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United States Patent and Trademark Office
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P.O. Box 1450
Alexandria, Virginia 22313-1450
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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/001,951	12/29/2010	Ariel Finkelstein	KMP-PU-002-US1

CONFIRMATION NO. 5710

POA ACCEPTANCE LETTER



OC000000128144642

136878
Rimon, P.C. - MEDALLIA
2445 Faber Pl.
Suite 250
Palo Alto, CA 94303

Date Mailed: 09/02/2021

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 08/30/2021.

The Power of Attorney in this application is accepted. Correspondence in this application will be mailed to the above address as provided by 37 CFR 1.33.

Questions about the contents of this notice and the requirements it sets forth should be directed to the Office of Data Management, Application Assistance Unit, at (571) 272-4000 or (571) 272-4200 or 1-888-786-0101.

/nrhayden/



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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/001,951	12/29/2010	Ariel Finkelstein	KMP-PU-002-US1

CONFIRMATION NO. 5710

POWER OF ATTORNEY NOTICE



OC000000128144564

60956
Professional Patent Solutions
P.O. BOX 654
HERZELIYA PITUACH, 46105
ISRAEL

Date Mailed: 09/02/2021

NOTICE REGARDING CHANGE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 08/30/2021.

- The Power of Attorney to you in this application has been revoked by the assignee who has intervened as provided by 37 CFR 3.71. Future correspondence will be mailed to the new address of record(37 CFR 1.33).

Questions about the contents of this notice and the requirements it sets forth should be directed to the Office of Data Management, Application Assistance Unit, at (571) 272-4000 or (571) 272-4200 or 1-888-786-0101.

/nrhayden/

TRANSMITTAL FOR POWER OF ATTORNEY TO ONE OR MORE REGISTERED PRACTITIONERS

NOTE: This form is to be submitted with the Power of Attorney by Applicant form (PTO/AIA/82B) to identify the application to which the Power of Attorney is directed, in accordance with 37 CFR 1.5, unless the application number and filing date are identified in the Power of Attorney by Applicant form. If neither form PTO/AIA/82A nor form PTO/AIA/82B identifies the application to which the Power of Attorney is directed, the Power of Attorney will not be recognized in the application.

Application Number	13/001,951
Filing Date	December 29, 2010
First Named Inventor	Ariel Finkelstein, et al.
Title	METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE
Art Unit	3624
Examiner Name	Sujay Koneru
Attorney Docket Number	KMP-PU-002-US1

SIGNATURE of Applicant or Patent Practitioner

Signature	/Amir A. Tabarrok/	Date (Optional)	
Name	Amir A. Tabarrok	Registration Number	57,137
Title (if Applicant is a juristic entity)			
Applicant Name (if Applicant is a juristic entity)	Medallia, Inc.		

NOTE: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4(d) for signature requirements and certifications. If more than one applicant, use multiple forms.



*Total of 1 forms are submitted.

This collection of information is required by 37 CFR 1.131, 1.32, and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

POWER OF ATTORNEY BY APPLICANT

I hereby revoke all previous powers of attorney given in the application identified in either the attached transmittal letter or the boxes below.

Application Number	Filing Date

(Note: The boxes above may be left blank if information is provided on form PTO/AIA/82A.)

☒ I hereby appoint the Patent Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above:

OR

136878

☐ I hereby appoint Practitioner(s) named in the attached list (form PTO/AIA/82C) as my/our attorney(s) or agent(s), and to transact all business in the United States Patent and Trademark Office connected therewith for the patent application referenced in the attached transmittal letter (form PTO/AIA/82A) or identified above. (Note: Complete form PTO/AIA/82C.)

Please recognize or change the correspondence address for the application identified in the attached transmittal letter or the boxes above to:

☒ The address associated with the above-mentioned Customer Number

OR

☐ The address associated with Customer Number: 136878

OR

☐ Firm or Individual Name

Address

City

State

Zip

Country

Telephone

Email

I am the Applicant (if the Applicant is a juristic entity, list the Applicant name in the box):

Medallia, Inc.

- ☐ Inventor or Joint Inventor (title not required below)
- ☐ Legal Representative of a Deceased or Legally Incapacitated Inventor (title not required below)
- ☒ Assignee or Person to Whom the Inventor is Under an Obligation to Assign (provide signer's title if applicant is a juristic entity)
- ☐ Person Who Otherwise Shows Sufficient Proprietary Interest (e.g., a petition under 37 CFR 1.46(b)(2) was granted in the application or is concurrently being filed with this document) (provide signer's title if applicant is a juristic entity)

SIGNATURE of Applicant for Patent

The undersigned (whose title is supplied below) is authorized to act on behalf of the applicant (e.g., where the applicant is a juristic entity).

Signature

Drew Grasham

Date (Optional)

7/21/2020

Name

Drew Grasham

Title

Executive Vice President and General Counsel

NOTE: Signature - This form must be signed by the applicant in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications. If more than one applicant, use multiple forms.

☒ Total of 1 forms are submitted.

This collection of information is required by 37 CFR 1.131, 1.32, and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Electronic Acknowledgement Receipt

EFS ID:	43636793
Application Number:	13001951
International Application Number:	
Confirmation Number:	5710
Title of Invention:	METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE
First Named Inventor/Applicant Name:	Ariel Finkelstein
Customer Number:	60956
Filer:	Amir Ali Tabarrok/Shannon Warren
Filer Authorized By:	Amir Ali Tabarrok
Attorney Docket Number:	KMP-PU-002-US1
Receipt Date:	30-AUG-2021
Filing Date:	29-DEC-2010
Time Stamp:	14:50:00
Application Type:	U.S. National Stage under 35 USC 371

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Assignee showing of ownership per 37 CFR 3.73	Stmt3_73_KMP-PU-002-US1.pdf	193649 65107658fa70b691bfa04ae5ef37a3834762f723	no	3

Warnings:

Information:					
2	Power of Attorney	POA_Medallia.pdf	767531	no	2
			5fc51a82052cd769680e7edcf905333916c42ae1		
Warnings:					
Information:					
Total Files Size (in bytes):				961180	
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.					

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

STATEMENT UNDER 37 CFR 3.73(c)Applicant/Patent Owner: Ariel Finkelstein, et al.Application No./Patent No.: 13/001,951/8,886,552 Filed/Issue Date: December 29, 2010/November 11, 2014Titled: METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWAREMedallia, inc., a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that, for the patent application/patent identified above, it is (choose **one** of options 1, 2, 3 or 4 below):

1. ☒ The assignee of the entire right, title, and interest.
2. ☐ An assignee of less than the entire right, title, and interest (check applicable box):
- ☐ The extent (by percentage) of its ownership interest is _____%. Additional Statement(s) by the owners holding the balance of the interest must be submitted to account for 100% of the ownership interest.
- ☐ There are unspecified percentages of ownership. The other parties, including inventors, who together own the entire right, title and interest are:

Additional Statement(s) by the owner(s) holding the balance of the interest must be submitted to account for the entire right, title, and interest.

3. ☐ The assignee of an undivided interest in the entirety (a complete assignment from one of the joint inventors was made). The other parties, including inventors, who together own the entire right, title, and interest are:

Additional Statement(s) by the owner(s) holding the balance of the interest must be submitted to account for the entire right, title, and interest.

4. ☐ The recipient, via a court proceeding or the like (e.g., bankruptcy, probate), of an undivided interest in the entirety (a complete transfer of ownership interest was made). The certified document(s) showing the transfer is attached.

The interest identified in option 1, 2 or 3 above (not option 4) is evidenced by either (choose **one** of options A or B below):

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.
- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Ariel Finkelstein, et al. To: Kampyle Ltd.The document was recorded in the United States Patent and Trademark Office at
Reel 025557, Frame 0509, or for which a copy thereof is attached.2. From: Ariel Finkelstein, et al. To: Kampyle Ltd.The document was recorded in the United States Patent and Trademark Office at
Reel 031004, Frame 0618, or for which a copy thereof is attached.

[Page 1 of 2]

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

STATEMENT UNDER 37 CFR 3.73(c)

3. From: Medallia Digital Ltd (f/k/a/Kampyle Ltd.) To: Medallia, Inc.

The document was recorded in the United States Patent and Trademark Office at
Reel 056348, Frame 0138, or for which a copy thereof is attached.

4. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

5. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

6. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet(s).

☒ As required by 37 CFR 3.73(c)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

/Amir A. Tabarrok/

Signature

Amir A. Tabarrok

Printed or Typed Name

August 30, 2021

Date

57137

Title or Registration Number

[Page 2 of 2]

Privacy Act Statement

The **Privacy Act of 1974 (P.L. 93-579)** requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (*i.e.*, GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

AO 120 (Rev. 08/10)

TO: Mail Stop 8 Director of the U.S. Patent and Trademark Office P.O. Box 1450 Alexandria, VA 22313-1450	REPORT ON THE FILING OR DETERMINATION OF AN ACTION REGARDING A PATENT OR TRADEMARK

In Compliance with 35 U.S.C. § 290 and/or 15 U.S.C. § 1116 you are hereby advised that a court action has been
filed in the U.S. District Court Western District of Texas on the following

☐ Trademarks or ☒ Patents. (☐ the patent action involves 35 U.S.C. § 292.);

DOCKET NO. 6:21-cv-532	DATE FILED 5/26/2021	U.S. DISTRICT COURT Western District of Texas
PLAINTIFF MEDALLIA INC.		DEFENDANT CONTENT SQUARE SAS
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1 8,886,552	11/11/2014	Medallia Inc.
2		
3		
4		
5		

In the above—entitled case, the following patent(s)/ trademark(s) have been included:

DATE INCLUDED	INCLUDED BY ☐ Amendment ☐ Answer ☐ Cross Bill ☐ Other Pleading	
PATENT OR TRADEMARK NO.	DATE OF PATENT OR TRADEMARK	HOLDER OF PATENT OR TRADEMARK
1		
2		
3		
4		
5		

In the above—entitled case, the following decision has been rendered or judgement issued:

DECISION/JUDGEMENT

CLERK	(BY) DEPUTY CLERK	DATE

Copy 1—Upon initiation of action, mail this copy to Director Copy 3—Upon termination of action, mail this copy to Director
Copy 2—Upon filing document adding patent(s), mail this copy to Director Copy 4—Case file copy



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY.DOCKET NO./TITLE	REQUEST ID
13/001,951	12/29/2010	Ariel Finkelstein	KMP-PU-002-US1	75533

Acknowledgement of Loss of Entitlement to Entity Status Discount

The entity status change request below filed through Private PAIR on 11/11/2018 has been accepted.

CERTIFICATIONS:

Change of Entity Status:

✕ Applicant changing to regular undiscounted fee status.

NOTE: Checking this box will be taken to be notification of loss of entitlement to small or micro entity status, as applicable.

This portion must be completed by the signatory or signatories making the entity status change in accordance with 37 CFR 1.4(d)(4).

Signature:	/Vladimir Sherman/
Name:	Vladimir Sherman
Registration Number:	43116



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	ISSUE DATE	PATENT NO.	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/001,951	11/11/2014	8886552	KMP-PU-002-US1	5710

60956 7590 10/22/2014
Professional Patent Solutions
P.O. BOX 654
HERZELIYA PITUACH, 46105
ISRAEL

ISSUE NOTIFICATION

The projected patent number and issue date are specified above.

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b) (application filed on or after May 29, 2000)

The Patent Term Adjustment is 29 day(s). Any patent to issue from the above-identified application will include an indication of the adjustment on the front page.

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Application Assistance Unit (AAU) of the Office of Data Management (ODM) at (571)-272-4200.

APPLICANT(s) (Please see PAIR WEB site <http://pair.uspto.gov> for additional applicants):

Ariel Finkelstein, Zichron Yaakov, ISRAEL;
Eran Savir, Hod Hasharon, ISRAEL;
Eylon Steiner, Ra'anana, ISRAEL;

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The USA offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to encourage and facilitate business investment. To learn more about why the USA is the best country in the world to develop technology, manufacture products, and grow your business, visit SelectUSA.gov.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail** Mail Stop ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax (571)-273-2885

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note the Block 1 for any change of address)

00556 7500 570002014
Professional Patent Solutions
P.O. BOX 654
HERZELIYA PITUACH, 46105
ISRAEL

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

Certificate of Mailing or Transmission

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/001,951	12/29/2010	Ariel Finkelstein	KMP-PU-003-U01	5710

TITLE OF INVENTION: METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE

APPL. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PRIV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$480	\$0	\$0	\$480	10/09/2014

EXAMINER	ART UNIT	CLASS/SUBCLASS
KONERU, SUJAY	3624	705-007120

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
- ☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. Use of a Customer Number is required.

2. For printing on the patent front page, list

- (1) The names of up to 3 registered patent attorneys or agents OR, alternatively,
- (2) The name of a single firm (having as a member a registered attorney or agent) and the names of up to 3 registered patent attorneys or agents. If no name is listed, no name will be printed.

1. VLADIMIR SHERMAN
2. PROFESSIONAL PATENT SOLUTIONS
3.

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE (CITY and STATE OR COUNTRY)

KAMPILE LTD.

RAMAT GAN, ISRAEL

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☒ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☒ Issue Fee
- ☒ Publication Fee (No small entity discount permitted)
- ☐ Advance Order - # of Copies

4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)

- ☐ A check is enclosed.
- ☒ Payment by credit card. Form PTO-2038 is attached.
- ☐ The Director is hereby authorized to charge the required fee(s), any deficiency, or credits any overpayment, to Deposit Account Number (enclose an extra copy of this form).

5. Change in Entity Status (from status indicated above)

- ☐ Applicant certifying micro entity status. See 37 CFR 1.29
- ☐ Applicant asserting small entity status. See 37 CFR 1.27
- ☐ Applicant changing to regular undiscounted fee status.

NOTE: Absent a valid certification of Micro Entity Status (see Forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.

NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.

NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

NOTE: This Form must be signed in accordance with 37 CFR 1.31 and 1.33. See 37 CFR 1.4 for signature requirements and certifications.

Authorized Signature Vladimir Sherman

Date 6 October 2014

Typed or printed name VLADIMIR SHERMAN

Registration No. 43116

Page 2 of 3

Electronic Patent Application Fee Transmittal				
Application Number:		13001951		
Filing Date:		29-Dec-2010		
Title of Invention:		METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE		
First Named Inventor/Applicant Name:		Ariel Finkelstein		
Filer:		Vladimir Sherman/Dina Cohen		
Attorney Docket Number:		KMP-PU-002-US1		
Filed as Small Entity				
U.S. National Stage under 35 USC 371 Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Utility Appl Issue Fee	2501	1	480	480
Publ. Fee- Early, Voluntary, or Normal	1504	1	0	0

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				480

Electronic Acknowledgement Receipt

EFS ID:	20332767
Application Number:	13001951
International Application Number:	
Confirmation Number:	5710
Title of Invention:	METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE
First Named Inventor/Applicant Name:	Ariel Finkelstein
Customer Number:	60956
Filer:	Vladimir Sherman/Dina Cohen
Filer Authorized By:	Vladimir Sherman
Attorney Docket Number:	KMP-PU-002-US1
Receipt Date:	06-OCT-2014
Filing Date:	29-DEC-2010
Time Stamp:	11:17:57
Application Type:	U.S. National Stage under 35 USC 371

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$480
RAM confirmation Number	8390
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)

1	Issue Fee Payment (PTO-85B)	KMP-PU-002-US1- IssueFeeTransmittal.pdf	248294 6752618d211dace47a413081e294bdf91174e4b7	no	1
Warnings:					
Information:					
2	Fee Worksheet (SB06)	fee-info.pdf	32023 f1d8598639b556c74eea1991cfe5aa43e1ab2a44	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			280317		
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.					



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
13/001,951	12/29/2010	3624	1815	KMP-PU-002-US1	39	4

CONFIRMATION NO. 5710

CORRECTED FILING RECEIPT



60956
Professional Patent Solutions
P.O. BOX 654
HERZELIYA PITUACH, 46105
ISRAEL

Date Mailed: 09/18/2014

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections**

Inventor(s)

Ariel Finkelstein, Zichron Yaakov, ISRAEL;
Eran Savir, Hod Hasharon, ISRAEL;
Eylon Steiner, Ra'anana, ISRAEL;

Applicant(s)

Ariel Finkelstein, Zichron Yaakov, ISRAEL;
Eran Savir, Hod Hasharon, ISRAEL;
Eylon Steiner, Ra'anana, ISRAEL;

Assignment For Published Patent Application

KAMPYLE LTD., Ramat Gan, ISRAEL

Power of Attorney: The patent practitioners associated with Customer Number 60956

Domestic Priority data as claimed by applicant

This application is a 371 of PCT/IL10/00543 07/07/2010
which claims benefit of 61/270,369 07/07/2009

Foreign Applications for which priority is claimed (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see <http://www.uspto.gov> for more information.) - None.

Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

If Required, Foreign Filing License Granted: 02/07/2012

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 13/001,951**

Projected Publication Date: Not Applicable

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE

Preliminary Class

705

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications:

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in another country must apply for a patent in a specific country or in regional patent offices. Applicants may wish to consider the filing of an international application under the Patent Cooperation Treaty (PCT). An international (PCT) application generally has the same effect as a regular national patent application in each PCT-member country. The PCT process **simplifies** the filing of patent applications on the same invention in member countries, but **does not result** in a grant of "an international patent" and does not eliminate the need of applicants to file additional documents and fees in countries where patent protection is desired.

Almost every country has its own patent law, and a person desiring a patent in a particular country must make an application for patent in that country in accordance with its particular laws. Since the laws of many countries differ in various respects from the patent law of the United States, applicants are advised to seek guidance from specific foreign countries to ensure that patent rights are not lost prematurely.

Applicants also are advised that in the case of inventions made in the United States, the Director of the USPTO must issue a license before applicants can apply for a patent in a foreign country. The filing of a U.S. patent application serves as a request for a foreign filing license. The application's filing receipt contains further information and guidance as to the status of applicant's license for foreign filing.

Applicants may wish to consult the USPTO booklet, "General Information Concerning Patents" (specifically, the section entitled "Treaties and Foreign Patents") for more information on timeframes and deadlines for filing foreign patent applications. The guide is available either by contacting the USPTO Contact Center at 800-786-9199, or it can be viewed on the USPTO website at <http://www.uspto.gov/web/offices/pac/doc/general/index.html>.

For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, <http://www.stopfakes.gov>. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4258).

LICENSE FOR FOREIGN FILING UNDER
Title 35, United States Code, Section 184
Title 37, Code of Federal Regulations, 5.11 & 5.15

GRANTED

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 37 CFR 1.53(d). This license is not retroactive.

The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Bureau of Industry and Security, Department of Commerce (15 CFR parts 730-774); the Office of Foreign Assets Control, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

NOT GRANTED

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

SelectUSA

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation, and commercialization of new technologies. The U.S. offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to promote and facilitate business investment. SelectUSA provides information assistance to the international investor community; serves as an ombudsman for existing and potential investors; advocates on behalf of U.S. cities, states, and regions competing for global investment; and counsels U.S. economic development organizations on investment attraction best practices. To learn more about why the United States is the best country in the world to develop technology, manufacture products, deliver services, and grow your business, visit <http://www.SelectUSA.gov> or call +1-202-482-6800.



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

NOTICE OF ALLOWANCE AND FEE(S) DUE

60956 7590 07/09/2014
Professional Patent Solutions
P.O. BOX 654
HERZELIYA PITUACH, 46105
ISRAEL

EXAMINER

KONERU, SUJAY

ART UNIT

PAPER NUMBER

3624

DATE MAILED: 07/09/2014

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.

13/001,951

12/29/2010

Ariel Finkelstein

KMP-PU-002-US1

5710

TITLE OF INVENTION: METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$480	\$0	\$0	\$480	10/09/2014

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

I. Review the ENTITY STATUS shown above. If the ENTITY STATUS is shown as SMALL or MICRO, verify whether entitlement to that entity status still applies.

If the ENTITY STATUS is the same as shown above, pay the TOTAL FEE(S) DUE shown above.

If the ENTITY STATUS is changed from that shown above, on PART B - FEE(S) TRANSMITTAL, complete section number 5 titled "Change in Entity Status (from status indicated above)".

For purposes of this notice, small entity fees are 1/2 the amount of undiscounted fees, and micro entity fees are 1/2 the amount of small entity fees.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: **Mail** **Mail Stop ISSUE FEE**
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax (571)-273-2885

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

60956 7590 07/09/2014
Professional Patent Solutions
P.O. BOX 654
HERZELIYA PITUACH, 46105
ISRAEL

Certificate of Mailing or Transmission

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/001,951	12/29/2010	Ariel Finkelstein	KMP-PU-002-US1	5710

TITLE OF INVENTION: METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	SMALL	\$480	\$0	\$0	\$480	10/09/2014

EXAMINER	ART UNIT	CLASS-SUBCLASS
KONERU, SUJAY	3624	705-007320

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

- ☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.
- ☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. **Use of a Customer Number is required.**

2. For printing on the patent front page, list

- (1) The names of up to 3 registered patent attorneys or agents OR, alternatively, 1 _____
- (2) The name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed. 2 _____
- 3 _____

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE: (CITY and STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☐ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☐ Issue Fee
- ☐ Publication Fee (No small entity discount permitted)
- ☐ Advance Order - # of Copies _____

4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)

- ☐ A check is enclosed.
- ☐ Payment by credit card. Form PTO-2038 is attached.
- ☐ The Director is hereby authorized to charge the required fee(s), any deficiency, or credits any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

5. Change in Entity Status (from status indicated above)

- ☐ Applicant certifying micro entity status. See 37 CFR 1.29
- ☐ Applicant asserting small entity status. See 37 CFR 1.27
- ☐ Applicant changing to regular undiscounted fee status.

NOTE: Absent a valid certification of Micro Entity Status (see forms PTO/SB/15A and 15B), issue fee payment in the micro entity amount will not be accepted at the risk of application abandonment.

NOTE: If the application was previously under micro entity status, checking this box will be taken to be a notification of loss of entitlement to micro entity status.

NOTE: Checking this box will be taken to be a notification of loss of entitlement to small or micro entity status, as applicable.

NOTE: This form must be signed in accordance with 37 CFR 1.31 and 1.33. See 37 CFR 1.4 for signature requirements and certifications.

Authorized Signature _____

Date _____

Typed or printed name _____

Registration No. _____



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/001,951	12/29/2010	Ariel Finkelstein	KMP-PU-002-US1	5710
60956	7590	07/09/2014	EXAMINER	
Professional Patent Solutions			KONERU, SUJAY	
P.O. BOX 654			ART UNIT	PAPER NUMBER
HERZELIYA PITUACH, 46105			3624	
ISRAEL			DATE MAILED: 07/09/2014	

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b) (Applications filed on or after May 29, 2000)

The Office has discontinued providing a Patent Term Adjustment (PTA) calculation with the Notice of Allowance.

