon is Clicked, the Ticket Entry Page Displays

The screenshot shows a web form for providing feedback. At the top left is the logo for 'the Y YMCA'. At the top right is the logo for 'OPEN Member Experience'. A red sad face icon is centered above the form. The form is divided into three main sections: 'Please Verify Your Contact Information', 'Please Provide Some Details', and 'Please Tell Us What's On Your Mind:'. The first section contains fields for name (Piper Lewis), email (piper.lewis@openline.ibrc.com), and phone (888.353.0918). The second section contains two dropdown menus for 'Your Experience with:' and 'About That Experience:', both currently set to 'Choose One...'. A red arrow points to the second dropdown with the text 'Indicates a required field.' To the right of the form are two lists of categories: the top list includes Aquatics, Camps, Childcare, Classes, Equipment, Facility, Membership, Overall, Parent/Child/Family Programs, Special Events, Sports, and Other; the bottom list includes Atmosphere, Billing, Cleanliness, Quality, Safety, Schedule, Staff, and Other. A blue speech bubble points to the 'Please Tell Us What's On Your Mind:' section with the text 'Members choose a category and then type in their feedback.' At the bottom of the form is a 'Submit' button. The footer contains links for 'Opt-Out', 'Update Your Information', and 'Privacy Policy', along with 'US Patent 7698162 | Powered by IBRC, Inc.'

Please Verify Your Contact Information

Piper Lewis

Email:

Phone:

Please Provide Some Details

▶ Your Experience with:

▶ About That Experience:

▶ Indicates a required field.

▶ Please Tell Us What's On Your Mind:

Categories:

- Aquatics
- Camps
- Childcare
- Classes
- Equipment
- Facility
- Membership
- Overall
- Parent/Child/Family Programs
- Special Events
- Sports
- Other

- Atmosphere
- Billing
- Cleanliness
- Quality
- Safety
- Schedule
- Staff
- Other

Opt-Out | [Update Your Information](#) | [Privacy Policy](#)

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After the Submit Button is Clicked, the Thank-you Page Displays



Thank You

Thank you for taking time to express your concerns.

You will be receiving an email confirmation from OPEN-LINE shortly and we will begin working on this issue.

Members receive a "thank you" and OPEN-LINE sends them a confirmation email.

The entire process takes less than a minute.



Thank you for your suggestion and feedback!

You will be receiving an email confirmation from OPEN-LINE shortly.



Thank you very much for taking the time to share your feedback with us!

You will be receiving an email confirmation from OPEN-LINE shortly.

View All of the Tickets on One Page

The screenshot displays the Open-Line Member Experience Improvement Tool interface. At the top left is the logo for 'the Y YMCA'. At the top right is the 'OPEN-LINE Member Experience Improvement Tool' logo. Below the logos, a navigation bar contains the following tabs: Tickets (highlighted in green), Accounts, Customers, Reports, Preferences, Support, and Tracking. To the right of the navigation bar, the user is logged in as 'Welcome Membership Director (membership)' with links for 'Help & Information' and 'Logout'.

Below the navigation bar, the page title is 'Ticket Summary View'. A green bar contains a toggle for 'Show / Hide Advanced Search Options'. Below this, a message states 'Click the Ticket ID number to view detail or update'.

The main content is a table with the following columns: Type, Ticket ID, Created, Status, Your Experience With, About That Experience, Customer Name, Issue, and Problem Solver. The table contains five rows of ticket data:

Type	Ticket ID	Created	Status	Your Experience With	About That Experience	Customer Name	Issue	Problem Solver
C	86215	12-12-17 3:42 PM	New	Aquatics	Staff	Paige Haas	The water fitness instructors are all super! They're friendly, encouraging, and they explain things very well. Kudos!	Membership Director
S	86214	12-12-17 3:42 PM	In Progress	Facility	Schedule	Ryan Williams	Opening 1 hour earlier would really help those of us who have to be at work at 6:30am. There are many members that come in the mornings who feel the same way. Thank you for your consideration.	Membership Director
P	86213	12-12-17 3:40 PM	In Progress	Aquatics	Safety	Rochelle Copeland	Please get the swimsuit spinner fixed. Lots of extra water on floor, because of not being able to use. Worried about someone slipping and it's probably going to be me. Thanks in advance- Rochelle	Membership Director
C	86212	12-12-17 3:38 PM	Acknowledged	Membership	Staff	Jim Clark	Michelle and all others that work the front desk are always kind, engaging and always welcoming. Staff in the workout area do a great job keeping the place clean. Kevin is always active (Vacuuming the mats in the morning and then wiping down the machines). Please let him and others know we appreciate the effort and its not going unnoticed. Regards, Jim	Membership Director
C	86211	12-12-17 3:36 PM	Acknowledged	Overall	Staff	Laura Miller	Being in the service industry for many years, I have to say that your staff is always friendly and helpful every time I'm there. They are very respectful and a good caring group. Thanks for asking... LM	Membership Director

A blue callout bubble points to the table with the text: 'The console lets you view all of your members' feedback. It comes in and is handled by you or by whomever you designate.'