Section 1(h)(2) of the AIA Technical Corrections Act amended 35 U.S.C. 154(b)(3)(B)(i) to eliminate the requirement that the Office provide a patent term adjustment determination with the notice of allowance. See Revisions to Patent Term Adjustment, 78 Fed. Reg. 19416, 19417 (Apr. 1, 2013). Therefore, the Office is no longer providing an initial patent term adjustment determination with the notice of allowance. The Office will continue to provide a patent term adjustment determination with the Issue Notification Letter that is mailed to applicant approximately three weeks prior to the issue date of the patent, and will include the patent term adjustment on the patent. Any request for reconsideration of the patent term adjustment determination (or reinstatement of patent term adjustment) should follow the process outlined in 37 CFR 1.705.

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

OMB Clearance and PRA Burden Statement for PTOL-85 Part B

The Paperwork Reduction Act (PRA) of 1995 requires Federal agencies to obtain Office of Management and Budget approval before requesting most types of information from the public. When OMB approves an agency request to collect information from the public, OMB (i) provides a valid OMB Control Number and expiration date for the agency to display on the instrument that will be used to collect the information and (ii) requires the agency to inform the public about the OMB Control Number's legal significance in accordance with 5 CFR 1320.5(b).

The information collected by PTOL-85 Part B is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450. Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

Notice of Allowability	Application No. 13/001,951	Applicant(s) FINKELSTEIN ET AL.	
	Examiner SUJAY KONERU	Art Unit 3624	AIA (First Inventor to File) Status No

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to RCE on 8/11/13.
☐ A declaration(s)/affidavit(s) under **37 CFR 1.130(b)** was/were filed on _____.
2. ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on _____; the restriction requirement and election have been incorporated into this action.
3. ☒ The allowed claim(s) is/are 1-4,6,8-20 and 41. As a result of the allowed claim(s), you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.
4. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

Certified copies:

a) ☐ All b) ☐ Some *c) ☐ None of the:

1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).

6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892) 2. ☐ Information Disclosure Statements (PTO/SB/08), Paper No./Mail Date _____ 3. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material 4. ☒ Interview Summary (PTO-413), Paper No./Mail Date <u>4/6/14</u> .	5. ☒ Examiner's Amendment/Comment 6. ☒ Examiner's Statement of Reasons for Allowance 7. ☐ Other _____.

/SUJAY KONERU/ Examiner, Art Unit 3624	

DETAILED ACTION

1. The following is an Allowance in response to Applicant's Request for Continued Examination filed on 08/11/2013 and interview held with Mr. Uri Segal and Mr. Vladimir Sherman (43,116) on 04/06/14. An examiner's amendment is included in this Office Action which amends claims 1, 11 and 41 cancels claims 5 and 7. Claims 1-4, 6, 8-20 and 41 are currently pending.

Continued Examination Under 37 CFR 1.114

2. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on August 11, 2013 has been entered.

EXAMINER'S AMENDMENT

3. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mr. Uri Segal and Mr. Vladimir Sherman (43,116) on 04/06/14.

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A computer system for collecting and analyzing structured user feedback on websites, said computer system comprising:
website user structured feedback form generation functionality operative to generate structured feedback forms for providing website user feedback on website user interaction with a website-based process, said structured feedback forms comprising user selectable feedback messages provided in a categorized and nested structure;
website user cancellation or abandonment prediction functionality operative to determine, based on a website action of a given user, that the given user intends to cancel a transaction associated with the website-based process or abandon the website-based process and, upon making said determination, automatically present the given user with at least one of the generated website user structured

feedback forms or an invitation to enter feedback using at least one of the generated website user structured feedback forms;

website user feedback analyzing functionality operative to automatically collect and analyze website user feedback entered in said structured feedback forms and to provide at least one analysis report based on feedback from a multiplicity of website users, said at least one analysis report comprising a structured analysis report based on said categorized and nested structure; and

a web analytics interfacing functionality operative to interface with a web analytics service and receive web behavior analysis relating to behaviors of the multiplicity of website users;

wherein, said automatic analysis of website user feedback includes factoring the received web behavior analysis in said automatic analysis and producing at least one analysis report that includes an integration of said received web behavior analysis

wherein said analyzing functionality is further operative to analyze website user feedback in relation to each of two or more stages in the website-based process separately for each stage, factor into the stage specific analysis web behavior analysis relating to each of the two or more stages and report the results of the analysis in relation to the each of two or more stages separately for each stage.

2. (Previously Presented) The system of claim 1, wherein said website user structured feedback form generation functionality is operative to automatically provide structured feedback forms whose content depends on a stage in said website-based process currently being executed by the website user.

3. (Previously Presented) The system according to claim 1, wherein said website user structured feedback form generation functionality is operative to provide a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process.

4. (Previously Presented) The system according to claim 1, wherein said website user structured feedback form generation functionality includes website specification functionality operative to permit a website administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process corresponding to a specific website.

5. (Cancelled).

6. (Previously Presented) The system according to claim 1, wherein said structured feedback forms do not include a freetext response item.

7. (Cancelled)

8. (Previously Presented) The system according to claim 1, wherein said web behavior analysis includes analysis of behaviors of the multiplicity of website users within the website-based process.

9. (Previously Presented) The system according to claim 1, wherein said website user feedback analyzing functionality is operative to automatically provide at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback at various stages in said website process.

10. (Previously Presented) The system according to claim 1, wherein said website user feedback analyzing functionality is operative to automatically provide contact information for website users providing feedback so as to enable said website administrator to respond to said feedback.

11. (Currently Amended) A method for collecting and analyzing structured user feedback on websites, said method comprising:

generating, using a computer, website user structured feedback forms for receiving website user feedback on website user interaction with a website-based process, said structured feedback forms comprising user selectable feedback messages provided in a categorized and nested structure;

determining, based on a website action of a given user, that the given user intends to cancel a transaction associated with the website-based process or abandon the website-based process;

upon making said determination, automatically presenting the given user with at least one of the generated website user structured feedback forms or an invitation to enter feedback using at least one of the generated website user structured feedback forms;

interfacing with a web analytics service;

receiving from the web analytics service web behavior analysis relating to behaviors of the multiplicity of website users;

automatically collecting and analyzing, using said computer, said website user feedback entered in said structured feedback forms **including factoring the received web behavior analysis in said automatic analysis;** and

providing, using said computer, at least one analysis report based on said website user feedback from a multiplicity of website users, said at least one analysis report comprising a structured analysis report based on said categorized and nested structure, **wherein at least one analysis report includes an integration of the received web behavior analysis; and**

wherein said automatic analyzing includes analyzing website user feedback in relation to each of two or more stages in the website-based process separately for each stage, factoring into the stage specific analysis web behavior analysis relating to each of the two or more stages and reporting the results of the analysis in relation to the each of two or more stages separately for each stage.

12. (Previously Presented) The method of claim 11, wherein said generating comprises automatically providing structured feedback forms whose content depends on a stage in said website-based process currently being executed by the website user.

13. (Previously Presented) The method according to claim 11, wherein said generating comprises providing a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process.

14. (Previously Presented) The method according to claim 11, wherein said presenting the given user with at least one of the generated website user structured feedback forms or an invitation to enter feedback using at least one of the generated website user structured feedback forms includes using a push mechanism.

15. (Previously Presented) The method according to claim 11, wherein said structured feedback forms include a plurality of website user selectable items, whose selection by a website user indicates specific website user feedback.

16. (Previously Presented) The method according to claim 15, wherein said structured feedback forms do not include a freetext response item.

17. (Previously Presented) The method according to claim 15, wherein said structured feedback forms include a freetext response item.

18. (Previously Presented) The method according to claim 11, wherein said providing at least one analysis report comprises automatically providing at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback.

19. (Previously Presented) The method according to claim 11, wherein said providing at least one analysis report comprises automatically providing at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback at various stages in said website process.

20. (Previously Presented) The method according to claim 11, wherein said automatically collecting and analyzing comprises automatically providing contact information for website users providing feedback so as to enable said website administrator to respond to said feedback.

21. - 40. (Cancelled)

41. (Currently amended) A method for collecting and analyzing structured user feedback on websites, said method comprising:
generating, using a computer, website user structured feedback forms for receiving website user feedback on website user interaction with a website-based process, said structured feedback forms comprising user selectable feedback messages provided in a categorized and nested structure;

determining, based on a website action of a given user, that the given user intends to cancel a transaction associated with the website-based process or abandon the website-based process;

upon making said determination, automatically presenting the given to website user[[s]] at least one of said website user structured feedback forms or an invitation to enter feedback using at least one of the generated website user structured feedback forms;

interfacing with a web analytics service;

receiving from the web analytics service web behavior analysis relating to behaviors of the multiplicity of website users;

upon ~~each event of a~~ **the** given website user completing one of said website user structured feedback forms, automatically presenting the given website user with a contact details form including fillable fields for collecting personal user data;
automatically collecting and analyzing, using said computer, said website user feedback entered in said structured feedback forms and said personal user data **including factoring the received web behavior analysis in said automatic analysis;** and

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providing, using said computer, at least one analysis report based on said website user feedback and said collected personal user data from a multiplicity of website users, said at least one analysis report comprising a structured analysis report based on said categorized and nested structure;

wherein at least one analysis report includes an integration of the received web behavior analysis; and

wherein said analyzing user feedback includes factoring at least a portion of said personal user data relating to the multiplicity of website users **and analyzing website user feedback in relation to each of two or more stages in the website-based process separately for each stage, factoring into the stage specific analysis web behavior analysis relating to each of the two or more stages and reporting the results of the analysis in relation to the each of two or more stages separately for each stage.**

REASONS for ALLOWANCE

4. Claims **1-4,6,8-20 and 41**, as amended herein, are allowed.
5. Authorization for this examiner's amendment was given in a telephone interview with Mr. Uri Segal and Mr. Vladimir Sherman (43,116) on 04/06/14.
6. The following is an examiner's statement of reasons for allowance:

The closest prior art of record includes **Berg** et al. (US 2008/0092060 A1) (hereinafter Berg); **Kannan** et al. (US 2007/0198368 A1) (hereinafter Kannan); **Boulton** et al. (US 5,566,291 A) (hereinafter Boulton) and **Bakar** et al. (US 2004/0039990 A1) (hereinafter Bakar)

Berg discloses a system for capturing user feedback in real-time over a communication network are described, where user feedback functionality is embedded directly in a web page where the customer feedback functionality may be in the form of queryboxes that are displayed to the user upon the occurrence of events, such a user positioning the cursor in a particular form field.

Kannan discloses a system that enables a customer service center of a company to provide its customers with a choice of different modes for establishing contact with customer service representatives and that enables the customer to provide feedback for each interaction with the customer service center through the web page.

Boulton discloses a method and apparatus for implementing feedback including a feedback visualizer for a reviewer for organizing and presenting user feedback receives

feedback from users, the feedback being collected and stored in a database and the collected feedback records are then filtered in accordance with the visualization preferences to create a combined set of records that include the records having the preferred attributes.

Bakar discloses an automated form and data analysis tool including a form development module having a design template, a form engine, a form management module, a report module, and an export module where the feedback tool allows a user to develop a feedback form, establish a workflow or internal procedure for distributing the feedback form, incorporate a supervisor approval process into the feedback procedure, and generate analyses and reports from the information collected in the feedback forms.

Berg, Kannan, Boulton, and Baker, however, do not specifically disclose website user cancellation or abandonment prediction functionality operative to determine, based on a website action of a given user, that the given user intends to cancel a transaction associated with the website-based process or abandon the website-based process and, upon making said determination, automatically present the given user with at least one of the generated website user structured feedback forms or an invitation to enter feedback using at least one of the generated website user structured feedback forms and wherein said analyzing functionality is further operative to analyze website user feedback in relation to each of two or more stages in the website-based process separately for each stage, factor into the stage specific analysis web behavior analysis relating to each of the two or more stages and report the results of the analysis in

relation to the each of two or more stages separately for each stage. The claimed references of Berg, Kannan, Boulton, and Baker fail to teach the claimed invention. Claims **1-4, 6, 8-20 and 41** are allowable over this prior art of record.

Conclusion

7. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure, specifically pertinent to the material noted in the specification.

- Pokorney et al. (US 2008/0201206 A1), a method is provided for determining a website user behavioral portrait based on navigation on the website and dynamically reconfiguring web pages based on those portraits.

8. Any inquiry concerning this communication or earlier communications from the examiner should be directed to SUJAY KONERU whose telephone number is (571)270-3409. The examiner can normally be reached on Monday thru Friday, 8:30 to 5.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Justin Pats can be reached on (571) 270-1363. The fax phone number for the organization where this application or proceeding is assigned is 571-270-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/SUJAY KONERU/

Examiner, Art Unit 3624

June 24, 2014

<i>Examiner-Initiated Interview Summary</i>	Application No. 13/001,951	Applicant(s) FINKELSTEIN ET AL.	
	Examiner SUJAY KONERU	Art Unit 3624	

All participants (applicant, applicant's representative, PTO personnel):

(1) SUJAY KONERU. (3) Uri Segal.

(2) Vladimir Sherman (43,116). (4) _____.

Date of Interview: 06 April 2014.

Type: ☒ Telephonic ☐ Video Conference
 ☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

Exhibit shown or demonstration conducted: ☐ Yes ☐ No.
 If Yes, brief description: _____.

Issues Discussed ☐101 ☐112 ☐102 ☐103 ☐Others
 (For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: _____.

Identification of prior art discussed: _____.

Substance of Interview
 (For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

Applicant approved an examiner's amendment. Examiner noted some final databases remained to be searched before claims would be deemed allowable.

Applicant recordation instructions: It is not necessary for applicant to provide a separate record of the substance of interview.

Examiner recordation instructions: Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.

☐ Attachment

/SUJAY KONERU/ Primary Examiner, Art Unit 3624	

Notice of References Cited	Application/Control No. 13/001,951		Applicant(s)/Patent Under Reexamination FINKELSTEIN ET AL.	
	Examiner SUJAY KONERU		Art Unit 3624	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2008/0201206 A1	08-2008	Pokorney et al.	705/10
	B	US-			
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	
	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

<i>Index of Claims</i> 	Application/Control No. 13001951	Applicant(s)/Patent Under Reexamination FINKELSTEIN ET AL.
	Examiner SUJAY KONERU	Art Unit 3624

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant						☐ CPA		☐ T.D.		☐ R.1.47	
CLAIM		DATE									
Final	Original	06/06/2012	07/09/2012	02/06/2013	06/24/2014						
1	1	÷	✓	✓	=						
2	2	÷	✓	✓	=						
3	3	÷	✓	✓	=						
4	4	÷	✓	✓	=						
	5	÷	✓	✓	-						
5	6	÷	✓	✓	=						
	7	÷	✓	✓	-						
6	8	÷	✓	✓	=						
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<i>Index of Claims</i> 	Application/Control No. 13001951	Applicant(s)/Patent Under Reexamination FINKELSTEIN ET AL.
	Examiner SUJAY KONERU	Art Unit 3624

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant						☐ CPA		☐ T.D.		☐ R.1.47	
CLAIM		DATE									
Final	Original	06/06/2012	07/09/2012	02/06/2013	06/24/2014						
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	38	÷	-	-	-						
	39	÷	-	-	-						
	40	÷	-	-	-						
19	41				=						

EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L6	7	("2007/0198368").URPN.	USPAT	OR	OFF	2014/04/12 10:45
L9	201	("4503499" "4809170" "4845665" "4860203" "4866635" "4939689" "5008853" "5047918" "5047977" "5086393" "5175814" "5202828" "5220675" "5231578" "5237678" "5261093" "5363507" "5433615").PN. OR ("5566291").URPN.	US-PGPUB; USPAT; USOCR	OR	OFF	2014/04/12 11:02
L11	22124	(705/7.11-7.42).ccls.	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2014/04/12 11:08
L10	156	("2004/0039990").URPN.	USPAT	OR	OFF	2014/04/12 11:08
L17	39	L16 and ((cancel\$4 or forfeit\$4 or abandon\$6) near10 (website or action or purchas\$4 or transaction\$2))	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2014/04/12 11:09
L16	1173	L15 and ((phase\$2 or stage\$2) near10 (feedback\$2 or review\$2 or form\$2))	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2014/04/12 11:09
L15	22041	((website\$2 or (web adj site\$2) or internet or webpage\$2 or (web adj page\$2)) near10 (feedback\$2 or review\$2))	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2014/04/12 11:09
L14	2	(Kampyle).as.	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2014/04/12 11:09
L13	1	(Eran and Savir).in.	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2014/04/12 11:09
L12	11	(Ariel and Finkelstein).in.	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2014/04/12 11:09
L20	18	L19 not L17	US-PGPUB; USPAT;	OR	ON	2014/04/12 11:10

			USOCR; DERWENT			
L19	20	L11 and L18	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2014/04/12 11:10
L18	671	L15 and ((cancel\$4 or forfeit\$4 or abandon\$6) near10 (website or action or purchas\$4 or transaction\$2))	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2014/04/12 11:10
L21	9	("2008/0201206").URPN.	USPAT	OR	OFF	2014/04/12 11:11

EAST Search History (Interference)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L22	6390	(705/7.11-7.42).ccls.	USPAT; UPAD	OR	ON	2014/04/12 11:25
L27	265	L26 and ((cancel\$4 or forfeit\$4 or abandon\$6) near10 (website or action or purchas\$4 or transaction\$2))	USPAT; UPAD	OR	ON	2014/04/12 11:26
L26	9119	((website\$2 or (web adj site\$2) or internet or webpage\$2 or (web adj page\$2)) near10 (feedback\$2 or review\$2))	USPAT; UPAD	OR	ON	2014/04/12 11:26
L25	0	(Kampyle).as.	USPAT; UPAD	OR	ON	2014/04/12 11:26
L24	0	(Eran and Savir).in.	USPAT; UPAD	OR	ON	2014/04/12 11:26
L23	1	(Ariel and Finkelstein).in.	USPAT; UPAD	OR	ON	2014/04/12 11:26
L30	1685	(feedback and stage and form).clm.	USPAT; UPAD	OR	ON	2014/04/12 11:27
L29	2	(website and analyze and stage\$2).clm.	USPAT; UPAD	OR	ON	2014/04/12 11:27
L28	1	(website and cancellation and feedback).clm.	USPAT; UPAD	OR	ON	2014/04/12 11:27
L33	32	L30 and nested	USPAT; UPAD	OR	ON	2014/04/12 11:28
L32	1	L30 and L22	USPAT; UPAD	OR	ON	2014/04/12 11:28
L31	3	L30 and L26	USPAT; UPAD	OR	ON	2014/04/12 11:28

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Search Notes 	Application/Control No. 13001951	Applicant(s)/Patent Under Reexamination FINDELSTEIN ET AL.
	Examiner SUJAY KONERU	Art Unit 3624

CPC- SEARCHED		
Symbol	Date	Examiner

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner
705	7.11-7.42	4/12/14	SK

SEARCH NOTES		
Search Notes	Date	Examiner
see attached EAST search history	7/10/12	SK
see attached Google search history	7/10/12	SK
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INTERFERENCE SEARCH			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner
705	7.11-7.42	4/12/14	SK

/SUJAY KONERU/ Examiner.Art Unit 3624	

 Only you can see your history



Hourly search activity

Daily search activity

Web Activity

Apr 2024

S M T W T F S

30 31 1 2 3 4 5

6 7 8 9 10 11 12

13 14 15 16 17 18 19

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Apr 10, 2014

❑ Searched for multitenant software integration project planning

1:47pm

☐ Searched for multitenant software integration

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Searched for Thorsten Liebermann SAP landscape multitenant server

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	Searched for Stefan Wenzel SAP	1:35pm
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	http://www.google.com/patents/US20080120600 	10:07am
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Apr 8, 2014

	Searched for open ended responses ratings concept	5:21pm
	Searched for Duff Anderson lperceptions open ended responses ratings concept	5:21pm
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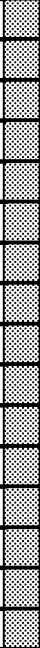
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BIB DATA SHEET

CONFIRMATION NO. 5710

SERIAL NUMBER	FILING or 371(c) DATE	CLASS	GROUP ART UNIT	ATTORNEY DOCKET NO.		
13/001,951	12/29/2010	705	3624	KMP-PU-002-US1		
APPLICANTS INVENTORS Ariel Finkelstein, Zichron Yaakov, ISRAEL; Eran Savir, Hod Hasharon, ISRAEL; Eylon Steiner, Ra'anana, ISRAEL; ** CONTINUING DATA ***** This application is a 371 of PCT/IL10/00543 07/07/2010 ** FOREIGN APPLICATIONS ***** UNITED STATES OF AMERICA 61270369 07/07/2009 ** IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** ** SMALL ENTITY ** 02/07/2012						
Foreign Priority claimed ☐ Yes ☒ No 35 USC 119(a-d) conditions met ☐ Yes ☒ No Verified and /SUJAY KONERU/ Acknowledged Examiner's Signature		☐ Met after Allowance SK Initials	STATE OR COUNTRY ISRAEL	SHEETS DRAWINGS 16	TOTAL CLAIMS 19 <u>39</u>	INDEPENDENT CLAIMS 3 <u>4</u>
ADDRESS Professional Patent Solutions P.O. BOX 654 HERZELIYA PITUACH, 46105 ISRAEL						
TITLE METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE						
FILING FEE RECEIVED 1815	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:			☐ All Fees ☐ 1.16 Fees (Filing) ☐ 1.17 Fees (Processing Ext. of time) ☐ 1.18 Fees (Issue) ☐ Other _____ ☐ Credit		

Issue Classification 	Application/Control No. 13001951	Applicant(s)/Patent Under Reexamination FINKELSTEIN ET AL.	
	Examiner SUJAY KONERU	Art Unit 3624	

CPC			
Symbol		Type	Version
			

CPC Combination Sets				
Symbol	Type	Set	Ranking	Version
				

/SUJAY KONERU/ Examiner.Art Unit 3624	4/12/14	Total Claims Allowed: 19	
(Assistant Examiner)	(Date)		
/SUJAY KONERU/ Examiner.Art Unit 3624	04/12/2014	O.G. Print Claim(s)	O.G. Print Figure
(Primary Examiner)	(Date)	1	4

Issue Classification 	Application/Control No. 13001951	Applicant(s)/Patent Under Reexamination FINKELSTEIN ET AL.
	Examiner SUJAY KONERU	Art Unit 3624

☐ Claims renumbered in the same order as presented by applicant															
☐ CPA															
☐ T.D.															
☐ R.1.47															
Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original	Final	Original
1	1	15	17		33										
2	2	16	18		34										
3	3	17	19		35										
4	4	18	20		36										
	5		21		37										
5	6		22		38										
	7		23		39										
6	8		24		40										
7	9		25	19	41										
8	10		26												
9	11		27												
10	12		28												
11	13		29												
12	14		30												
13	15		31												
14	16		32												

/SUJAY KONERU/ Examiner.Art Unit 3624 (Assistant Examiner)	4/12/14 (Date)	Total Claims Allowed: 19	
/SUJAY KONERU/ Examiner.Art Unit 3624 (Primary Examiner)	04/12/2014 (Date)	O.G. Print Claim(s) 1	O.G. Print Figure 4



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UNITED STATES DEPARTMENT OF COMMERCE
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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/001,951	12/29/2010	Ariel Finkelstein	KMP-PU-002-US1	5710
60956	7590	04/14/2014		
Professional Patent Solutions P.O. BOX 654 HERZELIYA PITUACH, 46105 ISRAEL			EXAMINER KONERU, SUJAY	
			ART UNIT 3624	PAPER NUMBER
			NOTIFICATION DATE 04/14/2014	DELIVERY MODE ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

office@propats.com
vsherman@propats.com
utalmi@propats.com

<i>Examiner-Initiated Interview Summary</i>	Application No. 13/001,951	Applicant(s) FINKELSTEIN ET AL.	
	Examiner SUJAY KONERU	Art Unit 3624	

All participants (applicant, applicant's representative, PTO personnel):

(1) SUJAY KONERU. (3) ____.

(2) Uri Segal. (4) ____.

Date of Interview: 07 April 2014.

Type: ☒ Telephonic ☐ Video Conference
 ☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

Exhibit shown or demonstration conducted: ☐ Yes ☐ No.
 If Yes, brief description: ____.

Issues Discussed ☐101 ☐112 ☐102 ☐103 ☐Others
 (For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: ____.

Identification of prior art discussed: ____.

Substance of Interview
 (For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

Examiner proposed an examiner's amendment that essentially rolled up the limitations of claim 7 and 11 into claim 1. Applicant was receptive to the changes but needed to discuss the proposal with their client.

Applicant recordation instructions: It is not necessary for applicant to provide a separate record of the substance of interview.

Examiner recordation instructions: Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.

☐ Attachment

/SUJAY KONERU/ Examiner, Art Unit 3624	



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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/001,951	12/29/2010	Ariel Finkelstein	KMP-PU-002-US1	5710
60956	7590	10/15/2013		
Professional Patent Solutions P.O. BOX 654 HERZELIYA PITUACH, 46105 ISRAEL			EXAMINER KONERU, SUJAY	
			ART UNIT 3624	PAPER NUMBER
			NOTIFICATION DATE 10/15/2013	DELIVERY MODE ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

office@propats.com
vsherman@propats.com
utalmi@propats.com

<i>Applicant-Initiated Interview Summary</i>	Application No. 13/001,951	Applicant(s) FINKELSTEIN ET AL.	
	Examiner SUJAY KONERU	Art Unit 3624	

All participants (applicant, applicant's representative, PTO personnel):

(1) SUJAY KONERU. (3) Vladimir Sherman (43,116).

(2) Uri Segal. (4) ____.

Date of Interview: 08 October 2013.

Type: ☒ Telephonic ☐ Video Conference
 ☐ Personal [copy given to: ☐ applicant ☐ applicant's representative]

Exhibit shown or demonstration conducted: ☐ Yes ☐ No.
 If Yes, brief description: _____.

Issues Discussed ☐101 ☐112 ☐102 ☐103 ☐Others
 (For each of the checked box(es) above, please describe below the issue and detailed description of the discussion)

Claim(s) discussed: _____.

Identification of prior art discussed: _____.

Substance of Interview
 (For each issue discussed, provide a detailed description and indicate if agreement was reached. Some topics may include: identification or clarification of a reference or a portion thereof, claim interpretation, proposed amendments, arguments of any applied references etc...)

Applicant had filed an RCE for this case. Applicant wanted to get Examiner's thoughts on the RCE and provide an update for the client. Examiner noted that no new search has been done for this case but added that the independent claims still were very broad and unlikely to be allowable. Applicant was also trying to get an idea for when the next action by the examiner would be submitted but examiner was unable to provide much of a timetable for such information. No allowable subject matter was determined or agreed upon.

Applicant recordation instructions: The formal written reply to the last Office action must include the substance of the interview. (See MPEP section 713.04). If a reply to the last Office action has already been filed, applicant is given a non-extendable period of the longer of one month or thirty days from this interview date, or the mailing date of this interview summary form, whichever is later, to file a statement of the substance of the interview

Examiner recordation instructions: Examiners must summarize the substance of any interview of record. A complete and proper recordation of the substance of an interview should include the items listed in MPEP 713.04 for complete and proper recordation including the identification of the general thrust of each argument or issue discussed, a general indication of any other pertinent matters discussed regarding patentability and the general results or outcome of the interview, to include an indication as to whether or not agreement was reached on the issues raised.

☐ Attachment

/SUJAY KONERU/ Examiner, Art Unit 3624	

Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record

A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews

Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

37 CFR §1.2 Business to be transacted in writing.

All business with the Patent or Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiner's responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicant's correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:

- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:

- 1) A brief description of the nature of any exhibit shown or any demonstration conducted,
- 2) an identification of the claims discussed,
- 3) an identification of the specific prior art discussed,
- 4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
- 5) a brief identification of the general thrust of the principal arguments presented to the examiner,
(The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
- 6) a general indication of any other pertinent matters discussed, and
- 7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicant's record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiner's version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, "Interview Record OK" on the paper recording the substance of the interview along with the date and the examiner's initials.



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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/001,951	12/29/2010	Ariel Finkelstein	Q121866

CONFIRMATION NO. 5710

POA ACCEPTANCE LETTER



OC000000063861851

60956
Professional Patent Solutions
P.O. BOX 654
HERZELIYA PITUACH, 46105
ISRAEL

Date Mailed: 09/26/2013

NOTICE OF ACCEPTANCE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 09/11/2013.

The Power of Attorney in this application is accepted. Correspondence in this application will be mailed to the above address as provided by 37 CFR 1.33.

/agizaw/

Office of Data Management, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101



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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/001,951	12/29/2010	Ariel Finkelstein	Q121866

23373
SUGHRUE MION, PLLC
2100 PENNSYLVANIA AVENUE, N.W.
SUITE 800
WASHINGTON, DC 20037

CONFIRMATION NO. 5710
POWER OF ATTORNEY NOTICE



Date Mailed: 09/26/2013

NOTICE REGARDING CHANGE OF POWER OF ATTORNEY

This is in response to the Power of Attorney filed 09/11/2013.

- The Power of Attorney to you in this application has been revoked by the assignee who has intervened as provided by 37 CFR 3.71. Future correspondence will be mailed to the new address of record(37 CFR 1.33).

/agizaw/

Office of Data Management, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101

Applicant Initiated Interview Request FormApplication No.: 13/001,951First Named Applicant: Ariel FinkelsteinExaminer: KONERU, SUJAYArt Unit: 3624Status of Application: Response to Final Rejection filed**Tentative Participants:**(1) Vladimir Sherman (Attorney for Applicant) (2) Uri Segal, adv (Associate)

(3) _____ (4) _____

Proposed Date of Interview: Sep. 30 - Oct. 3Proposed Time: 8 - 11 A.M. (AM/PM)**Type of Interview Requested:**(1) ☒ Telephonic (2) ☐ Personal (3) ☐ Video ConferenceExhibit To Be Shown or Demonstrated: ☐ YES ☒ NO

If yes, provide brief description: _____

Issues To Be Discussed

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) <u>Rej.</u>	<u>1, 11 & 41</u>	_____	☐	☐	☐
(2) _____	_____	_____	☐	☐	☐
(3) _____	_____	_____	☐	☐	☐
(4) _____	_____	_____	☐	☐	☐

☐ Continuation Sheet Attached ☐ Proposed Amendment or Arguments Attached**Brief Description of Arguments to be Presented:** Applicant would like to discuss distinctions between features recited in the pending claims, as amended, and the teachings of the prior art referenced by the Examiner in the office action.

An interview was conducted on the above-identified application on _____

NOTE: This form should be completed and filed by applicant in advance of the interview (see MPEP § 713.01). If this form is signed by a registered practitioner not of record, the Office will accept this as an indication that he or she is authorized to conduct an interview on behalf of the principal (37 CFR 1.32(a)(3)) pursuant to 37 CFR 1.34. This is not a power of attorney to any above named practitioner. See the Instruction Sheet for this form, which is incorporated by reference. By signing this form, applicant or practitioner is certifying that he or she has read the Instruction Sheet. After the interview is conducted, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible. This application will not be delayed from issue because of applicant's failure to submit a written record of this interview.

/Vladimir Sherman/

Applicant/Applicant's Representative Signature

Vladimir Sherman

Typed/Printed Name of Applicant or Representative

43,116

Registration Number, if applicable

Examiner/SPE Signature

This collection of information is required by 37 CFR 1.133. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 24 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Electronic Acknowledgement Receipt

EFS ID:	16920940
Application Number:	13001951
International Application Number:	
Confirmation Number:	5710
Title of Invention:	METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE
First Named Inventor/Applicant Name:	Ariel Finkelstein
Customer Number:	60956
Filer:	Vladimir Sherman/uri segal
Filer Authorized By:	Vladimir Sherman
Attorney Docket Number:	Q121866
Receipt Date:	22-SEP-2013
Filing Date:	29-DEC-2010
Time Stamp:	11:35:40
Application Type:	U.S. National Stage under 35 USC 371

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Letter Requesting Interview with Examiner	interviewrequest.pdf	181050 2e425c1db6a3a549c675c5579c4fab108cfb4a65a	no	1

Warnings:

Information:

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

POWER OF ATTORNEY OR REVOCATION OF POWER OF ATTORNEY WITH A NEW POWER OF ATTORNEY AND CHANGE OF CORRESPONDENCE ADDRESS	Application Number	13/001,951
	Filing Date	29 December 2010
	First Named Inventor	Ariel Finkelstein
	Title	METHOD AND SYSTEM FOR ONLINE USER FEEDBACK
	An Unit	3624
	Examiner Name	KONERU, Sujay
	Attorney Docket Number	KMP-PU-002-US1

I hereby revoke all previous powers of attorney given in the above-identified application.

☐ A Power of Attorney is submitted herewith.

OR

☒ I hereby appoint Practitioner(s) associated with the following Customer Number as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith:

60956

OR

☐ I hereby appoint Practitioner(s) named below as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith:

Practitioner(s) Name	Registration Number

Please recognize or change the correspondence address for the above-identified application to:

☒ The address associated with the above-mentioned Customer Number.

OR

☐ The address associated with Customer Number:

OR

☐ Firm or Individual Name

Address

City

Country

Telephone

State

Zip

Email

I am the:

☐ Applicant/Inventor.

OR

☒ Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) (Form PTO/BB/95) submitted herewith or filed on _____

SIGNATURE of Applicant or Assignee of Record

Signature	Date
Name	September 14, 2013
Title and Company	Telephone
KAMPYLE LTD.	772-362-0620

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

☐ *Total of _____ forms are submitted.

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

STATEMENT UNDER 37 CFR 3.73(b)Applicant/Patent Owner: Ariel FinkelsteinApplication No./Patent No.: 13/001,951Filed/Issue Date: December 29, 2010

Titled:

METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE

KAMPYLE LTD.

a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest in;
2. ☐ an assignee of less than the entire right, title, and interest in
(The extent (by percentage) of its ownership interest is _____ %); or
3. ☐ the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made)

the patent application/patent identified above, by virtue of either:

- A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 031004 Frame 0618, or for which a copy therefore is attached.

OR

- B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at

Reel _____ Frame _____ or for which a copy thereof is attached.

2. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at

Reel _____ Frame _____ or for which a copy thereof is attached.

3. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at

Reel _____ Frame _____ or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet(s).

- ☒ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

(NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Signature

Ariel Finkelstein

Printed or Typed Name

Date

September 11, 2013

Title

CEO

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

Electronic Acknowledgement Receipt

EFS ID:	16819624
Application Number:	13001951
International Application Number:	
Confirmation Number:	5710
Title of Invention:	METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE
First Named Inventor/Applicant Name:	Ariel Finkelstein
Customer Number:	23373
Filer:	Vladimir Sherman/Dina Cohen
Filer Authorized By:	Vladimir Sherman
Attorney Docket Number:	Q121866
Receipt Date:	11-SEP-2013
Filing Date:	29-DEC-2010
Time Stamp:	10:24:17
Application Type:	U.S. National Stage under 35 USC 371

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Power of Attorney	KMP-PU-002-US1-POA-Signed.pdf	416731 41aa8f8ebc3cef2bf8fc17dadb35bcda0275aa3	no	2

Warnings:

Information:

2	Assignee showing of ownership per 37 CFR 3.73.	KMP-PU-002-US1-Statement-Signed.pdf	392693 d738d63aa1d23a90040da1a398888fb6854d0a1e	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			809424		
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.					

REQUEST FOR CONTINUED EXAMINATION(RCE)TRANSMITTAL (Submitted Only via EFS-Web)

Application Number	13001951	Filing Date	2010-12-29	Docket Number (if applicable)	KMP-PU-002-US1	Art Unit	3624
First Named Inventor	Ariel Finkelstein			Examiner Name	KONERU, SUJAY		

This is a Request for Continued Examination (RCE) under 37 CFR 1.114 of the above-identified application.

Request for Continued Examination (RCE) practice under 37 CFR 1.114 does not apply to any utility or plant application filed prior to June 8, 1995, or to any design application. The Instruction Sheet for this form is located at WWW.USPTO.GOV

SUBMISSION REQUIRED UNDER 37 CFR 1.114

Note: If the RCE is proper, any previously filed unentered amendments and amendments enclosed with the RCE will be entered in the order in which they were filed unless applicant instructs otherwise. If applicant does not wish to have any previously filed unentered amendment(s) entered, applicant must request non-entry of such amendment(s).

☐ Previously submitted. If a final Office action is outstanding, any amendments filed after the final Office action may be considered as a submission even if this box is not checked.

☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on _____

☐ Other _____

☒ Enclosed

☒ Amendment/Reply

☐ Information Disclosure Statement (IDS)

☐ Affidavit(s)/ Declaration(s)

☐ Other _____

MISCELLANEOUS

☐ Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of months _____
(Period of suspension shall not exceed 3 months; Fee under 37 CFR 1.17(i) required)

☐ Other _____

FEES

The RCE fee under 37 CFR 1.17(e) is required by 37 CFR 1.114 when the RCE is filed.

☒ The Director is hereby authorized to charge any underpayment of fees, or credit any overpayments, to
Deposit Account No 505880

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED

☒ Patent Practitioner Signature

☐ Applicant Signature

Signature of Registered U.S. Patent Practitioner			
Signature	/Vladimir Sherman/	Date (YYYY-MM-DD)	2013-08-11
Name	Vladimir Sherman	Registration Number	43116

This collection of information is required by 37 CFR 1.114. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450.

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1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether the Freedom of Information Act requires disclosure of these records.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
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6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspections or an issued patent.
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Electronic Patent Application Fee Transmittal				
Application Number:		13001951		
Filing Date:		29-Dec-2010		
Title of Invention:		METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE		
First Named Inventor/Applicant Name:		Ariel Finkelstein		
Filer:		Vladimir Sherman/Dina Cohen		
Attorney Docket Number:		Q121866		
Filed as Small Entity				
U.S. National Stage under 35 USC 371 Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Extension - 3 months with \$0 paid	2253	1	700	700

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Miscellaneous:				
Request for Continued Examination	2801	1	600	600
Total in USD (\$)				1300

Electronic Acknowledgement Receipt

EFS ID:	16556639
Application Number:	13001951
International Application Number:	
Confirmation Number:	5710
Title of Invention:	METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE
First Named Inventor/Applicant Name:	Ariel Finkelstein
Customer Number:	23373
Filer:	Vladimir Sherman/Dina Cohen
Filer Authorized By:	Vladimir Sherman
Attorney Docket Number:	Q121866
Receipt Date:	11-AUG-2013
Filing Date:	29-DEC-2010
Time Stamp:	11:13:19
Application Type:	U.S. National Stage under 35 USC 371

Payment information:

Submitted with Payment	yes
Payment Type	Deposit Account
Payment was successfully received in RAM	\$ 1300
RAM confirmation Number	7692
Deposit Account	505880
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)

1	Amendment Submitted/Entered with Filing of CPA/RCE	KMP-PU-002-US1-RFOA-11FEB2013-Filed.pdf	285398	no	22
			9a10fe0d966d47dca2109a9e8495a77e6f286f7e		
Warnings:					
Information:					
2	Request for Continued Examination (RCE)	KMP-PU-002-US1-RCE.pdf	697802	no	3
			11ec193ac59e9a2447a97776cf8290a353f87613		
Warnings:					
Information:					
3	Fee Worksheet (SB06)	fee-info.pdf	32355	no	2
			e883e7bec69f5312b02dc2339be11ee944cb92ab		
Warnings:					
Information:					
Total Files Size (in bytes):			1015555		
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.					

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Ariel Finkelstein et al. Examiner: Koneru, Sujay
Serial No.: 13/001,951 Group Art Unit: 3624
Filed: 12/29/2010
Title: METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON
WEBSITES AND SOFTWARE

AMENDMENT

Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

Sir:

This communication is filed in response to the Final Office Action dated February 11, 2013 issued by the United States Patent and Trademark Office in connection with the above-identified Application (hereinafter: “**the Office Action**”). A response to the Office Action was due May 11, 2013. Applicants are concurrently filing a petition for a 3-month extension of time including the required fee. Therefore a response is due August 11, 2013. Accordingly, this communication is being timely filed. Applicants are concurrently submitting a Request for Continued Examination (RCE) along with the required fee.

Kindly amend the above-identified Application as follows and favorably consider the following remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 8 of this paper.

AMENDMENTS TO THE CLAIMS

Please add or amend the claims to read as follows, and cancel without prejudice or disclaimer to resubmission in a divisional or continuation application claims indicated as cancelled:

1. (Currently Amended): A computer system for collecting and analyzing structured user feedback on websites, said computer system comprising:

website user structured feedback form generation functionality operative to generate structured feedback forms for providing website user feedback on website user interaction with a website-based process, said structured feedback forms comprising user selectable feedback messages provided in a categorized and nested structure; ~~and~~

website user feedback analyzing functionality operative to automatically collect and analyze website user feedback entered in said structured feedback forms and to provide at least one analysis report based on feedback from a multiplicity of website users, said at least one analysis report comprising a structured analysis report based on said categorized and nested structure; and

a web analytics interfacing functionality operative to interface with a web analytics service and receive web behavior analysis relating to behaviors of the multiplicity of website users;

wherein, said automatic analysis of website user feedback includes factoring the received web behavior analysis in said automatic analysis and producing at least one analysis report that includes an integration of said received web behavior analysis.

[support for amendments – pages 5-7, 38, 42 & 51 of provisional patent application 61/270,369 from which the present application draws priority, submitted in this case on 12/29/2010]

2. (Currently Amended): The system of claim 1, ~~and~~ wherein said website user structured feedback form generation functionality is operative ~~automatically~~ to automatically provide structured feedback forms whose content depends on a stage in said website-based process currently being executed by the website user.

APPLICANT(S): Ariel Finkelstein et al.
SERIAL NO.: 13/001,951
FILED: 12/29/2010
Page 3

3. (Currently Amended): The system according to claim 1, ~~and~~ wherein said website user structured feedback form generation functionality is operative to provide a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process.

4. (Currently Amended): The system according to claim 1, ~~and~~ wherein said website user structured feedback form generation functionality includes website specification functionality operative to permit a website administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process corresponding to a specific website.

5. (Cancelled): The system according to claim 1 and wherein said structured feedback forms include a plurality of website user selectable items, whose selection by a website user indicates specific website user feedback.

6. (Currently Amended): The system according to claim ~~[[5]]~~ 1, ~~and~~ wherein said structured feedback forms do not include a freetext response item.

7. (Currently Amended): The system according to claim ~~[[5]]~~ 1, ~~and~~ wherein said ~~structured feedback forms do include a freetext response item~~ analyzing functionality is further operative to analyze website user feedback in relation to each of two or more stages in the website-based process separately for each stage, factor into the stage specific analysis web behavior analysis relating to each of the two or more stages and report the results of the analysis in relation to the each of two or more stages separately for each stage.

[support for amendments – pages 5-7, 38, 42 & 51 of provisional patent application 61/270,369 from which the present application draws priority, submitted in this case on 12/29/2010]

APPLICANT(S): Ariel Finkelstein et al.
SERIAL NO.: 13/001,951
FILED: 12/29/2010
Page 4

8. (Currently Amended): The system according to claim 1, ~~and~~ wherein said web behavior analysis includes analysis of behaviors of the multiplicity of website users within the website-based process ~~user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback.~~

[support for amendments – pages 5-7, 38, 42 & 51 of provisional patent application 61/270,369 from which the present application draws priority, submitted in this case on 12/29/2010]

9. (Currently Amended): The system according to claim 1, ~~and~~ wherein said website user feedback analyzing functionality is operative ~~automatically~~ to automatically provide at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback at various stages in said website process.

10. (Currently Amended): The system according to claim 1, ~~and~~ wherein said website user feedback analyzing functionality is operative ~~automatically~~ to automatically provide contact information for website users providing feedback so as to enable said website administrator to respond to said feedback.

11. (Currently Amended): A method for collecting and analyzing structured user feedback on websites, said method comprising:

generating, using a computer, website user structured feedback forms for receiving website user feedback on website user interaction with a website-based process, said structured feedback forms comprising user selectable feedback messages provided in a categorized and nested structure;

determining, based on a website action of a given user, that the given user intends to cancel a transaction associated with the website-based process or abandon the website-based process;

APPLICANT(S): Ariel Finkelstein et al.
SERIAL NO.: 13/001,951
FILED: 12/29/2010
Page 5

upon making said determination, automatically presenting the given user with at least one of the generated website user structured feedback forms or an invitation to enter feedback using at least one of the generated website user structured feedback forms;

automatically collecting and analyzing, using said computer, said website user feedback entered in said structured feedback forms; and

providing, using said computer, at least one analysis report based on said website user feedback from a multiplicity of website users, said at least one analysis report comprising a structured analysis report based on said categorized and nested structure.

[support for amendments – par. [0048] & [0052] of the Application as filed and pages 57 & 145 of provisional patent application 61/270,369 from which the present application draws priority, submitted in this case on 12/29/2010]

12. (Currently Amended): The method of claim 11, **and** wherein said generating comprises automatically providing structured feedback forms whose content depends on a stage in said website-based process currently being executed by the website user.

13. (Currently Amended): The method according to claim 11, **and** wherein said generating comprises providing a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process.