View Individual Tickets for Status Updates & Responses



Welcome Membership Director (membership) | [Help & Information](#) | [Logout](#)

Tickets Accounts Customers Reports Preferences Support Tracking

Ticket Update History Memo Resolution

Name	Email	Phone	Company	Ticket #	Ticket Type	Created Date
Rochelle Copeland	rochelle.copeland@acme.com	888.353.0918		86213	Problem	12-12-2017 3:40 PM

Status: In Progress ▼

Due Date: 📅

Assigned To: Membership Director ▼

Notify Console User of Ticket Assignment:

Show/Hide Drop Down Categories:

Enter Update Text:

Dear Rochelle-

Thank you for bringing this to our attention.

Email this Update to the Ticket Submitter Exclude Original Ticket Text

Update & Save

Show / Hide Additional Customer Details

Most Recent Customer Text

Please get the swimsuit spinner fixed. Lots of extra water on floor, because of not being able to me.
Thanks in advance- Rochelle

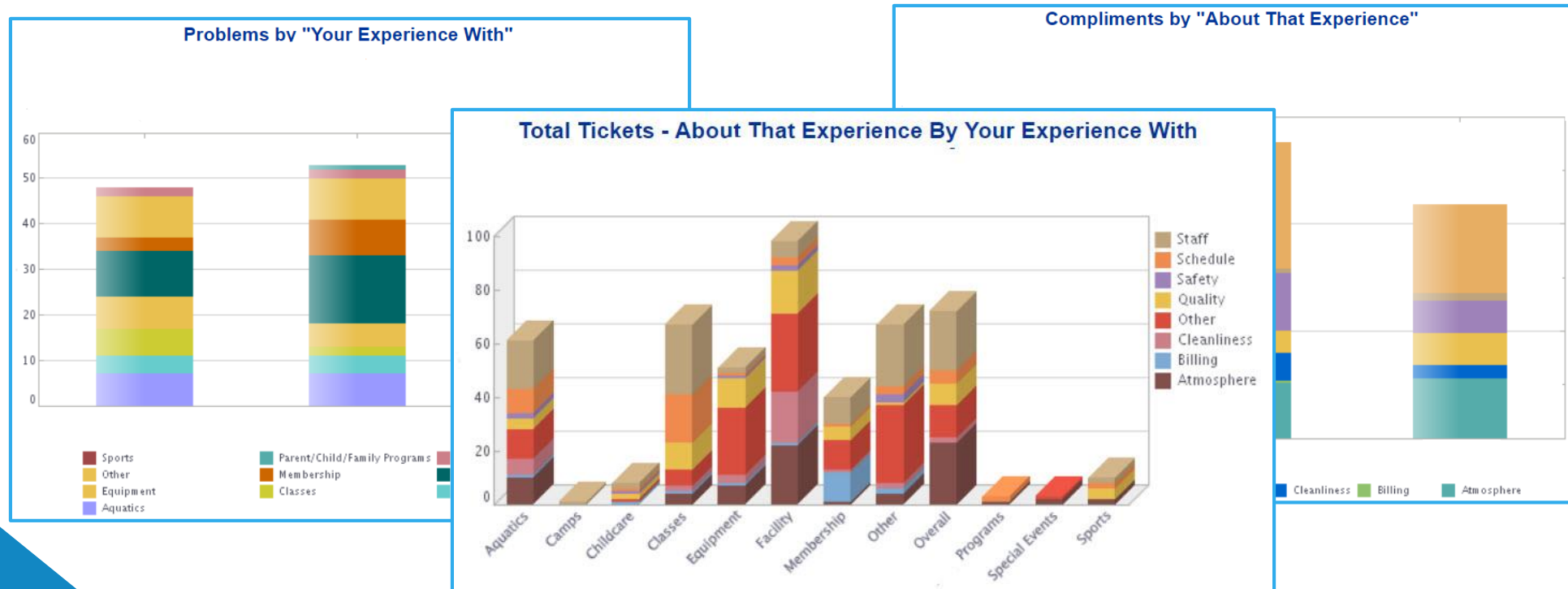
Ticket History Listed Below

The console provides access to the details of each ticket, tracking the status, staff updates, and communication to your members.

Analytics: Real-Time Reports at Your Fingertips

OPEN-LINE reporting allows you to step-back, review and drill-down into your members' experience.

- A report library of 20 on-line reports
 - Featuring drill-down functionality
- Create and run your own Ad Hoc reports
- Export reports to share with staff and board members





Your OPEN-LINE Contact

Call or email me and let's discuss your YMCA's particular needs and how OPEN-LINE can help you build stronger relationships with your members.

Troy Taylor
Independent Sales Agent
IBRC, Inc.
troy.taylor@ibrc.com
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