14. (Currently Amended): The method according to claim 11, **and** wherein said **presenting the given user with at least one of the generated website user structured feedback forms or an invitation to enter feedback using at least one of the generated website user structured feedback forms includes using a push mechanism** ~~generating includes permitting a website administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process corresponding to a specific website.~~

[support for amendments – pages 40 & 45-46 of provisional patent application 61/270,369 from which the present application draws priority, submitted in this case on 12/29/2010]

15. (Currently Amended): The method according to claim 11, ~~and~~ wherein said structured feedback forms include a plurality of website user selectable items, whose selection by a website user indicates specific website user feedback.

16. (Currently Amended): The method according to claim 15, ~~and~~ wherein said structured feedback forms do not include a freetext response item.

17. (Currently Amended): The method according to claim 15, ~~and~~ wherein said structured feedback forms ~~do~~ include a freetext response item.

18. (Currently Amended): The method according to claim 11, ~~and~~ wherein said providing at least one analysis report comprises automatically providing at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback.

19. (Currently Amended): The method according to claim 11, ~~and~~ wherein said providing at least one analysis report comprises automatically providing at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback at various stages in said website process.

20. (Currently Amended): The method according to claim 11, ~~and~~ wherein said automatically collecting and analyzing comprises automatically providing contact information for website users providing feedback so as to enable said website administrator to respond to said feedback.

21. - 40. (Cancelled)

41. (New): A method for collecting and analyzing structured user feedback on websites, said method comprising:

generating, using a computer, website user structured feedback forms for receiving website user feedback on website user interaction with a website-based process, said structured

APPLICANT(S): Ariel Finkelstein et al.
SERIAL NO.: 13/001,951
FILED: 12/29/2010
Page 7

feedback forms comprising user selectable feedback messages provided in a categorized and nested structure;

presenting to website users said website user structured feedback forms;

upon each event of a given website user completing one of said website user structured feedback forms, automatically presenting the given website user with a contact details form including fillable fields for collecting personal user data;

automatically collecting and analyzing, using said computer, said website user feedback entered in said structured feedback forms and said personal user data; and

providing, using said computer, at least one analysis report based on said website user feedback and said collected personal user data from a multiplicity of website users, said at least one analysis report comprising a structured analysis report based on said categorized and nested structure;

wherein said analyzing user feedback includes factoring at least a portion of said personal user data relating to the multiplicity of website users.

[support for amendments – par [0044] – [0045], [0057] of the application as filed and pages 8,9 & 43-44 of provisional patent application 61/270,369 from which the present application draws priority, submitted in this case on 12/29/2010]

APPLICANT(S): Ariel Finkelstein et al.
SERIAL NO.: 13/001,951
FILED: 12/29/2010
Page 8

REMARKS

The present response is intended to be fully responsive to all points of rejection raised by the Examiner and is believed to place the application in condition for allowance. Favorable reconsideration and allowance of the application is respectfully requested.

Applicants assert that the present invention is new, non-obvious and useful. Reconsideration and allowance of the claims is respectfully requested.

Status of Claims

Claims 1-20 are pending in the Application. Claims 1-20 have been rejected. Claims 1-4 and 6-20 have been voluntarily amended herein by the Applicants without prejudice or disclaimer. New Claim 41 has been added.

Applicants hereby declare that the current amendments do not add any new subject matter to the claims.

Claim 5 has been voluntarily cancelled without prejudice or disclaimer. In making this cancellation without prejudice, Applicants reserve all rights in this claims to file divisional and/or continuation patent applications.

CLAIM REJECTIONS

35 U.S.C. § 103 Rejections

In the Office Action, the Examiner rejected: **(1)** pending Claims 1-3, 5-13 and 15-20 under 35 U.S.C. § 103(a), as allegedly being unpatentable over Berg et al. (U.S. Pub. No. 2008/0092060)(hereinafter: “**Berg**”) in view of Kannan et al. (U.S. Pub. No. 2007/0198368) (hereinafter: “**Kannan**”) and further in view of Boulton et al. (U.S. Patent No. 5,566,291) (hereinafter: “**Boulton**”); and **(2)** pending Claims 4 and 14 under 35 U.S.C. § 103(a), as allegedly being unpatentable over Berg in view of Kannan and in view of Boulton and further in view of Bakar et al. (U.S. Pub. No. 2004/0039990)(hereinafter: “**Bakar**”).

Applicants respectfully traverse these rejections, however, in the interest of expediting the prosecution of the present Application, Applicants have voluntarily amended pending claims 1-4 and 6-20 and added new claim 41, to clearly recite subject matter neither taught nor suggested by the cited prior art. Applicants respectfully assert that amended claims 1-4 and 6-20 and new claim 41 clearly recite limitations neither taught nor suggested by the cited prior art and accordingly, Applicants respectfully request withdrawal of the current 103 rejections of the pending claims and allowance thereof.

As stated, Applicants respectfully assert that pending claims 1-4 and 6-20 and new claim 41 clearly recite limitations neither taught nor suggested by the currently cited prior art, neither alone nor in concert. Namely, as Applicants will show in further detail below, Applicants respectfully assert that the cited prior art neither teaches nor suggests the limitations recited in the pending claims of:

- (1) *“a web analytics interfacing functionality operative to interface with a web analytics service and receive web behavior analysis relating to behaviors of the multiplicity of website users*; wherein, said automatic analysis of website user feedback includes factoring the received web behavior analysis in said automatic analysis and producing at least one **analysis report that includes an integration of said received web behavior analysis**”, as recited in pending claims 1-4 and 6-10, as amended;
- (2) *“analyze website user feedback in relation to each of two or more stages in the website-based process separately for each stage, factor into the stage specific analysis web behavior analysis relating to each of the two or more stages and report the results of the analysis in relation to the each of two or more stages separately for each stage”*, as recited in pending claim 7, as amended;
- (3) *“wherein said web behavior analysis includes analysis of behaviors of the multiplicity of website users within the website-based process”*, as recited in pending claim 8, as amended;

- (4) “**automatically** provide contact information for website users providing feedback so as to enable said website administrator to respond to said feedback”, as recited in pending claims 10 & 20, as amended;
- (5) “determining, based on a website action of a given user, that the given user intends to cancel a transaction associated with the website-based process or abandon the website-based process”, as recited in pending claims 11-20, as amended;
- (6) “upon making said determination, **automatically** presenting the given user with at least one of the generated website user structured feedback forms or an invitation to enter feedback using at least one of the generated website user structured feedback forms”, as further recited in pending claim 11-20, as amended;
- (7) “upon each event of a given website user completing one of said website user structured feedback forms, **automatically presenting** the given website user with a contact details form including fillable fields for collecting personal user data”, as recited in new claim 41;
- (8) “automatically collecting and analyzing, using said computer, said website user feedback entered in said structured feedback forms **and said personal user data**”, as further recited in new claim 41; and
- (9) “providing, using said computer, at least one analysis report based on said website user feedback **and** said collected personal user data... wherein said analyzing user feedback includes **factoring** at least a portion of said personal user data relating to the multiplicity of website users”, as yet further recited in new claim 41.

Applicant further respectfully asserts that pending claims 1-4 and 6-20, as amended, and new claim 41, recite subject matter that is entirely foreign to the teachings of the cited prior art. Namely: (1) pending claims 1-4 and 6-10, as amended, recite the integration and factoring of web analytics data into feedback analysis and reporting, (2) pending claims 11-20, as amended, recite automatically determining that a user is about to cancel a transaction or abandon a web process and in response to the determination automatically presenting the

user with a feedback form or an invitation to fill out a feedback form, and (3) new claim 41 recites automatically presenting users that fill out a feedback form with a user details form and then using the user data collected in this manner in the analysis and reporting of the feedback data. Applicants respectfully assert that all of these concepts are entirely absent from the cited prior art and foreign to their teachings. Accordingly, Applicants respectfully submit that the pending claims, as amended, are clearly patentable over the currently cited prior art.

More specifically, pending independent Claims 1, 11 and 41 respectively recite:

“1. A computer system for collecting and analyzing structured user feedback on websites, said computer system comprising:

website user structured feedback form generation functionality operative to generate structured feedback forms for providing website user feedback on website user interaction with a website-based process, said structured feedback forms comprising user selectable feedback messages provided in a categorized and nested structure;

website user feedback analyzing functionality operative to automatically collect and analyze website user feedback entered in said structured feedback forms and to provide at least one analysis report based on feedback from a multiplicity of website users, said at least one analysis report comprising a structured analysis report based on said categorized and nested structure; and

a web analytics interfacing functionality operative to interface with a web analytics service and receive web behavior analysis relating to behaviors of the multiplicity of website users; wherein, said automatic analysis of website user feedback includes factoring the received web behavior analysis in said automatic analysis and producing at least one analysis report that includes an integration of said received web behavior analysis.”

“11. A method for collecting and analyzing structured user feedback on websites, said method comprising:

generating, using a computer, website user structured feedback forms for receiving website user feedback on website user interaction with a website-based process, said structured

feedback forms comprising user selectable feedback messages provided in a categorized and nested structure;

determining, based on a website action of a given user, that the given user intends to cancel a transaction associated with the website-based process or abandon the website-based process;

upon making said determination, automatically presenting the given user with at least one of the generated website user structured feedback forms or an invitation to enter feedback using at least one of the generated website user structured feedback forms;

automatically collecting and analyzing, using said computer, said website user feedback entered in said structured feedback forms; and

providing, using said computer, at least one analysis report based on said website user feedback from a multiplicity of website users, said at least one analysis report comprising a structured analysis report based on said categorized and nested structure.”

“41. A method for collecting and analyzing structured user feedback on websites, said method comprising:

generating, using a computer, website user structured feedback forms for receiving website user feedback on website user interaction with a website-based process, said structured feedback forms comprising user selectable feedback messages provided in a categorized and nested structure;

presenting to website users said website user structured feedback forms;

upon each event of a given website user completing one of said website user structured feedback forms, automatically presenting the given website user with a contact details form including fillable fields for collecting personal user data;

automatically collecting and analyzing, using said computer, said website user feedback entered in said structured feedback forms and said personal user data; and

providing, using said computer, at least one analysis report based on said website user feedback and said collected personal user data from a multiplicity of website users, said at least one analysis report comprising a structured analysis report based on said categorized and nested structure;

wherein said analyzing user feedback includes factoring at least a portion of said personal user data relating to the multiplicity of website users.”

Whereas the cited references teach:

Berg

“Systems and methods for capturing user feedback in realtime over a communication network are described, where user feedback functionality is embedded directly in a web page. In one embodiment, the web page of a service provider includes JavaScript code which provides a listener server with control of the content of the web page. The customer feedback functionality may be in the form of queryboxes that are displayed to the user upon the occurrence of events, such a user positioning the cursor in a particular form field. Upon occurrence of the event, a querybox is displayed with a request for user input related to the form field. User selection and submission of a response via the querybox is communicated to the listener server where the information is organized such that the web page provider can view the user feedback.” – Berg, Abstract

Kannan

“A method and a web-based system is provided that enables a customer service center of a company to provide its customers with a choice of different modes for establishing contact with customer service representatives. The different modes of contact are displayed on a single web page. The modes of contact include, but are not limited to call, chat, email and Internet talk. Further, the system provides information regarding the estimated wait time and the less busy time for the modes of contact. In addition, the system and method provide means for conducting a search in a knowledge database for automated responses to queries from customers. The system and method enables the customer to provide feedback for each interaction with the customer service center through the web page. Further, the system and method enable the storage of all interaction between each customer and the customer service center.” – Kannan, Abstract

“[0084] When customer 106 selects the call-back option, in an embodiment of the invention, web page 202 displays a customer data collection screen corresponding to the callback option. Customer 106 can enter data related to the call-back option through web page 202...” - Kannan, par. [0084]

“[0093] In an embodiment of the invention, web page 202 displays a define-query option. The define-query option enables customer 106 to define a query accurately for faster resolution through web-based system 102. Customer 106 enters the query through web page 202. The query may be relating to a particular product or service provided by the company. Web page 202 displays query-defining options to customer 106. Examples of query-defining options include, but are not limited to, options describing different engagement stages such as 'After buying a product online', 'After shipment', 'After receipt', 'On installation and commissioning', 'On integration with other devices', 'On initial usage', 'On matured usage' and so forth. Customer 106 may select one of the query-defining options. Further, on selection of anyone of the query-defining options, web page 202 may display sub-query-defining options on web page 202 for customer 106 to define the query precisely. In another embodiment of the invention, web page 202 displays problem capture forms for helping customer 106 to define a query accurately. Customer 106 fills in the details asked by the problem capture forms through web page 202. The details may include, but are not limited to, personal information, questions having more than one query-defining option and so forth. Personal information may include, but is not limited to, name of the customer, contact number of the customer, customer login name, and so forth.” Kannan, par. [0093], cited in the Office Action.

Boulton

“A method and apparatus for implementing user feedback. A user may activate an enter feedback mode command in a computer environment to provide feedback in a feedback interface. A feedback record is created and the user's context within a product, process, service, or issue to which the feedback refers is recorded in the feedback record. Attribute icons that the user may select to identify the nature of the feedback are displayed in the feedback interface. Selected attributes, the time at which the feedback is made, the physical

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location and identity of the user, and comments by the user are recorded in the feedback record. A feedback visualizer for a reviewer for organizing and presenting user feedback receives feedback from users, the feedback being collected and stored in a database. The visualizer identifies a reviewer's visualization preferences, which include indications of feedback attributes that the reviewer desires to review. Collected feedback records are then filtered in accordance with the visualization preferences to create a combined set of records that include the records having the preferred attributes. The visualizer graphically displays an indication of the number of records in the combined set. A reviewer can change his visualization preferences, and the feedback records are refiltered and displayed in accordance with the changed preferences. The reviewer can also select a specific feedback record to display message content stored in the record and respond to the feedback.” – Boulton, Abstract;

Bakar

“An automated form and data analysis tool. The tool includes a form development module having a design template, a form engine, a form management module, a report module, and an export module. In other embodiments, the invention is an automated form and data analysis tool having a form tool, a feedback tool, an online testing tool, a geographic analysis tool, a forms application and development tool, a data query tool, and a menu tool. The invention provides mechanisms for developing, maintaining, and manipulating forms, and for extracting information from the forms.” – Bakar, Abstract

As can clearly be seen from the above excerpts, the currently cited prior art does not disclose in general the subject matter recited in the pending claims as amended, and accordingly, neither teaches nor suggests the limitations recited in the pending claims, as amended. Namely, the cited prior art neither teaches nor suggests the limitations recited in the pending claims of:

- (1) *“a web analytics interfacing functionality operative to interface with a web analytics service and receive web behavior analysis relating to behaviors of the multiplicity of website users;*

wherein, said automatic analysis of website user feedback includes factoring the received web behavior analysis in said automatic analysis and producing at least one analysis report that includes an integration of said received web behavior analysis”, as recited in pending claims 1-4 and 6-10, as amended;

None of the cited references make any mention of web analytics in any form. This concept is simply foreign to their teachings. Therefore, these references clearly do not teach or suggest, or even hint to, interfacing with a web analytics service, nor to receiving web behavior analysis relating to the web behavior of web users supplying feedback, nor to factoring this data in analysis of feedback and not to integrating such data into feedback analysis reports, all clearly recited in pending claims 1-4 and 6-10, as amended.

Accordingly, Applicants respectfully assert that the cited references, alone and in concert, clearly neither teach nor suggest the above limitations recited in pending claims 1-4 and 6-10, as amended, and thus Applicants respectfully submit that these claims are clearly patentable over these references and respectfully requests withdrawal of the current 103 rejections of these claims based on these references.

(2) “*analyze website user feedback in relation to each of two or more stages in the website-based process separately for each stage, factor into the stage specific analysis web behavior analysis relating to each of the two or more stages and report the results of the analysis in relation to the each of two or more stages separately for each stage*”, as recited in pending claim 7, as amended;

In the Office Action it is suggested that this limitation is disclosed in par. [0061] and [0093] of the Kannan reference (page 9 lines 16-19 of the Office Action). Applicants respectfully disagree. Par. [0093] of the Kannan reference is presented above. As shown above, this paragraph relates to a query function presented in the context of customer service. This function is intended to allow a user to present a question (query) to the discussed customer service personnel and system and is not related to the feedback functionalities described separately in the Kannan reference. In relation to said feedback functions no equivalent teachings are presented nor hinted to in this reference. Applicants respectfully assert that presenting a query to a customer service, as taught by these sections of Kannan, is

not equivalent nor analogous to providing feedback in a feedback form, as recited in the pending claims. A query is designed to allow a user to obtain information he/she is interested in. A feedback form, in contrast, is intended to receive the user's opinion/comments in relation to a service. The one is inquisitive and the second is responsive. Clearly the two are patentably distinct functions relating to entirely different situations. Accordingly, Applicants respectfully assert that par. [0061] and [0093] of Kannan do not teach the above limitations recited in pending claim 7, as amended.

Moreover, pending claim 7, as amended, recites factoring “*into the stage specific analysis web behavior analysis relating to each of the two or more stages*”. As shown above, the Kannan reference, and the other cited references, make no mention of web analytics; neither in relation to specific stages of a web process nor in general. Therefore, these references clearly neither teach nor suggest the limitation recited in pending claim 7 as amended, of factoring “*into the stage specific analysis web behavior analysis relating to each of the two or more stages*”.

In light of the above, Applicants respectfully assert that the cited prior art clearly neither teaches nor suggests the limitations recited in pending claim 7, as amended, and accordingly, Applicants respectfully submit that pending claim 7, as amended, is patentable over the cited prior art and respectfully requests withdrawal of the 103 rejection of this claim based on these references.

- (3) “*wherein said web behavior analysis includes analysis of behaviors of the multiplicity of website users within the website-based process*”, as recited in pending claim 8, as amended;

As presented in detail above, the cited references make no mention of web behavior analysis and thus, clearly neither teach nor suggest “analysis of behaviors of the multiplicity of website users within the website-based process”, as recited in pending claim 8, as amended.

Accordingly, Applicants respectfully submits that pending claim 8, as amended, is patentable over the cited prior art and respectfully requests withdrawal of the 103 rejection of this claim based on these references.

- (4) “**automatically** provide contact information for website users providing feedback so as to enable said website administrator to respond to said feedback”, as recited in pending claims 10 & 20, as amended;

In the Office Action it is suggested that this limitation is disclosed in par. [0072] - [0078] of the Kannan reference (page 10 lines 10-15 of the Office Action). Applicants respectfully disagree. Par. [0072] - [0078] of the Kannan reference teach collecting contact information through a call back option. This function is intended to allow a user to **request** that a customer service representative contact them, i.e. contact **initiated** and **requested** by the user. Pending claims 10 & 20, on the other hand, recite **automatically** providing contact information for users that provide feedback: “to enable said website administrator to respond to said feedback”, i.e. at the **initiative of the administrator**, without a request from the user. Applicants respectfully stress, the teachings contained in these sections of the Kannan reference regarding collection of contact information are not related to the feedback functionalities described separately in the Kannan reference. In relation to said feedback functions no equivalent teachings are presented nor hinted to in this reference. Applicants respectfully assert that **automatically** providing contact information for **users providing feedback**, as recited in pending claims 10 and 20 is not equivalent nor analogous to collecting contact information in response to a user **requesting** a callback from a customer service representative, without any relation to feedback, as taught by Kannan. Clearly the two are patentably distinct functions relating to entirely different situations. Accordingly, Applicants respectfully assert that par. [0072] - [0078] of Kannan do not teach the above limitations recited in pending claims 10 and 20, as amended.

As such, Applicants respectfully assert that the cited prior art neither teaches nor suggests the above limitations recited in pending claims 10 and 20, as amended, and accordingly, Applicants respectfully submit that pending claims 10 and 20, as amended, are patentable

over the cited prior art and respectfully requests withdrawal of the 103 rejection of these claims based on these references.

- (5) “*determining, based on a website action of a given user, that the given user intends to cancel a transaction associated with the website-based process or abandon the website-based process”, as recited in pending claims 11-20, as amended;*

None of the cited references make any mention of any method of determining that a user intends to cancel a transaction or abandon a process, in any form. This concept is simply foreign to their teachings. The Berg reference does mention determining that a user is idle over a specific input field (see above excerpt from Berg), however, this is clearly unrelated to the recited subject matter. An idle user over a specific field is presumably having difficulty with that field. This is clearly not analogous to a user that intends to abandon or cancel a process, as recited in the pending claims; on the contrary, the idle user clearly intends to continue the process. There are no teachings in this reference, or any of the other references, relating to determining an imminent cancellation or abandonment. Therefore, these references clearly do not teach or suggest, or even hint to, the above recited limitation.

Accordingly, Applicants respectfully assert that the cited references, alone and in concert, clearly neither teach nor suggest the above limitations recited in pending claims 11-20, as amended, and thus Applicants respectfully submit that these claims are clearly patentable over these references and respectfully request withdrawal of the current 103 rejections of these claims based on these references.

- (6) “*upon making said determination, **automatically** presenting the given user with at least one of the generated website user structured feedback forms or an invitation to enter feedback using at least one of the generated website user structured feedback forms”, as further recited in pending claim 11-20, as amended;*

As shown above, the cited references make no mention of performing such a determination. By simple logic, if they do not mention performing the determination they cannot, by definition, teach or suggest automatically presenting a user with a feedback form

or invitation upon making the determination, as recited in pending claims 11-20. Accordingly, Applicants respectfully assert that the cited references, alone and in concert, clearly neither teach nor suggest the above limitations recited in pending claims 11-20, as amended, and thus Applicants respectfully submit that these claims are clearly patentable over these references and respectfully requests withdrawal of the current 103 rejections of these claims based on these references.

- (7) *“upon each event of a given website user completing one of said website user structured feedback forms, automatically presenting the given website user with a contact details form including fillable fields for collecting personal user data”, as recited in new claim 41;*

Applicants respectfully point out that new claim 41 specifically recites **automatically** presenting **each** user that completes a feedback form with a contact details form. The cited references make no mention of such a process, nor any other process by which contact details are collected from **each** user that completes a feedback form. At best, the cited references, specifically Kannan, teach collecting contact details from users that request a call back or enter a query (see above). Collecting contact details from each user that completes a feedback form is not mentioned nor hinted to anywhere in the cited references. Applicants respectfully submit that collecting contact details from users that **request a call back**, as taught by Kannan, cannot be analogized to collecting contact details from **each user that submits feedback**, as recited in new claim 41. Accordingly, Applicants respectfully assert that the cited references, alone and in concert, clearly neither teach nor suggest the above limitations recited in new claim 41, and thus, Applicants respectfully submit that this claim is clearly patentable over these references.

- (8) *“automatically collecting and analyzing, using said computer, said website user feedback entered in said structured feedback forms and said personal user data”, as further recited in new claim 41; and*

- (9) “*providing, using said computer, at least one analysis report based on said website user feedback **and** said collected personal user data... wherein said analyzing user feedback includes **factoring** at least a portion of said personal user data relating to the multiplicity of website users*”, as yet further recited in new claim 41.

Applicants respectfully assert that these limitations (numbered 8 & 9) are clearly neither taught nor suggested by any of the cited references, nor any combination thereof. This subject matter is entirely foreign to their teachings. There is simply no mention of factoring personal data in analysis of user feedback, nor any analogous teachings. Accordingly, Applicants respectfully assert that the cited references, alone and in concert, clearly neither teach nor suggest the above limitations recited in new claim 41, and thus Applicants respectfully submit that this claim is clearly patentable over these references.

In summary, Applicants respectfully assert that, as shown in detail above, pending claims 1-4 and 6-20, as amended, and new claim 41, recite subject matter that is entirely foreign to the teachings of the cited prior art. Namely: (1) pending claims 1-4 and 6-10, as amended, recite the integration and factoring of web analytics data into feedback analysis and reporting, (2) pending claims 11-20, as amended, recite automatically determining that a user is about to cancel a transaction or abandon a web process and in response to the determination automatically presenting the user with a feedback form or an invitation to fill out a feedback form, and (3) new claim 41 recites automatically presenting users that fill out a feedback form with a user details form and then using the user data collected in this manner in the analysis and reporting of the feedback data. Applicants respectfully assert that all of these concepts are entirely absent from the cited prior art and foreign to their teachings. As a result, Applicants respectfully submit that, as shown, all the pending clearly recite limitations neither taught nor suggested by the cited references. Accordingly, Applicants respectfully submit that the pending claims, as amended, are clearly patentable over the currently cited prior art.

Further, to the best of the Applicants’ knowledge, the pending claims recite novel subject matter in relation to all prior art. Accordingly, Applicants respectfully request allowance of these claims.

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In view of the foregoing clarifying amendments and remarks, all the pending claims are considered to be allowable. Their allowance is respectfully requested.

Should the Examiner have any question or comment as to the form, content or entry of this Amendment, the Examiner is requested to contact the undersigned at the telephone number below. Similarly, if there are any further issues yet to be resolved to advance the prosecution of this application to issue, the Examiner is requested to telephone the undersigned counsel.

Respectfully submitted,

/Vladimir Sherman/

Vladimir Sherman
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Dated: **August 11, 2013**

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PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875					Application or Docket Number 13/001,951		Filing Date 12/29/2010		☐ To be Mailed	

ENTITY: ☐ LARGE ☒ SMALL ☐ MICRO

APPLICATION AS FILED – PART I

FOR	NUMBER FILED	NUMBER EXTRA	RATE (\$)	FEE (\$)
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	
☐ SEARCH FEE (37 CFR 1.16(k), (i), or (m))	N/A	N/A	N/A	
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	
TOTAL CLAIMS (37 CFR 1.16(i))	minus 20 =	*	X \$ =	
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X \$ =	
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))			If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).	
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL	

APPLICATION AS AMENDED – PART II

AMENDMENT	(Column 1)	(Column 2)	(Column 3)	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)
08/11/2013	CLAIMS REMAINING AFTER AMENDMENT						
	Total (37 CFR 1.16(i))	* 21	Minus	** 39	= 0	X \$40 =	0
	Independent (37 CFR 1.16(h))	* 3	Minus	***4	= 0	X \$210 =	0
	☐ Application Size Fee (37 CFR 1.16(s))						
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
TOTAL ADD'L FEE						0	

AMENDMENT	(Column 1)	(Column 2)	(Column 3)	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)
	CLAIMS REMAINING AFTER AMENDMENT						
	Total (37 CFR 1.16(i))	*	Minus	**	=	X \$ =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X \$ =	
	☐ Application Size Fee (37 CFR 1.16(s))						
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))						
TOTAL ADD'L FEE							

* If the entry in column 1 is less than the entry in column 2, write "0" in column 3.

** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20".

*** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3".

The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.

LIE
/DANTE SMITH/

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.

13/001,951

12/29/2010

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KONERU, SUJAY

ART UNIT

PAPER NUMBER

3624

NOTIFICATION DATE

DELIVERY MODE

02/11/2013

ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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Office Action Summary	Application No. 13/001,951	Applicant(s) FINKELSTEIN ET AL.	
	Examiner SUJAY KONERU	Art Unit 3624	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 24 January 2013.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on ____; the restriction requirement and election have been incorporated into this action.
- 4) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 5) ☒ Claim(s) 1-20 is/are pending in the application.
- 5a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 6) ☐ Claim(s) ____ is/are allowed.
- 7) ☒ Claim(s) 1-20 is/are rejected.
- 8) ☐ Claim(s) ____ is/are objected to.
- 9) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

* If any claims have been determined allowable, you may be eligible to benefit from the **Patent Prosecution Highway** program at a participating intellectual property office for the corresponding application. For more information, please see http://www.uspto.gov/patents/init_events/pph/index.jsp or send an inquiry to PPHfeedback@uspto.gov.

Application Papers

- 10) ☐ The specification is objected to by the Examiner.
- 11) ☐ The drawing(s) filed on ____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. ____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)	3) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. ____.
2) ☐ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date ____.	4) ☐ Other: ____.

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DETAILED ACTION

1. This **Final** Office Action is in response to Applicant's amendments and arguments filed January 24, 2013. Applicant has amended claims 1 and 11. Currently, claims 1-20 are pending.

Response to Amendment

2. The 35 U.S.C. 101 rejections of claims 1-20 in the previous office action is withdrawn in light of applicant's amendment to claims 1 and 11.

3. The 35 U.S.C. 103 rejections of claims 1-20 in the previous office action is withdrawn in light of applicant's amendment to claims 1 and 11. Applicant's amendments provided the new grounds for rejections present in this office action.

Response to Arguments

4. Applicant's arguments have been considered but are moot in light of new grounds for rejections and the newly cited Boulton reference.

Claim Rejections - 35 USC § 103

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

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(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).

7. **Claims 1-3, 5-13, 15-20** are rejected under 35 U.S.C. 103(a) as being unpatentable over **Berg** et al. (US 2008/0092060 A1) (hereinafter Berg) in view of **Kannan** et al. (US 2007/0198368 A1) (hereinafter Kannan) in view of **Boulton** et al. (US 5,566,291 A) (hereinafter Boulton).

Claims 1 and 11:

Berg, as shown, discloses the following limitations of claims 1 and 11

- *A computer system for collecting and analyzing structured user feedback on websites (abstract), said computer system comprising: website user structured feedback form generation functionality operative to generate structured feedback forms for providing website user feedback on website user interaction with a website-based process (see para [0011], "there is provided a method of capturing*

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user input upon user viewing of a web page, including providing a web page with at least one trigger for displaying a request for user input, providing a prompt requesting user input specific to an element of the web page in response to an automatic trigger event, receiving user input in response to the request, and storing the received user input." and see para [0028], "A web page may include form fields or text input boxes 104 for user input"); *and*

- *website user feedback analyzing functionality operative to automatically collect and analyze website user feedback entered in said structured feedback forms (see para [0045], "The listener server 208 is configured to organize and track user feedback statistics for each web page such that a provider can access such information in real time. The user feedback information is stored in a series of linked database tables that allows every operation of the life cycle of a querybox to be recorded for both queryboxes that are served to end users as well as those queryboxes that are not served to end users due to triggers such as timeouts that are not activated. This allows the entire process to be reconstructed and analyzed at a later date.")*

Berg, however, does not specifically disclose to provide at least one analysis report based on feedback from a multiplicity of website users. In analogous art, Kannan discloses the following limitations:

- *provide at least one analysis report based on feedback from a multiplicity of website users (see para [0063], "Analysis of the customer data, in turn, helps in analyzing and predicting customer behavior in a particular market segment and/or*

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demographic segment regarding the different products and services available." and see para [0091], "All feedback forms stored in CSAT system 110 are used as a tool to conduct a customer service related survey. The feedback forms are further used to enhance the service provided by customer service center 104 to customers 106. In another embodiment of the invention, customer 106 provides feedback after using a product or availing a service offered by the company for a certain period of time. Suggestions /feedback repository system 126 provides a feedback form to customer 106 through web page 202.")

It would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine the teachings of Berg with Kannan because adding an analysis report based on feedback would enable customer service to be improved by having a better understanding of the type of problems customers have as well as conduct surveys of comprehensive data related to interactions between companies and their customers (see Kannan, para [0008])

Moreover, it would have been obvious to one of ordinary skill in the art at the time of the invention to include the method for customer requests and contact management as taught by Kannan in the system for capturing website user feedback of Berg, since the claimed invention is merely a combination of old elements, and in the combination each element merely would have performed the same function as it did separately, and one of ordinary skill in the art would have recognized that the results of the combination were predictable.

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Berg and Kannan, however, do not specifically disclose said structured feedback forms comprising user selectable messages provided in a categorized and nested structure. In analogous feedback art, Boulton discloses the following limitations:

- *said structured feedback forms comprising user selectable feedback messages provided in a categorized and nested structure* (col 32, ln 19-48);
- *said at least one analysis report comprising a structured analysis report based on said categorized and nested structure* (col 4, ln 40 to col 5, 8; col 29, ln 49-55; col 32, ln 49 to col 33, ln 16 where pie charts and graphs are a type of analysis report based on applicant's specification at para [0065]).

It would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine the teachings of Berg and Kannan with Boulton because incorporating feedback that is in a categorized and nested structure improves how the feedback is organized and also reviewed (see Boulton, col 3, ln 15-58)

Moreover, it would have been obvious to one of ordinary skill in the art at the time of the invention to include the method for implementing user feedback as taught by Boulton in the Berg and Kannan combination, since the claimed invention is merely a combination of old elements, and in the combination each element merely would have performed the same function as it did separately, and one of ordinary skill in the art would have recognized that the results of the combination were predictable.

Claims 2-3 and 12-13:

Berg does not specifically disclose wherein said website user structured feedback form generation functionality is operative automatically to provide structured feedback forms whose content depends on a stage in said website-based process currently being executed by the website user. In analogous art, Kannan discloses the following limitations:

- *wherein said website user structured feedback form generation functionality is operative automatically to provide structured feedback forms whose content depends on a stage in said website-based process currently being executed by the website user* (see para [0093], "Examples of query-defining options include, but are not limited to, options describing different engagement stages such as `After buying a product online`, `After shipment`, `After receipt`, `On installation and commissioning`, `On integration with other devices`, `On initial usage`, `On matured usage` and so forth. Customer 106 may select one of the query-defining options. Further, on selection of any one of the query-defining options, web page 202 may display sub-query-defining options on web page 202 for customer 106 to define the query precisely.").
- *wherein said website user structured feedback form generation functionality is operative to provide a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process* (see para [0093])

It would have been obvious to one of ordinary skill in the art at the time of the invention to include the method for customer requests and contact management as taught by Kannan in the system for capturing website user feedback of Berg, since the claimed

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invention is merely a combination of old elements, and in the combination each element merely would have performed the same function as it did separately, and one of ordinary skill in the art would have recognized that the results of the combination were predictable.

Claims 5-7 and 15-17:

Further, Berg discloses the following limitations:

- *wherein said structured feedback forms include a plurality of website user selectable items, whose selection by a website user indicates specific website user feedback* (see para [0008], "For example, a user viewing a web page enabled with Opinionlab's technology can select a floating plus sign (+) icon on the web page and manually "score" the web page in the matter of seconds.10." and see para [0028])
- *wherein said structured feedback forms do not include a freetext response item* (see para [0008])
- *wherein said structured feedback forms do include a freetext response item* (see para [0008], "The Opinionlab technology also enables a user to open a comment card and express their own opinions and answer particular pre-generated questions." and see para [0028], "A web page may include form fields or text input boxes 104 for user input, as illustrated in FIG. 1.")

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Claims 8-9 and 18-19:

Berg does not specifically disclose wherein said website user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback. In analogous art, Kannan discloses the following limitation

- *wherein said website user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback (see para [0061], "Further, the WFM system stores data related to incoming and outgoing calls on a regular basis. In addition, the WFM system stores data related to a customer service representative's performance and the time taken by the customer service representative to complete each customer's request. The WFM system determines statistical data, based on data collected over a period of time. The statistical data is further used to determine the relatively less busy times for each customer service representative at the customer service center.")*
- *wherein said website user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback at various stages in said website process (see para [0061], [0093])*

It would have been obvious to one of ordinary skill in the art at the time of the invention to include the method for customer requests and contact management as taught by Kannan in the system for capturing website user feedback of Berg, since the claimed

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invention is merely a combination of old elements, and in the combination each element merely would have performed the same function as it did separately, and one of ordinary skill in the art would have recognized that the results of the combination were predictable.

Claims 10 and 20:

Berg does not specifically disclose wherein said website user feedback analyzing functionality is operative automatically to provide contact information for website users providing feedback so as to enable said website administrator to respond to said feedback. In analogous art, Kannan discloses the following limitations:

- *wherein said website user feedback analyzing functionality is operative automatically to provide contact information for website users providing feedback so as to enable said website administrator to respond to said feedback* (see para [0078], "Further, CRM system 122 records all requests that customers 106 place through a message option and a call-back option." and see para [0072]-[0077])

It would have been obvious to one of ordinary skill in the art at the time of the invention to include the method for customer requests and contact management as taught by Kannan in the system for capturing website user feedback of Berg, since the claimed invention is merely a combination of old elements, and in the combination each element merely would have performed the same function as it did separately, and one of ordinary skill in the art would have recognized that the results of the combination were predictable.

8. **Claims 4 and 14** are rejected under 35 U.S.C. 103(a) as being unpatentable over Berg, Kannan and Boulton, as applied above in claims 1 and 11, and further in view of **Bakar** et al. (US 2004/0039990 A1) (hereinafter Baker).

Claim 4:

Berg, Kannan, and Boulton do not specifically disclose wherein said website user structured feedback form generation functionality includes website specification functionality operative to permit a website administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process corresponding to a specific website. In analogous art, Bakar discloses the following limitations:

- *wherein said website user structured feedback form generation functionality includes website specification functionality operative to permit a website administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process corresponding to a specific website* (see para [0059], " The feedback tool 224 allows a user to develop a feedback form, establish a workflow or internal procedure for distributing the feedback form, incorporate a supervisor approval process into the feedback procedure, and generate analyses and reports from the information collected in the feedback forms. The online testing tool 226 allows a user to create examinations or tests, distribute those tests, administer the tests, grade the tests, and then post

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the results for viewing by those who have taken the test. The geographic analysis tool 228 allows a user to analyze data, for example, survey responses, geographically, display the results of the survey in a geographically-coded map, and analyze the results of the survey using the geographic data. The forms application and development tool 230 allows a user to create multiple-step forms or other documents and to define an application flow or mapping that defines the path or course from one form to another." and see abstract, para [0093], [0099])

It would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine the teachings of Berg, Kannan and Boulton with Bakar because adding administrator designed forms would enable forms to be created based on analyzed data that are more focused and could yield even better results for a business or entity (see Bakar, para [0059]).

Moreover, it would have been obvious to one of ordinary skill in the art at the time of the invention to include the automated form and data analysis tool as taught by Bakar in the Berg, Kannan and Boulton combination, since the claimed invention is merely a combination of old elements, and in the combination each element merely would have performed the same function as it did separately, and one of ordinary skill in the art would have recognized that the results of the combination were predictable.

Conclusion

9. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- Brugler et al. (US 2009/0228789 A1), a system for collecting software development feedback

10. **THIS ACTION IS MADE FINAL.** See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to SUJAY KONERU whose telephone number is (571)270-3409. The examiner can normally be reached on Monday thru Friday, 8:30 to 5.

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If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Lynda Jasmin can be reached on (571) 272-6782. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/SUJAY KONERU/
Examiner, Art Unit 3624
February 6, 2013

/LYNDA C JASMIN/

Supervisory Patent Examiner, Art Unit 3624

Notice of References Cited	Application/Control No. 13/001,951		Applicant(s)/Patent Under Reexamination FINKELSTEIN ET AL.	
	Examiner SUJAY KONERU		Art Unit 3624	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-5,566,291 A	10-1996	Boulton et al.	715/709
*	B	US-2009/0228789 A1	09-2009	Brugler et al.	715/700
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	
	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Search Notes 	Application/Control No. 13001951	Applicant(s)/Patent Under Reexamination FINKELESTEIN ET AL.
	Examiner SUJAY KENERU	Art Unit 3624

CPC- SEARCHED		
Symbol	Date	Examiner

CPC COMBINATION SETS - SEARCHED		
Symbol	Date	Examiner

US CLASSIFICATION SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES		
Search Notes	Date	Examiner
see attached EAST search history	7/10/12	SK
see attached Google search history	7/10/12	SK
see attached EAST search history	2/6/13	SK
see attached Google search history	2/6/13	SK

INTERFERENCE SEARCH			
US Class/ CPC Symbol	US Subclass / CPC Group	Date	Examiner

/SUJAY KENERU/ Examiner.Art Unit 3624	

All History

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Visual Search

Bookmarks

Hourly search activity

Daily search activity

Web Activity

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Feb 2013

Total Google searches: 2922

	Remove items	Older > Oldest >
Today		
	Searched for Kamplye feedback competitors	12:21pm
	Searched for Kamplye feedback solutions	12:21pm
	Searched for Eran Savir Kamplye feedback solutions	12:21pm
	Searched for Eran Savir Kamplye	12:21pm
	Searched for Eran Savir	12:21pm
	Searched for Ariel Finkelstein Kamplye	12:21pm
	Searched for Ariel Finkelstein	12:21pm
Yesterday		
	Searched for shift schedule sleep parameters fatigue timezone airframe	11:58am
	Searched for shift schedule sleep parameters fatigue timezone	11:58am
	Searched for shift schedule sleep parameters fatigue	11:58am
	Searched for shift schedule sleep parameters rank base	11:58am
	Searched for shift schedule sleep rank base	11:57am
	Searched for Lynn Lee shift schedule sleep rank base	11:57am
	Searched for Lynn Lee fatigue schedule sleep rank base	11:57am
	Searched for Lynn Lee fatigue schedule sleep	11:57am
	Fatigue Avoidance Scheduling Tool - Wikipedia... - wikipedia.org	11:57am
	Searched for Lynn Lee	11:56am

Feb 4, 2013

-  Searched for critical path method activity time segment float repetitive finish start milestone delay linear 3:17pm
-  1 Float Types in Linear Schedule Analysis... - cua.edu  3:17pm
-  Searched for critical path method activity time segment float repetitive finish start 3:16pm
-  Searched for critical path method activity time segment float repetitive 3:16pm
-  ingentaconnect Float analysis of non-serial... - ingentaconnect.com  3:16pm
-  Searched for critical path method activity time segment float 3:15pm

Older >

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EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S41	15026	(705/7.11-7.42).ccls.	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2013/02/06 08:56
S42	11	(Ariel and Finkelstein).in.	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2013/02/06 08:56
S43	1	(Eran and Savir).in.	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2013/02/06 08:57
S44	2	(Kampyle).as.	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2013/02/06 08:57
S45	1	("2008/0092060").URPN.	USPAT	OR	OFF	2013/02/06 09:10
S46	4	("2007/0198368").URPN.	USPAT	OR	OFF	2013/02/06 09:14
S47	146	("2004/0039990").URPN.	USPAT	OR	OFF	2013/02/06 09:26
S48	15	(feedback or interaction) near10 (nest\$3 and categor\$6)	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2013/02/06 09:27
S49	217	(form\$2) near10 (nest\$3 and categor\$6)	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2013/02/06 09:43
S50	16	(form\$2) near10 (nest\$3 near10 categor\$6)	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2013/02/06 09:43
S51	414	(feedback or interaction) near10 (hierarch\$4\$3 and (tree or categor\$6))	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2013/02/06 09:45
S52	246	(feedback or interaction) near10 (hierarch\$4\$3 near10 (tree or categor\$6))	US-PGPUB; USPAT;	OR	ON	2013/02/06 09:46

			USOCR; DERWENT			
S53	110	S51 and ((feedback or interaction) near10 (website or internet or (web near5 (site or page))))	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2013/02/06 09:46
S54	27	S52 and S53	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2013/02/06 09:47
S55	105	S51 and (feedback near5 form\$2)	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2013/02/06 09:50
S56	11	S51 and (pie near7 chart\$2)	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2013/02/06 09:57
S57	253	((feedback or interaction) near10 ((hierarch\$4\$3 or nest\$4) near10 (tree or categor\$6))	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2013/02/06 10:01
S58	12	S57 and (feedback near10 structure\$3)	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2013/02/06 10:02
S59	178	("4503499" "4809170" "4845665" "4860203" "4866635" "4939689" "5008853" "5047918" "5047977" "5086393" "5175814" "5202828" "5220675" "5231578" "5237678" "5261093" "5363507" "5433615").PN. OR ("5566291").URPN.	US- PGPUB; USPAT; USOCR	OR	OFF	2013/02/06 10:31

EAST Search History (Interference)

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<i>Index of Claims</i> 	Application/Control No. 13001951	Applicant(s)/Patent Under Reexamination FINKELSTEIN ET AL.
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✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant					☐ CPA					☐ T.D.					☐ R.1.47				
CLAIM		DATE																	
Final	Original	06/06/2012	07/09/2012	02/06/2013															
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✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47									
CLAIM		DATE							
Final	Original	06/06/2012	07/09/2012	02/06/2013					
	37	÷	-	-					
	38	÷	-	-					
	39	÷	-	-					
	40	÷	-	-					

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Docket No: Q121866

Ariel FINKELSTEIN, et al.

Appln. No.: 13/001,951

Group Art Unit: 3624

Confirmation No.: 5710

Examiner: KONERU, SUJAY

Filed: December 29, 2010

For: METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND
SOFTWARE

AMENDMENT UNDER 37 C.F.R. § 1.111

MAIL STOP AMENDMENT

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated July 25, 2012, please amend the above-identified
application as follows on the accompanying pages.

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AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

1. (Currently Amended): A computer system for collecting and analyzing structured user feedback on websites, said computer system comprising:

website user structured feedback form generation functionality operative to generate structured feedback forms for providing website user feedback on website user interaction with a website-based process, said structured feedback forms comprising user selectable feedback messages provided in a categorized and nested structure; and

website user feedback analyzing functionality operative to automatically collect and analyze website user feedback entered in said structured feedback forms and to provide at least one analysis report based on feedback from a multiplicity of website users, said at least one analysis report comprising a structured analysis report based on said categorized and nested structure.

2. (Original): The system of claim 1 and wherein said website user structured feedback form generation functionality is operative automatically to provide structured feedback forms whose content depends on a stage in said website-based process currently being executed by the website user.

3. (Original): The system according to claim 1 and wherein said website user structured feedback form generation functionality is operative to provide a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process.

4. (Original): The system according to claim 1 and wherein said website user structured feedback form generation functionality includes website specification functionality operative to permit a website administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process corresponding to a specific website.

5. (Original): The system according to claim 1 and wherein said structured feedback forms include a plurality of website user selectable items, whose selection by a website user indicates specific website user feedback.

6. (Original): The system according to claim 5 and wherein said structured feedback forms do not include a freetext response item.

7. (Original): The system according to claim 5 and wherein said structured feedback forms do include a freetext response item.

8. (Original): The system according to claim 1 and wherein said website user feedback analyzing functionality is operative automatically to provide at least one analysis report

which indicates proportions of website users who provide various pre-classified types of feedback.

9. (Original): The system according to claim 1 and wherein said website user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback at various stages in said website process.

10. (Original): The system according to claim 1 and wherein said website user feedback analyzing functionality is operative automatically to provide contact information for website users providing feedback so as to enable said website administrator to respond to said feedback.

11. (Currently Amended): A method for collecting and analyzing structured user feedback on websites, said method comprising:

generating, using a computer, website user structured feedback forms for receiving website user feedback on website user interaction with a website-based process, said structured feedback forms comprising user selectable feedback messages provided in a categorized and nested structure;

automatically collecting and analyzing, using said computer, said website user feedback entered in said structured feedback forms; and

providing, using said computer, at least one analysis report based on said website user feedback from a multiplicity of website users, said at least one analysis report comprising a structured analysis report based on said categorized and nested structure.

12. (Original): The method of claim 11 and wherein said generating comprises automatically providing structured feedback forms whose content depends on a stage in said website-based process currently being executed by the website user.

13. (Original): The method according to claim 11 and wherein said generating comprises providing a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process.

14. (Original): The method according to claim 11 and wherein said generating includes permitting a website administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process corresponding to a specific website.

15. (Original): The method according to claim 11 and wherein said structured feedback forms include a plurality of website user selectable items, whose selection by a website user indicates specific website user feedback.

16. (Original): The method according to claim 15 and wherein said structured feedback forms do not include a freetext response item.

17. (Original): The method according to claim 15 and wherein said structured feedback forms do include a freetext response item.

18. (Original): The method according to claim 11 and wherein said providing at least one analysis report comprises automatically providing at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback.

19. (Original): The method according to claim 11 and wherein said providing at least one analysis report comprises automatically providing at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback at various stages in said website process.

20. (Original): The method according to claim 11 and wherein said automatically collecting and analyzing comprises automatically providing contact information for website users providing feedback so as to enable said website administrator to respond to said feedback.

21. - 40. (Canceled).

REMARKS

Applicants have carefully studied the outstanding Official Action in the present application. The present response is intended to be fully responsive to all points of rejection raised by the Examiner and is believed to place the application in condition for allowance. Favorable reconsideration and allowance of the application are respectfully requested.

In the application as examined, claims 1 - 40 are pending, of which claims 21 - 40 were withdrawn and claims 1 - 20 were examined.

In the present response, claims 1 and 11 are amended. Claims 2 - 10 and 12 - 20 are unchanged. Withdrawn claims 21 - 40 are cancelled without prejudice.

Claims 1 - 20 stand rejected under 35 U.S.C. 101 as being directed to non-statutory matter. Claims 1 and 11 are amended to overcome the rejection. Support for the amendment to claim 1 is found in Fig. 9 and the description thereof.

Claims 1 - 3, 5 - 13 and 15 - 20 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Berg (U.S. Patent Publication No. 2008/0092060) in view of Kannan (U.S. Patent Publication No. 2007/0198368). Claims 4 and 14 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Berg and Kannan and further in view of Bakar (U.S. Patent Publication No. 2004/0039990).

Berg describes systems and methods for capturing user feedback in real-time over a communication network, where user feedback functionality is embedded directly in a web page. In one embodiment, the web page of a service provider includes JavaScript code which provides a listener server with control of the content of the web page. The customer feedback functionality may be in the form of queryboxes that are displayed to the user upon the occurrence of events,

such a user positioning the cursor in a particular form field. Upon occurrence of the event, a querybox is displayed with a request for user input related to the form field. User selection and submission of a response via the querybox is communicated to the listener server where the information is organized such that the web page provider can view the user feedback.

Kannan describes a method and a web-based system that enables a customer service center of a company to provide its customers with a choice of different modes for establishing contact with customer service representatives. The different modes of contact are displayed on a single web page. The modes of contact include, but are not limited to call, chat, email and Internet talk. Further, the system provides information regarding the estimated wait time and the less busy time for the modes of contact. In addition, the system and method provide means for conducting a search in a knowledge database for automated responses to queries from customers. The system and method enables the customer to provide feedback for each interaction with the customer service center through the web page. Further, the system and method enable the storage of all interaction between each customer and the customer service center.

Bakar describes an automated form and data analysis tool. The tool includes a form development module having a design template, a form engine, a form management module, a report module, and an export module. In other embodiments, the invention is an automated form and data analysis tool having a form tool, a feedback tool, an online testing tool, a geographic analysis tool, a forms application and development tool, a data query tool, and a menu tool. The invention provides mechanisms for developing, maintaining, and manipulating forms, and for extracting information from the forms.

Applicants have amended independent claim 1 to more clearly define the computer system for collecting and analyzing structured user feedback on websites of the present invention. Amended claim 1 recites, inter alia, “said structured feedback forms comprising user selectable feedback messages provided in a categorized and nested structure” and “said at least one analysis report comprising a structured analysis report based on said categorized and nested structure.” Support for the amendments to claim 1 is found, inter alia, in Figs. 1D, 1E and 1F and the description thereof, specifically in paragraph [0041], and in Fig. 9 and the description thereof, specifically in paragraph [0065] of the application as published (U.S. Patent Publication 2010/0252091).

Applicants respectfully submit that none of the prior art, either alone or in combination, shows or suggests the computer system for collecting and analyzing structured user feedback on websites, as recited in amended claim 1, including, inter alia, “said structured feedback forms comprising user selectable feedback messages provided in a categorized and nested structure” and “said at least one analysis report comprising a structured analysis report based on said categorized and nested structure.” Amended claim 1 is therefore patentable.

Applicants have amended independent claim 11 to more clearly define the method for collecting and analyzing structured user feedback on websites of the present invention. Amended claim 11 recites, inter alia, “said structured feedback forms comprising user selectable feedback messages provided in a categorized and nested structure” and “said at least one analysis report comprising a structured analysis report based on said categorized and nested structure.” Support for the amendments to claim 11 is found, inter alia, in Figs. 1D, 1E and 1F and the description

thereof, specifically in paragraph [0041], and in Fig. 9 and the description thereof, specifically in paragraph [0065] of the application as published (U.S. Patent Publication 2010/0252091).

Applicants respectfully submit that none of the prior art, either alone or in combination, shows or suggests the method for collecting and analyzing structured user feedback on websites, as recited in amended claim 11, including, inter alia, “said structured feedback forms comprising user selectable feedback messages provided in a categorized and nested structure” and “said at least one analysis report comprising a structured analysis report based on said categorized and nested structure.” Amended claim 11 is therefore patentable.

Claims 2 - 10 each depend directly or ultimately from claim 1 and are patentable. Claims 12 - 20 each depend directly or ultimately from claim 11 and are patentable.

Applicants reserve the right to pursue the claims as originally filed in the context of a continuation application.

In view of the foregoing remarks, all of the claims are believed to be in condition for allowance. Favorable reconsideration and allowance of the application is respectfully requested.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,

/John M. Bird/

John M. Bird

Registration No. 46,027

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Facsimile: 202.293.7860

WASHINGTON OFFICE

23373

CUSTOMER NUMBER

Date: January 24, 2013

PETITION FOR EXTENSION OF TIME UNDER 37 CFR 1.136(a)		Docket Number Q121866 Confirmation Number 5710	
Application Number 13/001,951		Filed December 29, 2010	
For	METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE		
Art Unit 3624	Examiner KONERU, SUJAY		
This is a request under the provisions of 37 CFR 1.136(a) to extend the period for filing a reply in the above-identified application. The requested extension and fee are as follows (check time period desired and enter the appropriate fee below):			
		<u>Fee</u>	<u>Small Entity Fee</u>
☐	One month (37 CFR 1.17(a)(1))	\$150.00	\$75.00
☐	Two month (37 CFR 1.17(a)(2))	\$570.00	\$285.00
☒	Three month (37 CFR 1.17(a)(3))	\$1290.00	\$645.00
☐	Four month (37 CFR 1.17(a)(4))	\$2010.00	\$1005.00
☐	Five month (37 CFR 1.17(a)(5))	\$2730.00	\$1365.00
☐	Previous Payment Amount	Date Submitted	
☒	Applicant claims small entity status. See 37 CFR 1.27.		
☐	A check in the amount of the fee is attached.		
☒	Payment by credit card.		
☐	The Director has already been authorized to charge fees in this application to a Deposit Account.		
☒	The Director is hereby authorized to charge any fees, except for the Issue Fee and the Publication Fee , or credit any overpayment, to Deposit Account Number 19-4880.		
I am the			
☐	applicant/inventor.		
☐	assignee of record of the entire interest. See 37 CFR 3.71. 37 CFR 3.73(b) statement is attached (Form PTO/SB/96).		
☒	attorney or agent of record. Registration Number	46,027	
☐	attorney or agent under 37 CFR 1.34. Registration number		
WASHINGTON OFFICE 23373 CUSTOMER NUMBER			
_____ /John M. Bird/ Signature		_____ January 24, 2013 Date	
_____ John M. Bird Typed or printed name		_____ 202.293.7060 Telephone Number	
Note: This form must be signed in accordance with 37 CFR 1.33. See 37 CFR 1.4 for signature requirements and certifications. Submit multiple forms if more than one signature is required, see below*.			
☒	*Total of 1 form is submitted.		

Electronic Patent Application Fee Transmittal				
Application Number:		13001951		
Filing Date:		29-Dec-2010		
Title of Invention:		METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE		
First Named Inventor/Applicant Name:		Ariel Finkelstein		
Filer:		John Michael Bird/Harrison Doyle		
Attorney Docket Number:		Q121866		
Filed as Small Entity				
U.S. National Stage under 35 USC 371 Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Extension - 3 months with \$0 paid	2253	1	645	645

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Miscellaneous:				
Total in USD (\$)				645

Electronic Acknowledgement Receipt

EFS ID:	14784920
Application Number:	13001951
International Application Number:	
Confirmation Number:	5710
Title of Invention:	METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE
First Named Inventor/Applicant Name:	Ariel Finkelstein
Customer Number:	23373
Filer:	John Michael Bird/Harrison Doyle
Filer Authorized By:	John Michael Bird
Attorney Docket Number:	Q121866
Receipt Date:	24-JAN-2013
Filing Date:	29-DEC-2010
Time Stamp:	16:46:47
Application Type:	U.S. National Stage under 35 USC 371

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$645
RAM confirmation Number	4325
Deposit Account	194880
Authorized User	SUGHRUE MION, PLLC

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

Charge any Additional Fees required under 37 C.F.R. 1.492 (National application filing, search, and examination fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.17 (Patent application and reexamination processing fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.19 (Document supply fees)

Charge any Additional Fees required under 37 C.F.R. Section 1.21 (Miscellaneous fees and charges)

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		111_Amendment_EOT_AsFiled.pdf	69631 e683d19d643945f533066c88c60a90f19265ab8a	yes	11
	Multipart Description/PDF files in .zip description				
	Document Description		Start	End	
	Amendment/Req. Reconsideration-After Non-Final Reject		1	1	
	Claims		2	6	
	Applicant Arguments/Remarks Made in an Amendment		7	10	
	Extension of Time		11	11	

Warnings:

Information:

2	Fee Worksheet (SB06)	fee-info.pdf	30649 da23cd8d96500c60a07c22e506be20ebddf31a92	no	2

Warnings:

Information:

Total Files Size (in bytes):	100280

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875					Application or Docket Number 13/001,951		Filing Date 12/29/2010		☐ To be Mailed	
APPLICATION AS FILED – PART I										
(Column 1)			(Column 2)			SMALL ENTITY ☒ OR		OTHER THAN SMALL ENTITY		
FOR	NUMBER FILED	NUMBER EXTRA	RATE (\$)	FEE (\$)	OR	RATE (\$)	FEE (\$)			
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A				
☐ SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A			N/A				
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A				
TOTAL CLAIMS (37 CFR 1.16(j))	minus 20 =	*	X \$	=	OR	X \$	=			
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X \$	=		X \$	=			
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).									
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))										
			TOTAL			TOTAL				
* If the difference in column 1 is less than zero, enter "0" in column 2.										
APPLICATION AS AMENDED – PART II										
(Column 1)			(Column 2)			SMALL ENTITY OR		OTHER THAN SMALL ENTITY		
AMENDMENT	01/24/2013	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	OR	RATE (\$)	ADDITIONAL FEE (\$)	
	Total (37 CFR 1.16(i))	* 20	Minus	** 39	= 0	X \$31 =	0	OR	X \$ =	
	Independent (37 CFR 1.16(h))	* 2	Minus	*** 4	= 0	X \$125 =	0	OR	X \$ =	
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))									
					TOTAL ADD'L FEE	0	OR	TOTAL ADD'L FEE		
(Column 1)			(Column 2)			SMALL ENTITY OR		OTHER THAN SMALL ENTITY		
AMENDMENT	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	OR	RATE (\$)	ADDITIONAL FEE (\$)		
	Total (37 CFR 1.16(i))	*	Minus	**	=	X \$ =	OR	X \$ =		
	Independent (37 CFR 1.16(h))	*	Minus	***	=	X \$ =	OR	X \$ =		
	☐ Application Size Fee (37 CFR 1.16(s))									
	☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))									
					TOTAL ADD'L FEE		TOTAL ADD'L FEE			
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.										

Legal Instrument Examiner:
/MARY HOLMES/

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.

13/001,951

12/29/2010

Ariel Finkelstein

Q121866

5710

23373 7590 07/25/2012
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EXAMINER

KONERU, SUJAY

ART UNIT

PAPER NUMBER

3624

NOTIFICATION DATE

DELIVERY MODE

07/25/2012

ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

USPTO@sughrue.com
sughrue@sughrue.com
PPROCESSING@SUGHRUE.COM

Office Action Summary	Application No. 13/001,951	Applicant(s) FINKELSTEIN ET AL.	
	Examiner SUJAY KONERU	Art Unit 3624	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 29 June 2012.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on ____; the restriction requirement and election have been incorporated into this action.
- 4) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 5) ☒ Claim(s) 1-40 is/are pending in the application.
- 5a) Of the above claim(s) 21-40 is/are withdrawn from consideration.
- 6) ☐ Claim(s) ____ is/are allowed.
- 7) ☒ Claim(s) 1-20 is/are rejected.
- 8) ☐ Claim(s) ____ is/are objected to.
- 9) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

Application Papers

- 10) ☐ The specification is objected to by the Examiner.
- 11) ☒ The drawing(s) filed on 29 June 2010 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 12) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. ____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)	4) ☐ Interview Summary (PTO-413)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. ____.
3) ☒ Information Disclosure Statement(s) (PTO/SB/08)	5) ☐ Notice of Informal Patent Application
Paper No(s)/Mail Date <u>6/13/11</u> .	6) ☐ Other: ____.

DETAILED ACTION

Status of Claims

1. This action is in reply to the application filed on 29 December 2010 and response to restriction filed on 29 June 2012. Claims 1-20 are currently pending and have been examined.

Election/Restrictions

2. Applicant's election without traverse of claims 1-20 in the reply filed on 6/29/12 is acknowledged.

Information Disclosure Statement

3. The information disclosure statement (IDS) submitted on 6/13/11 is in compliance with the provisions of 37 CFR 1.97. Accordingly, the information disclosure statement is being considered by the examiner.

Claim Rejections - 35 USC § 101

4. 35 U.S.C. 101 reads as follows:

Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

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5. Claims 1-10 are not in one of the four statutory categories. The instant claims comprise software elements such as form generation functionality and analyzing functionality. To be statutory, the subject matter of a claim must be directed to one of the four subject matter categories including: process, machine, manufacture or composition of matter. Since the claims are not within one of the four categories, they are not patent eligible under 35 USC 101.

6. Claims 11-20 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter. Based upon consideration of all of the relevant factors with respect to the claims as a whole, the claims are directed to abstract idea and are therefore rejected as ineligible subject matter under 35 U.S.C. § 101. 3. One factor to consider when determining if a claim recites a §101 patent eligible process is whether the claimed process (1) is tied to a particular machine (or apparatus) or; (2) transforms a particular article to a different state or thing. See *In re Bilski*, 545 F.3d 943, 88 USPQ2d 1385 (Fed. Cir. 2008) (en banc) *aff'd*, *Bilski v. Kappos*, 561 U.S. ___, 130 S.Ct. 3218, 95 USPQ2d 1001 (U.S. 2010). The Examiner will call this test the Machine-or-Transformation Test ("M-T Test"). To meet prong (1) of the M-T Test, the method step should positively recite the particular machine to which it is tied. This may be accomplished by having the claim positively recite the machine that accomplishes the method steps. Alternatively, or to meet prong (2), the method step should positively recite the material that is being changed to a different state or positively recite the subject matter that is being transformed. For example, a method claim that would probably not qualify as a statutory process

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because it is an abstract idea would be a claim that recites purely mental steps.

In this particular case, the claims fail prong (1) because the methods steps of generating, collecting and analyzing, and providing are not tied to a particular machine. For example, the step of analyzing could be performed mentally. Additionally, the claims fail prong (2) because the method steps do not transform the underlying subject matter to a different state or thing.

Dependent claim(s) 12-20 when analyzed as a whole are held to be ineligible subject matter and are rejected under 35 U.S.C. § 101 because the additional recited limitation(s) fail(s) to establish that the claim is not directed to an abstract idea, as detailed below: There is no recitation of a machine or transformation and the claims are merely a general concept of analyzing feedback. Thus, claims 11-20 are non-statutory.

To overcome this particular 35 U.S.C. § 101 rejection and assuming the original specification supports such an amendment in accordance with 35 U.S.C. § 112 1st paragraph, the Examiner recommends (by way of example only) that Applicant amend claim 11 to recite 'generating, by a processor'; 'collecting and analyzing, by a processor'; and 'providing, by a processor'.

Claim Rejections - 35 USC § 103

7. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to

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be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

8. This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).

9. **Claims 1-3, 5-13, 15-20** are rejected under 35 U.S.C. 103(a) as being unpatentable over Berg et al. (US 2008/0092060 A1) (hereinafter Berg) in view of Kannan et al. (US 2007/0198368 A1) (hereinafter Kannan).

Claims 1 and 11:

Berg, as shown, discloses the following limitations of claims 1 and 11

- *A system for collecting and analyzing structured user feedback on websites (abstract), said system comprising: website user structured feedback form generation functionality operative to generate structured feedback forms for providing website user*

feedback on website user interaction with a website-based process (see para [0011], "there is provided a method of capturing user input upon user viewing of a web page, including providing a web page with at least one trigger for displaying a request for user input, providing a prompt requesting user input specific to an element of the web page in response to an automatic trigger event, receiving user input in response to the request, and storing the received user input." and see para [0028], "A web page may include form fields or text input boxes 104 for user input"); *and*

- *website user feedback analyzing functionality operative to automatically collect and analyze website user feedback entered in said structured feedback forms* (see para [0045], "The listener server 208 is configured to organize and track user feedback statistics for each web page such that a provider can access such information in real time. The user feedback information is stored in a series of linked database tables that allows every operation of the life cycle of a querybox to be recorded for both queryboxes that are served to end users as well as those queryboxes that are not served to end users due to triggers such as timeouts that are not activated. This allows the entire process to be reconstructed and analyzed at a later date.")

Berg, however, does not specifically disclose to provide at least one analysis report based on feedback from a multiplicity of website users. In analogous art, Kannan discloses the following limitations:

- *provide at least one analysis report based on feedback from a multiplicity of website users* (see para [0063], "Analysis of the customer data, in turn, helps in analyzing and predicting customer behavior in a particular market segment and/or demographic segment regarding the different products and services available." and see para [0091], "All feedback forms stored in CSAT system 110 are used as a tool to conduct a customer service related survey. The feedback forms are further used to enhance the service provided by customer service center 104 to customers 106. In another embodiment of the invention, customer 106 provides feedback after using a product or availing a service offered by the company for a certain period of time. Suggestions /feedback repository system 126 provides a feedback form to customer 106 through web page 202.")

It would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine the teachings of Berg with Kannan because adding an analysis report based on feedback would enable customer service to be improved by having a better understanding of the type of problems customers have as well as conduct surveys of

comprehensive data related to interactions between companies and their customers (see Kannan, para [0008])

Moreover, it would have been obvious to one of ordinary skill in the art at the time of the invention to include the method for customer requests and contact management as taught by Kannan in the system for capturing website user feedback of Berg, since the claimed invention is merely a combination of old elements, and in the combination each element merely would have performed the same function as it did separately, and one of ordinary skill in the art would have recognized that the results of the combination were predictable.

Claims 2-3 and 12-13:

Berg does not specifically disclose wherein said website user structured feedback form generation functionality is operative automatically to provide structured feedback forms whose content depends on a stage in said website-based process currently being executed by the website user.

In analogous art, Kannan discloses the following limitations:

- *wherein said website user structured feedback form generation functionality is operative automatically to provide structured feedback forms whose content depends on a stage in said website-based process currently being executed by the website user (see para [0093], "Examples of query-defining options include, but are not limited to, options describing different engagement stages such*

as `After buying a product online`, `After shipment`, `After receipt`,
`On installation and commissioning`, `On integration with other
devices`, `On initial usage`, `On matured usage` and so forth.
Customer 106 may select one of the query-defining options.
Further, on selection of any one of the query-defining options, web
page 202 may display sub-query-defining options on web page 202
for customer 106 to define the query precisely.").

- *wherein said website user structured feedback form generation
functionality is operative to provide a plurality of structured
feedback forms which correspond to a plurality of stages in said
website-based process (see para [0093])*

It would have been obvious to one of ordinary skill in the art at the time of
the invention to include the method for customer requests and contact
management as taught by Kannan in the system for capturing website
user feedback of Berg, since the claimed invention is merely a
combination of old elements, and in the combination each element merely
would have performed the same function as it did separately, and one of
ordinary skill in the art would have recognized that the results of the
combination were predictable.

Claims 5-7 and 15-17:

Further, Berg discloses the following limitations:

- *wherein said structured feedback forms include a plurality of website user selectable items, whose selection by a website user indicates specific website user feedback (see para [0008], "For example, a user viewing a web page enabled with Opinionlab's technology can select a floating plus sign (+) icon on the web page and manually "score" the web page in the matter of seconds.10." and see para [0028])*
- *wherein said structured feedback forms do not include a freetext response item (see para [0008])*
- *wherein said structured feedback forms do include a freetext response item (see para [0008], "The Opinionlab technology also enables a user to open a comment card and express their own opinions and answer particular pre-generated questions." and see para [0028], "A web page may include form fields or text input boxes 104 for user input, as illustrated in FIG. 1.")*

Claims 8-9 and 18-19:

Berg does not specifically disclose wherein said website user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback. In analogous art, Kannan discloses the following limitation

- *wherein said website user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback (see para [0061], "Further, the WFM system stores data related to incoming and outgoing calls on a regular basis. In addition, the WFM system stores data related to a customer service representative's performance and the time taken by the customer service representative to complete each customer's request. The WFM system determines statistical data, based on data collected over a period of time. The statistical data is further used to determine the relatively less busy times for each customer service representative at the customer service center.")*
- *wherein said website user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback at various stages in said website process (see para [0061], [0093])*

It would have been obvious to one of ordinary skill in the art at the time of the invention to include the method for customer requests and contact management as taught by Kannan in the system for capturing website user feedback of Berg, since the claimed invention is merely a combination of old elements, and in the combination each element merely would have performed the same function as it did separately, and one of

ordinary skill in the art would have recognized that the results of the combination were predictable.

Claims 10 and 20:

Berg does not specifically disclose wherein said website user feedback analyzing functionality is operative automatically to provide contact information for website users providing feedback so as to enable said website administrator to respond to said feedback. In analogous art, Kannan discloses the following limitations:

- *wherein said website user feedback analyzing functionality is operative automatically to provide contact information for website users providing feedback so as to enable said website administrator to respond to said feedback* (see para [0078], "Further, CRM system 122 records all requests that customers 106 place through a message option and a call-back option." and see para [0072]-[0077])

It would have been obvious to one of ordinary skill in the art at the time of the invention to include the method for customer requests and contact management as taught by Kannan in the system for capturing website user feedback of Berg, since the claimed invention is merely a combination of old elements, and in the combination each element merely would have performed the same function as it did separately, and one of

ordinary skill in the art would have recognized that the results of the combination were predictable.

10. Claims 4 and 14 are rejected under 35 U.S.C. 103(a) as being unpatentable over Berg and Kannan, as applied above in claims 1 and 11, and further in view of Bakar et al. (US 2004/0039990 A1) (hereinafter Baker)

Claim 4:

Berg and Kannan do not specifically disclose wherein said website user structured feedback form generation functionality includes website specification functionality operative to permit a website administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process corresponding to a specific website. In analogous art, Bakar discloses the following limitations:

- *wherein said website user structured feedback form generation functionality includes website specification functionality operative to permit a website administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process corresponding to a specific website (see para [0059], " The feedback tool 224 allows a user to develop a feedback form, establish a workflow or internal procedure for distributing the feedback form, incorporate a supervisor approval*

process into the feedback procedure, and generate analyses and reports from the information collected in the feedback forms. The online testing tool 226 allows a user to create examinations or tests, distribute those tests, administer the tests, grade the tests, and then post the results for viewing by those who have taken the test. The geographic analysis tool 228 allows a user to analyze data, for example, survey responses, geographically, display the results of the survey in a geographically-coded map, and analyze the results of the survey using the geographic data. The forms application and development tool 230 allows a user to create multiple-step forms or other documents and to define an application flow or mapping that defines the path or course from one form to another." and see abstract, para [0093], [0099])

It would have been obvious to a person of ordinary skill in the art at the time the invention was made to combine the teachings of Berg and Kannan with Bakar because adding administrator designed forms would enable forms to be created based on analyzed data that are more focused and could yield even better results for a business or entity (see Bakar, para [0059]).

Moreover, it would have been obvious to one of ordinary skill in the art at the time of the invention to include the automated form and data analysis tool as taught by Bakar in the Berg and Kannan combination, since the claimed invention is merely a combination of old elements, and in the

combination each element merely would have performed the same function as it did separately, and one of ordinary skill in the art would have recognized that the results of the combination were predictable.

Conclusion

11. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- Ojakaar et al. (US 2008/0071602 A1), a review writing tool that guides a user through the process of writing an enhanced product review
- Cochran et al. (US 2004/0030697 A1), a system for online feedback
- Eaglestone et al. (US 2009/0013068 A1), a system for evaluating webpages
- Boone et al. (US 2007/0198459 A1), a method for online information analysis
- "Introducing Kampyle – The Next Generation of Online Feedback", an article on a web feedback analysis tool

12. Any inquiry concerning this communication or earlier communications from the examiner should be directed to SUJAY KONERU whose telephone

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number is (571)270-3409. The examiner can normally be reached on Monday thru Friday, 8:30 to 5.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Lynda Jasmin can be reached on (571) 272-6782. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/SUJAY KONERU/
Examiner, Art Unit 3624
July 17, 2012

/LYNDA C JASMIN/
Supervisory Patent Examiner, Art Unit 3624

Notice of References Cited	Application/Control No. 13/001,951		Applicant(s)/Patent Under Reexamination FINKELSTEIN ET AL.	
	Examiner SUJAY KONERU		Art Unit 3624	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-2004/0039990 A1	02-2004	Bakar et al.	715/505
*	B	US-2004/0030697 A1	02-2004	Cochran et al.	707/9
*	C	US-2007/0198368 A1	08-2007	Kannan et al.	705/026
*	D	US-2007/0198459 A1	08-2007	Boone et al.	707/001
*	E	US-2008/0071602 A1	03-2008	Ojakaar et al.	705/10
*	F	US-2009/0013068 A1	01-2009	Eaglestone et al.	709/224
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
	P					
	Q					
	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	DeveloperZen "Introducing Kampyle – The Next Generation of Online Feedback" (http://www.developerzen.com/2008/02/19/introducing-kampyle-the-next-generation-of-online-feedback/) February 19, 2008
	V	
	W	
	X	

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.

Search Notes 	Application/Control No. 13001951	Applicant(s)/Patent Under Reexamination FINKElSTEIN ET AL.
	Examiner SUJAY KONERU	Art Unit 3624

SEARCHED			
Class	Subclass	Date	Examiner

SEARCH NOTES		
Search Notes	Date	Examiner
see attached EAST search history	7/10/12	SK
see attached Google search history	7/10/12	SK

INTERFERENCE SEARCH			
Class	Subclass	Date	Examiner

/SUJAY KONERU/ Examiner.Art Unit 3624	

FORM PTO-1449 (Colb)	ATTY DOCKET NO. Q121866	SERIAL NUMBER 13/001,951
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANTS' INFORMATION STATEMENT	APPLICANT Ariel FINKELSTEIN, et al.	EXAMINER (N/A) Sujay Koneru
	FILING DATE December 29, 2010	GROUP ART UNIT (N/A)

U.S. PATENT DOCUMENTS

Examiner's Initials		DOCUMENT NO.	DATE	NAME	CLASS	SUB	FILING DATE
	AA	6,421,724	07-2002	Nickerson, et al.			
	AB	6,606,581	08-2003	Nickerson, et al.			
	AC	6,785,717	08-2004	Nickerson, et al.			
	AD	6,928,392	08-2005	Nickerson, et al.			
	AE	7,085,820	08-2006	Nickerson, et al.			
	AF	7,370,285	05-2008	Nickerson, et al.			
	AG	7,478,121	01-2009	Nickerson, et al.			
	AH	2008/0092060	04-2008	Berg, et al.			
	AI	2005/0154693	07-2005	Ebert			

FOREIGN PATENT DOCUMENTS

		DOCUMENT NO.	DATE	COUNTRY	CLASS	SUB	TRANS- LATION
	AJ	WO 2011/004368	01-2011	WIPO			
	AK						

OTHER ART (Including Author, Bills, Pertinent Pages, Etc.)

AL	An International Search Report dated November 3, 2010, which issued during the prosecution of Applicant's PCT/IL10/00543.
AM	
EXAMINER: /Sujay Koneru/	DATE CONSIDERED: 07/09/2012
EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /S.K./



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CONFIRMATION NO. 5710

SERIAL NUMBER 13/001,951	FILING or 371(c) DATE 12/29/2010 RULE	CLASS 705	GROUP ART UNIT 3624	ATTORNEY DOCKET NO. Q121866		
APPLICANTS Ariel Finkelstein, Zichron Yaakov, ISRAEL; Eran Savir, Hod Hasharon, ISRAEL; Eylon Steiner, Ra'anana, ISRAEL; ** CONTINUING DATA ***** This application is a 371 of PCT/IL10/00543 07/07/2010 ** FOREIGN APPLICATIONS ***** UNITED STATES OF AMERICA 61270369 07/07/2009 ** IF REQUIRED, FOREIGN FILING LICENSE GRANTED *** SMALL ENTITY ** 02/07/2012						
Foreign Priority claimed ☐ Yes ☒ No 35 USC 119(a-d) conditions met ☐ Yes ☒ No Verified and /SUJAY KONERU/ Acknowledged Examiner's Signature		☐ Met after Allowance SK Initials	STATE OR COUNTRY ISRAEL	SHEETS DRAWINGS 16	TOTAL CLAIMS 39	INDEPENDENT CLAIMS 4
ADDRESS SUGHRUE MION, PLLC 2100 PENNSYLVANIA AVENUE, N.W. SUITE 800 WASHINGTON, DC 20037 UNITED STATES						
TITLE METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE						
FILING FEE RECEIVED 1815	FEES: Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following:		☐ All Fees ☐ 1.16 Fees (Filing) ☐ 1.17 Fees (Processing Ext. of time) ☐ 1.18 Fees (Issue) ☐ Other _____ ☐ Credit			

<i>Index of Claims</i> 	Application/Control No. 13001951	Applicant(s)/Patent Under Reexamination FINKELSTEIN ET AL.
	Examiner SUJAY KONERU	Art Unit 3624

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant				☐ CPA				☐ T.D.				☐ R.1.47			
CLAIM		DATE													
Final	Original	06/06/2012	07/09/2012												
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	2	÷	✓												
	3	÷	✓												
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<i>Index of Claims</i> 	Application/Control No. 13001951	Applicant(s)/Patent Under Reexamination FINKELSTEIN ET AL.
	Examiner SUJAY KONERU	Art Unit 3624

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant				☐ CPA		☐ T.D.		☐ R.1.47	
CLAIM		DATE							
Final	Original	06/06/2012	07/09/2012						
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	38	÷	-						
	39	÷	-						
	40	÷	-						

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-  Incident Response: What Information Security... - continuityinsights.com 1:33pm

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EAST Search History (Prior Art)

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L2	142	("2004/0039990").URPN.	USPAT	OR	OFF	2012/07/10 14:36
L3	4	("2007/0198368").URPN.	USPAT	OR	OFF	2012/07/10 14:36
L4	0	("2008/0092060").URPN.	USPAT	OR	OFF	2012/07/10 14:37
L8	4	("2008/0071602").URPN.	USPAT	OR	OFF	2012/07/10 14:39
L15	33	("2004/0030697").URPN.	USPAT	OR	OFF	2012/07/10 14:40
L19	2	("2009/0013068").URPN.	USPAT	OR	OFF	2012/07/10 14:40
L20	15	("2007/0198459").URPN.	USPAT	OR	OFF	2012/07/10 14:41
S1	13587	(705/7.11-7.42).ccls.	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 11:32
S2	11	(Ariel and Finkelstein).in.	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 11:33
S3	1	(Eran and Savir).in.	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 11:33
S4	2	(Kampyle).as.	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 11:33
S5	15	US-6421724-\$.DID. OR US-6606581-\$.DID. OR US-6785717-\$.DID. OR US-6928392-\$.DID. OR US-7085820-\$.DID. OR US-7370285-\$.DID. OR US-7478121-\$.DID. OR US-20080092060-\$.DID. OR US-20050154693-\$.DID. OR WO-2011004368-\$.DID. OR WO-2011004368012011-\$.DID.	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 11:41
S6	16359	((website\$2 or (web adj site\$2) or internet or webpage\$2 or (web adj page\$2)) near10 (feedback\$2 or review\$2))	US-PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 11:43
S7	878	S6 and ((phase\$2 or stage\$2) near10	US-	OR	ON	2012/07/09

		((feedback\$2 or review\$2 or form\$2))	PGPUB; USPAT; USOCR; DERWENT			11:47
S8	1	S7 and freetext	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 11:47
S9	107	S7 and ((website\$2 or (web adj site\$2) or internet or webpage\$2 or (web adj page\$2)) near10 (stage\$2 or phase\$2))	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 11:48
S10	19129	((website\$2 or (web adj site\$2) or internet or webpage\$2 or (web adj page\$2)) near10 (feedback\$2 or review\$2 or survey\$4))	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 12:20
S11	3553	S10 and ((feedback\$2 or review\$2 or survey\$4) near10 (analysis or analyz\$4 or evaluat\$4))	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 12:20
S12	447	S11 and (software near10 install\$6)	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 12:23
S13	25	S11 and ((software near10 install\$6) near10 (feedback or review or survey))	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 12:23
S14	61	S12 and ((phase\$2 or stage\$2) near10 (feedback\$2 or review\$2 or form\$2))	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 12:29
S15	56	S14 not S13	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 12:29
S16	3785	S10 and ((feedback or survey\$2 or opinion or review\$2) near10 form\$2)	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 12:31
S17	1589	((website\$2 or (web adj site\$2) or internet or webpage\$2 or (web adj page\$2)) near10 (feedback\$2 or review\$2 or survey\$4)).ti,ab.	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 12:31
S18	261	S16 and S17	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 12:31
S19	44218	((phase or stage) near10 install\$6)	US-	OR	ON	2012/07/09

			PGPUB; USPAT; USOCR; DERWENT			12:32
S20	22	S19 and S16	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 12:32
S21	73528	((phase or stage) near10 feedback\$6)	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 12:38
S22	133	S16 and S21	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 12:38
S23	46	S21 and (administrator\$2 near10 (feedback or form))	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 12:38
S24	6	S22 and S23	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 12:39
S25	128	S10 and ((administrator\$2 near10 (feedback or form)) near10 (design\$4 or build\$4 or creat\$4 or generat\$6))	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 12:52
S26	4886	S10 and ((feedback\$2 or review\$2 or survey\$4) near10 (analysis or analyz\$4 or evaluat\$4 or report\$4))	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 12:52
S27	43	S25 and S26	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 12:52
S28	85	S25 not S27	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 12:59
S29	8	((administrator\$2 near20 (feedback near10 form)) near20 (design\$4 or build\$4 or creat\$4 or generat\$6))	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 13:03
S30	0	((admin\$2 near20 (feedback near10 form)) near20 (design\$4 or build\$4 or creat\$4 or generat\$6))	US- PGPUB; USPAT; USOCR; DERWENT	OR	ON	2012/07/09 13:09
S31	1	((webmaster\$2\$2 near20 (feedback	US-	OR	ON	2012/07/09

file:///C:/Users/1/Documents/e-Red%20Folder/13001951/EASTSearchHisContent/SquareAccessbleContent/Square%20Medalla.htm IPR2022-00316

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file:///C:/Users/1/Documents/e-Red%20Folder/13001951/EASTSearchHisContent/SquareAccessbleContent/Square%20Medalla.htm IPR2022-00316

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Docket No: Q121866

Ariel FINKELSTEIN

Group Art Unit: 3624

Appln. No.: 13/001,951

Examiner: KONERU, SUJAY

Confirmation No.: 5710

Filed: December 29, 2010

For: METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND
SOFTWARE

RESPONSE TO RESTRICTION/ELECTION OF SPECIES REQUIREMENT

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This responds to the Restriction Requirement, dated June 18, 2012. In response to the Restriction Requirement, Applicant elects Group I, claims 1-20 for examination.

This election is made without traverse.

This responds to the Election of Species Requirement, dated June 18, 2012. The Examiner has identified the application as containing claims directed to more than one distinct species. The Examiner has required the Applicant to elect a single disclosed species for prosecution on the merits to which the claims shall be restricted.

The Examiner believes there are no generic claims.

Applicant has been advised that a response to this requirement shall include an identification of the species that is elected and a listing of all claims readable thereon. In

**RESPONSE TO RESTRICTION/ELECTION
OF SPECIES REQUIREMENT**

Appln No.: 13/001,951

response to the Examiner's requirement, Applicant elects Species I for examination on which claims 1-20 are readable.

Applicant submits that if any of the elected claims is found to be allowable, claims dependent therefrom should similarly be considered allowable in the same application.

Applicant reserves the right to file a Divisional Application directed to non-elected claims 21-40.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,

/John M. Bird/

SUGHRUE MION, PLLC
2100 Pennsylvania Avenue, N.W.
Washington, DC 20037
Telephone: (202) 293-7060
Facsimile: (202) 293-7860

John M. Bird
Registration No. 46,027

Date: June 29, 2012

Electronic Acknowledgement Receipt

EFS ID:	13148363
Application Number:	13001951
International Application Number:	
Confirmation Number:	5710
Title of Invention:	METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE
First Named Inventor/Applicant Name:	Ariel Finkelstein
Customer Number:	23373
Filer:	John Michael Bird/Lizbeth Chow
Filer Authorized By:	John Michael Bird
Attorney Docket Number:	Q121866
Receipt Date:	29-JUN-2012
Filing Date:	29-DEC-2010
Time Stamp:	16:53:00
Application Type:	U.S. National Stage under 35 USC 371

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1	Response to Election / Restriction Filed	Response_to_Restriction_and_Election.pdf	54302 8d5995d02492a9609b31f23e07fdc52a83382f11	no	2

Warnings:

Information:

This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503.

New Applications Under 35 U.S.C. 111

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

National Stage of an International Application under 35 U.S.C. 371

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

New International Application Filed with the USPTO as a Receiving Office

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875					Application or Docket Number 13/001,951		Filing Date 12/29/2010		☐ To be Mailed	
APPLICATION AS FILED – PART I										
(Column 1)			(Column 2)			SMALL ENTITY ☒ OR		OTHER THAN SMALL ENTITY		
FOR	NUMBER FILED	NUMBER EXTRA	RATE (\$)	FEE (\$)	OR	RATE (\$)	FEE (\$)			
☐ BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A				
☐ SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A			N/A				
☐ EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A				
TOTAL CLAIMS (37 CFR 1.16(j))	minus 20 =	*	X \$	=	OR	X \$	=			
INDEPENDENT CLAIMS (37 CFR 1.16(h))	minus 3 =	*	X \$	=		X \$	=			
☐ APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).									
☐ MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))										
* If the difference in column 1 is less than zero, enter "0" in column 2.			TOTAL			TOTAL				
APPLICATION AS AMENDED – PART II										
(Column 1)			(Column 2)			SMALL ENTITY OR		OTHER THAN SMALL ENTITY		
AMENDMENT	06/29/2012	CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	OR	RATE (\$)	ADDITIONAL FEE (\$)	
	Total (37 CFR 1.16(i))	* 39	Minus	** 39	=	0	OR	X \$	=	
	Independent (37 CFR 1.16(h))	* 4	Minus	*** 4	=	0	OR	X \$	=	
☐ Application Size Fee (37 CFR 1.16(s))										
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR			
					TOTAL ADD'L FEE	0	OR	TOTAL ADD'L FEE		
(Column 1)			(Column 2)			SMALL ENTITY OR		OTHER THAN SMALL ENTITY		
AMENDMENT		CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE (\$)	ADDITIONAL FEE (\$)	OR	RATE (\$)	ADDITIONAL FEE (\$)	
	Total (37 CFR 1.16(i))	*	Minus	**	=		OR	X \$	=	
	Independent (37 CFR 1.16(h))	*	Minus	***	=		OR	X \$	=	
☐ Application Size Fee (37 CFR 1.16(s))										
☐ FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))							OR			
					TOTAL ADD'L FEE		OR	TOTAL ADD'L FEE		
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest number found in the appropriate box in column 1.										

Legal Instrument Examiner:
/RUTH GRADEN/

This collection of information is required by 37 CFR 1.16. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. **SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.**

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
13/001,951	12/29/2010	Ariel Finkelstein	Q121866	5710
23373 7590 06/18/2012 SUGHRUE MION, PLLC 2100 PENNSYLVANIA AVENUE, N.W. SUITE 800 WASHINGTON, DC 20037			EXAMINER KONERU, SUJAY	
			ART UNIT 3624	PAPER NUMBER
			NOTIFICATION DATE 06/18/2012	DELIVERY MODE ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

USPTO@sughrue.com
sughrue@sughrue.com
PPROCESSING@SUGHRUE.COM

Office Action Summary	Application No. 13/001,951	Applicant(s) FINKELSTEIN ET AL.	
	Examiner SUJAY KONERU	Art Unit 3624	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 1 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 29 December 2010.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ An election was made by the applicant in response to a restriction requirement set forth during the interview on ____; the restriction requirement and election have been incorporated into this action.
- 4) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 5) ☒ Claim(s) 1-40 is/are pending in the application.
- 5a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 6) ☐ Claim(s) ____ is/are allowed.
- 7) ☐ Claim(s) ____ is/are rejected.
- 8) ☐ Claim(s) ____ is/are objected to.
- 9) ☒ Claim(s) 1-40 are subject to restriction and/or election requirement.

Application Papers

- 10) ☐ The specification is objected to by the Examiner.
- 11) ☐ The drawing(s) filed on ____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 12) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. ____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☐ Notice of References Cited (PTO-892)	4) ☐ Interview Summary (PTO-413)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. ____.
3) ☐ Information Disclosure Statement(s) (PTO/SB/08)	5) ☐ Notice of Informal Patent Application
Paper No(s)/Mail Date ____.	6) ☐ Other: ____.

DETAILED ACTION

Status of Claims

1. This election/restriction requirement is in reply to the application filed on 29 December 2010. Claims 1-40 are currently pending.

Election/Restrictions

2. Restriction to one of the following inventions is required under 35 U.S.C. 121:
 - I. Claims 1-20, drawn to a system for analyzing user feedback on websites using form generation and feedback reports, classified in class 705, subclass 7.15.
 - II. Claims 21-40, drawn to a system for analyzing user feedback on software installations using form generation and feedback reports, classified in class 717, subclass 174.

The inventions are distinct, each from the other because of the following reasons:

3. Inventions I and II are directed to related systems. The related inventions are distinct if: (1) the inventions as claimed are either not capable of use together or can have a materially different design, mode of operation, function, or effect; (2) the inventions do not overlap in scope, i.e., are mutually exclusive; and (3) the inventions as claimed are not obvious variants. See MPEP § 806.05(j). In the instant case, Invention I is for claims for analyzing feedback for websites which is a different than

the function of Invention II, which is for analyzing feedback for software installations .

Furthermore, the inventions as claimed do not encompass overlapping subject matter and there is nothing of record to show them to be obvious variants.

4. Restriction for examination purposes as indicated is proper because all these inventions listed in this action are independent or distinct for the reasons given above and there would be a serious search and/or examination burden if restriction were not required because at least the following reason(s) apply: the inventions have acquired a separate status in the art in view of their different classification, the inventions have acquired a separate status in the art due to their recognized divergent subject matter and the inventions require a different field of search (e.g., searching different classes /subclasses or electronic resources, or employing different search strategies or search queries).

Applicant is advised that the reply to this requirement to be complete must include (i) an election of a invention to be examined even though the requirement may be traversed (37 CFR 1.143) and (ii) identification of the claims encompassing the elected invention.

The election of an invention may be made with or without traverse. To reserve a right to petition, the election must be made with traverse. If the reply does not distinctly and specifically point out supposed errors in the restriction requirement, the election shall be treated as an election without traverse. Traversal must be presented at the time of election in order to be considered timely. Failure to timely traverse the requirement will result in the loss of right to petition under 37 CFR 1.144. If claims are added after

Art Unit: 3624

the election, applicant must indicate which of these claims are readable upon the elected invention.

Should applicant traverse on the ground that the inventions are not patentably distinct, applicant should submit evidence or identify such evidence now of record showing the inventions to be obvious variants or clearly admit on the record that this is the case. In either instance, if the examiner finds one of the inventions unpatentable over the prior art, the evidence or admission may be used in a rejection under 35 U.S.C. 103(a) of the other invention.

5. This application contains claims directed to the following patentably distinct species

- a. Species I: drawn to Figs 1a-4, 9;
- b. Species II, drawn to Figs 5a-8;
- c. The species are independent or distinct because the claims to the different species recite the mutually exclusive characteristics of such species such as website feedback versus software installation feedback. In addition, these species are not obvious variants of each other based on the current record. Currently, there are no generic claims.

Applicant is required under 35 U.S.C. 121 to elect a single disclosed species, or a single grouping of patentably indistinct species, for prosecution on the merits to which the claims shall be restricted if no generic claim is finally held to be allowable.

There is a search and/or examination burden for the patentably distinct species as set forth above because at least the following reason(s) apply: the species or groupings of patentably indistinct species have acquired a separate status in the art in view of their different classification and the species or groupings of patentably indistinct species require a different field of search (e.g., searching different classes /subclasses or electronic resources, or employing different search strategies or search queries).

Applicant is advised that the reply to this requirement to be complete must include (i) an election of a species or a grouping of patentably indistinct species to be examined even though the requirement may be traversed (37 CFR 1.143) **and (ii) identification of the claims encompassing the elected species or grouping of patentably indistinct species**, including any claims subsequently added. An argument that a claim is allowable or that all claims are generic is considered nonresponsive unless accompanied by an election.

The election may be made with or without traverse. To preserve a right to petition, the election must be made with traverse. If the reply does not distinctly and specifically point out supposed errors in the election of species requirement, the election shall be treated as an election without traverse. Traversal must be presented at the time of election in order to be considered timely. Failure to timely traverse the requirement will result in the loss of right to petition under 37 CFR 1.144. If claims are added after

the election, applicant must indicate which of these claims are readable on the elected species or grouping of patentably indistinct species.

Should applicant traverse on the ground that the species, or groupings of patentably indistinct species from which election is required, are not patentably distinct, applicant should submit evidence or identify such evidence now of record showing them to be obvious variants or clearly admit on the record that this is the case. In either instance, if the examiner finds one of the species unpatentable over the prior art, the evidence or admission may be used in a rejection under 35 U.S.C. 103(a) of the other species.

Upon the allowance of a generic claim, applicant will be entitled to consideration of claims to additional species which depend from or otherwise require all the limitations of an allowable generic claim as provided by 37 CFR 1.141.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to SUJAY KONERU whose telephone number is (571)270-3409. The examiner can normally be reached on Monday thru Friday, 8:30 to 5.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Lynda Jasmin can be reached on (571) 272-6782. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/SUJAY KONERU/
Examiner, Art Unit 3624
June 12, 2012

/LYNDA C JASMIN/
Supervisory Patent Examiner, Art Unit 3624

<i>Index of Claims</i> 	Application/Control No. 13001951	Applicant(s)/Patent Under Reexamination FINKELSTEIN ET AL.
	Examiner SUJAY KONERU	Art Unit 3624

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant		☐ CPA		☐ T.D.		☐ R.1.47			
CLAIM		DATE							
Final	Original	06/06/2012							
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	3	÷							
	4	÷							
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<i>Index of Claims</i> 	Application/Control No. 13001951	Applicant(s)/Patent Under Reexamination FINKELSTEIN ET AL.
	Examiner SUJAY KONERU	Art Unit 3624

✓	Rejected	-	Cancelled	N	Non-Elected	A	Appeal
=	Allowed	÷	Restricted	I	Interference	O	Objected

☐ Claims renumbered in the same order as presented by applicant ☐ CPA ☐ T.D. ☐ R.1.47										
CLAIM		DATE								
Final	Original	06/06/2012								
	37	÷								
	38	÷								
	39	÷								
	40	÷								



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APPLICATION NUMBER	FILING OR 371(C) DATE	FIRST NAMED APPLICANT	ATTY. DOCKET NO./TITLE
13/001,951	12/29/2010	Ariel Finkelstein	Q121866

CONFIRMATION NO. 5710

PUBLICATION NOTICE



OC000000054333721

23373
SUGHRUE MION, PLLC
2100 PENNSYLVANIA AVENUE, N.W.
SUITE 800
WASHINGTON, DC 20037

Title:METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE

Publication No.US-2012-0123823-A1

Publication Date:05/17/2012

NOTICE OF PUBLICATION OF APPLICATION

The above-identified application will be electronically published as a patent application publication pursuant to 37 CFR 1.211, et seq. The patent application publication number and publication date are set forth above.

The publication may be accessed through the USPTO's publically available Searchable Databases via the Internet at www.uspto.gov. The direct link to access the publication is currently <http://www.uspto.gov/patft/>.

The publication process established by the Office does not provide for mailing a copy of the publication to applicant. A copy of the publication may be obtained from the Office upon payment of the appropriate fee set forth in 37 CFR 1.19(a)(1). Orders for copies of patent application publications are handled by the USPTO's Office of Public Records. The Office of Public Records can be reached by telephone at (703) 308-9726 or (800) 972-6382, by facsimile at (703) 305-8759, by mail addressed to the United States Patent and Trademark Office, Office of Public Records, Alexandria, VA 22313-1450 or via the Internet.

In addition, information on the status of the application, including the mailing date of Office actions and the dates of receipt of correspondence filed in the Office, may also be accessed via the Internet through the Patent Electronic Business Center at www.uspto.gov using the public side of the Patent Application Information and Retrieval (PAIR) system. The direct link to access this status information is currently <http://pair.uspto.gov/>. Prior to publication, such status information is confidential and may only be obtained by applicant using the private side of PAIR.

Further assistance in electronically accessing the publication, or about PAIR, is available by calling the Patent Electronic Business Center at 1-866-217-9197.

Office of Data Management, Application Assistance Unit (571) 272-4000, or (571) 272-4200, or 1-888-786-0101



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U.S. APPLICATION NUMBER NO.	FIRST NAMED APPLICANT	ATTY. DOCKET NO.
13/001,951	Ariel Finkelstein	Q121866

23373
SUGHRUE MION, PLLC
2100 PENNSYLVANIA AVENUE, N.W.
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INTERNATIONAL APPLICATION NO.	
PCT/IL10/00543	
I.A. FILING DATE	PRIORITY DATE
07/07/2010	07/07/2009

CONFIRMATION NO. 5710
371 ACCEPTANCE LETTER



Date Mailed: 04/16/2012

NOTICE OF ACCEPTANCE OF APPLICATION UNDER 35 U.S.C 371 AND 37 CFR 1.495

The applicant is hereby advised that the United States Patent and Trademark Office in its capacity as a Designated / Elected Office (37 CFR 1.495), has determined that the above identified international application has met the requirements of 35 U.S.C. 371, and is ACCEPTED for national patentability examination in the United States Patent and Trademark Office.

The United States Application Number assigned to the application is shown above and the relevant dates are:

<u>12/29/2010</u>	<u>01/07/2012</u>
DATE OF RECEIPT OF 35 U.S.C. 371(c)(1), (c)(2) and (c)(4) REQUIREMENTS	DATE OF COMPLETION OF ALL 35 U.S.C. 371 REQUIREMENTS

A Filing Receipt (PTO-103X) will be issued for the present application in due course. **THE DATE APPEARING ON THE FILING RECEIPT AS THE " FILING DATE" IS THE DATE ON WHICH THE LAST OF THE 35 U.S.C. 371 (c)(1), (c)(2) and (c)(4) REQUIREMENTS HAS BEEN RECEIVED IN THE OFFICE. THIS DATE IS SHOWN ABOVE.** The filing date of the above identified application is the international filing date of the international application (Article 11(3) and 35 U.S.C. 363). Once the Filing Receipt has been received, send all correspondence to the Group Art Unit designated thereon.

The following items have been received:

- Indication of Small Entity Status
- Copy of the International Application filed on 12/29/2010
- Copy of the International Search Report filed on 12/29/2010
- Information Disclosure Statements filed on 06/13/2011
- Oath or Declaration filed on 12/29/2010
- U.S. Basic National Fees filed on 12/29/2010

Applicant is reminded that any communications to the United States Patent and Trademark Office must be mailed to the address given in the heading and include the U.S. application no. shown above (37 CFR 1.5)

VALERIE D KINARD

Telephone: (703) 756-1432



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
13/001,951	12/29/2010	3623	1815	Q121866	39	4

CONFIRMATION NO. 5710

UPDATED FILING RECEIPT

23373
SUGHRUE MION, PLLC
2100 PENNSYLVANIA AVENUE, N.W.
SUITE 800
WASHINGTON, DC 20037



Date Mailed: 04/16/2012

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. **If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections**

Applicant(s)

Ariel Finkelstein, Zichron Yaakov, ISRAEL;
Eran Savir, Hod Hasharon, ISRAEL;
Eylon Steiner, Ra'anana, ISRAEL;

Assignment For Published Patent Application

KAMPYLE LTD., Ramat Gan, ISRAEL

Power of Attorney: The patent practitioners associated with Customer Number 23373

Domestic Priority data as claimed by applicant

This application is a 371 of PCT/IL10/00543 07/07/2010

Foreign Applications (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see <http://www.uspto.gov> for more information.)

UNITED STATES OF AMERICA 61270369 07/07/2009

If Required, Foreign Filing License Granted: 02/07/2012

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 13/001,951**

Projected Publication Date: 05/17/2012

Non-Publication Request: No

Early Publication Request: No

**** SMALL ENTITY ****

Title

METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE

Preliminary Class

705

PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES

Since the rights granted by a U.S. patent extend only throughout the territory of the United States and have no effect in a foreign country, an inventor who wishes patent protection in another country must apply for a patent in a specific country or in regional patent offices. Applicants may wish to consider the filing of an international application under the Patent Cooperation Treaty (PCT). An international (PCT) application generally has the same effect as a regular national patent application in each PCT-member country. The PCT process **simplifies** the filing of patent applications on the same invention in member countries, but **does not result** in a grant of "an international patent" and does not eliminate the need of applicants to file additional documents and fees in countries where patent protection is desired.

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For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, <http://www.stopfakes.gov>. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4158).

LICENSE FOR FOREIGN FILING UNDER**Title 35, United States Code, Section 184****Title 37, Code of Federal Regulations, 5.11 & 5.15****GRANTED**

The applicant has been granted a license under 35 U.S.C. 184, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" followed by a date appears on this form. Such licenses are issued in all applications where the conditions for issuance of a license have been met, regardless of whether or not a license may be required as

set forth in 37 CFR 5.15. The scope and limitations of this license are set forth in 37 CFR 5.15(a) unless an earlier license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

This license is to be retained by the licensee and may be used at any time on or after the effective date thereof unless it is revoked. This license is automatically transferred to any related applications(s) filed under 37 CFR 1.53(d). This license is not retroactive.

The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Bureau of Industry and Security, Department of Commerce (15 CFR parts 730-774); the Office of Foreign Assets Control, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

NOT GRANTED

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

SelectUSA

The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation and commercialization of new technologies. The USA offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to encourage, facilitate, and accelerate business investment. To learn more about why the USA is the best country in the world to develop technology, manufacture products, and grow your business, visit [SelectUSA.gov](https://www.SelectUSA.gov).

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875						Application or Docket Number 13/001,951				
APPLICATION AS FILED - PART I										
(Column 1)		(Column 2)		SMALL ENTITY		OR OTHER THAN SMALL ENTITY				
FOR	NUMBER FILED	NUMBER EXTRA	RATE(\$)	FEE(\$)		RATE(\$)	FEE(\$)			
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A	190		N/A				
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A	60		N/A				
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A	125		N/A				
TOTAL CLAIMS (37 CFR 1.16(j))	39 minus 20 =	*	19	x 30 =						
INDEPENDENT CLAIMS (37 CFR 1.16(h))	4 minus 3 =	*	1	x 125 =						
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).			0.00						
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))				0.00						
				TOTAL		TOTAL				
					1070					
* If the difference in column 1 is less than zero, enter "0" in column 2.										
APPLICATION AS AMENDED - PART II										
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY		OR OTHER THAN SMALL ENTITY		
AMENDMENT A		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)
	Total (37 CFR 1.16(i))	*	Minus	**	=	x =			x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =			x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))									
						TOTAL ADD'L FEE			TOTAL ADD'L FEE	
AMENDMENT B		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)
	Total (37 CFR 1.16(i))	*	Minus	**	=	x =			x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =			x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))									
						TOTAL ADD'L FEE			TOTAL ADD'L FEE	
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.										

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Docket No: Q121866

Ariel FINKELSTEIN, et al.

Appln. No.: 13/001,951

Group Art Unit: Not Yet Assigned

Confirmation No.: 5710

Examiner: Not Yet Assigned

Filed: December 29, 2010

For: METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND
SOFTWARE

RESPONSE TO NOTICE OF INSUFFICIENT FEES

MAIL STOP AMENDMENT

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

In response to the "Notice of Insufficient Fees" mailed February 10, 2012, applicants submit that they owe for one (1) independent claim over the three (3) claim limit in addition to twenty (20) additional independent claims over the twenty (20) claim limit, not nineteen (19) claims, as the Patent Office's Notice indicated. The excess claim fees, for a small entity, totals \$725.00.

Applicants submits herewith a Small Entity Statement. Consideration of the attached is respectfully requested.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,

John M. Bird/ # 46,027, John M. Bird for

SUGHRUE MION, PLLC
Telephone: (202) 293-7060
Facsimile: (202) 293-7860

William H. Mandir
Registration No. 32,156

WASHINGTON OFFICE

23373

CUSTOMER NUMBER

Date: April 10, 2012

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Ariel FINKELSTEIN, et al.

Appln. No.: 13/001,951

Confirmation No.: 5710

Filed: December 29, 2010

Docket No: Q121866

Group Art Unit: To Be Assigned

Examiner: To Be Assigned

For: METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES
AND SOFTWARE

ASSERTION OF SMALL ENTITY STATUS

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

Applicant submits herewith the inventor of the assignee of the above referenced application is entitled to Small Entity Status.

It is respectfully requested that Small Entity Fees be applied to the present application. In response to the Notice of Insufficient Fees, Applicants request that the required excess claims be applied based on the Applicants qualifying for small entity status. All fees should be applied to Applicant's Deposit Account No. 19-4880.

Respectfully submitted,

/John M. Bird/ # 46,027, John M.
Bird for

SUGHRUE MION, PLLC
Telephone: (202) 293-7060
Facsimile: (202) 293-7860

William H. Mandir
Registration No. 32,156

WASHINGTON OFFICE

23373

CUSTOMER NUMBER

Date: April 10, 2012

Electronic Patent Application Fee Transmittal				
Application Number:		13001951		
Filing Date:		29-Dec-2010		
Title of Invention:		METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE		
First Named Inventor/Applicant Name:		Ariel Finkelstein		
Filer:		John Michael Bird/Pamela Hall		
Attorney Docket Number:		Q121866		
Filed as Small Entity				
U.S. National Stage under 35 USC 371 Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
Pages:				
Claims:				
Claims in excess of 20	2615	20	30	600
Independent claims in excess of 3	2614	1	125	125
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				
Post-Allowance-and-Post-Issuance:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				725

Electronic Acknowledgement Receipt

EFS ID:	12512385
Application Number:	13001951
International Application Number:	
Confirmation Number:	5710
Title of Invention:	METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE
First Named Inventor/Applicant Name:	Ariel Finkelstein
Customer Number:	23373
Filer:	John Michael Bird/Pamela Hall
Filer Authorized By:	John Michael Bird
Attorney Docket Number:	Q121866
Receipt Date:	10-APR-2012
Filing Date:	29-DEC-2010
Time Stamp:	19:24:10
Application Type:	U.S. National Stage under 35 USC 371

Payment information:

Submitted with Payment	yes
Payment Type	Credit Card
Payment was successfully received in RAM	\$725
RAM confirmation Number	5988
Deposit Account	
Authorized User	

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)

1	Applicant Response to Pre-Exam Formalities Notice	RESPONSE_TO_INSUFFICIENT_FEES_NOTICE.PDF	53853 1e7b48eaff07db770aa3d7267bf72e95f3a3ec7d	no	2
Warnings:					
Information:					
2	Miscellaneous Incoming Letter	ASSERTION_OF_SMALL_ENTITY_STATUS.PDF	51650 437b75c7d721b757c45db33466e3ef1e0831f455	no	1
Warnings:					
Information:					
3	Fee Worksheet (SB06)	fee-info.pdf	31926 7b02f4c5f9480ce992bd10bc80f31e91b97b1282	no	2
Warnings:					
Information:					
Total Files Size (in bytes):			137429		
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.					



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

U.S. APPLICATION NUMBER NO.	FIRST NAMED APPLICANT	ATTY. DOCKET NO.
13/001,951	Ariel Finkelstein	Q121866

23373
SUGHRUE MION, PLLC
2100 PENNSYLVANIA AVENUE, N.W.
SUITE 800
WASHINGTON, DC 20037

INTERNATIONAL APPLICATION NO.	
PCT/IL10/00543	
I.A. FILING DATE	PRIORITY DATE
07/07/2010	07/07/2009

CONFIRMATION NO. 5710
371 FORMALITIES LETTER



OC000000052468885

Date Mailed: 02/10/2012

Notification of Insufficient Fees (DO/EO/US)

The following items have been submitted by the applicant or the IB to the United States Patent and Trademark Office as a Designated Office (37 CFR 1.494):

- Priority Document
- Copy of the International Application filed on 12/29/2010
- Copy of the International Search Report filed on 12/29/2010
- Information Disclosure Statements filed on 06/13/2011
- Oath or Declaration filed on 12/29/2010
- U.S. Basic National Fees filed on 12/29/2010

The following items **MUST** be furnished within the period set forth below in order to complete the requirements for acceptance under 35 U.S.C. 371:

- Additional claim fees of **\$1390** as a non-small entity, including any required multiple dependent claim fee, are required. Applicant must submit the additional claim fees or cancel the additional claims for which fees are due.

SUMMARY OF FEES DUE:

Total additional fees required for this application is **\$1390** for a Large Entity:

Total additional claim fee(s) for this application is **\$1390**

- **\$250** for **1** independent claims over 3.
- **\$1140** for **19** total claims over 20.

ALL OF THE ITEMS SET FORTH ABOVE MUST BE SUBMITTED WITHIN TWO (2) MONTHS FROM THE DATE OF THIS NOTICE OR BY 32 MONTHS FROM THE PRIORITY DATE FOR THE APPLICATION, WHICHEVER IS LATER. FAILURE TO PROPERLY RESPOND WILL RESULT IN ABANDONMENT.

The time period set above may be extended by filing a petition and fee for extension of time under the provisions of 37 CFR 1.136(a).

Applicant is reminded that any communications to the United States Patent and Trademark Office must be mailed to the address given in the heading and include the U.S. application no. shown above (37 CFR 1.5)

Registered users of EFS-Web may alternatively submit their reply to this notice via EFS-Web.

<https://portal.uspto.gov/authenticate/AuthenticateUserLocalEPF.html>

For more information about EFS-Web please call the USPTO Electronic Business Center at **1-866-217-9197** or visit our website at <http://www.uspto.gov/ebc>.

If you are not using EFS-Web to submit your reply, you must include a copy of this notice.

VALERIE D KINARD

Telephone: (703) 756-1432



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
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APPLICATION NUMBER	FILING or 371(c) DATE	GRP ART UNIT	FIL FEE REC'D	ATTY. DOCKET NO	TOT CLAIMS	IND CLAIMS
13/001,951	12/29/2010		1090	Q121866	39	4

CONFIRMATION NO. 5710

23373
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2100 PENNSYLVANIA AVENUE, N.W.
SUITE 800
WASHINGTON, DC 20037

FILING RECEIPT



Date Mailed: 02/10/2012

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Applicant(s)

Ariel Finkelstein, Zichron Yaakov, ISRAEL;
Eran Savir, Hod Hasharon, ISRAEL;
Eylon Steiner, Ra'anana, ISRAEL;

Assignment For Published Patent Application

KAMPYLE LTD., Ramat Gan, ISRAEL

Power of Attorney: The patent practitioners associated with Customer Number 23373

Domestic Priority data as claimed by applicant

This application is a 371 of PCT/IL10/00543 07/07/2010

Foreign Applications (You may be eligible to benefit from the **Patent Prosecution Highway** program at the USPTO. Please see <http://www.uspto.gov> for more information.)

UNITED STATES OF AMERICA 61270369 07/07/2009

If Required, Foreign Filing License Granted: 02/07/2012

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US 13/001,951**

Projected Publication Date: 05/17/2012

Non-Publication Request: No

Early Publication Request: No

Title

METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE

Preliminary Class**PROTECTING YOUR INVENTION OUTSIDE THE UNITED STATES**

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For information on preventing theft of your intellectual property (patents, trademarks and copyrights), you may wish to consult the U.S. Government website, <http://www.stopfakes.gov>. Part of a Department of Commerce initiative, this website includes self-help "toolkits" giving innovators guidance on how to protect intellectual property in specific countries such as China, Korea and Mexico. For questions regarding patent enforcement issues, applicants may call the U.S. Government hotline at 1-866-999-HALT (1-866-999-4158).

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license has been issued under 37 CFR 5.15(b). The license is subject to revocation upon written notification. The date indicated is the effective date of the license, unless an earlier license of similar scope has been granted under 37 CFR 5.13 or 5.14.

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The grant of a license does not in any way lessen the responsibility of a licensee for the security of the subject matter as imposed by any Government contract or the provisions of existing laws relating to espionage and the national security or the export of technical data. Licensees should apprise themselves of current regulations especially with respect to certain countries, of other agencies, particularly the Office of Defense Trade Controls, Department of State (with respect to Arms, Munitions and Implements of War (22 CFR 121-128)); the Bureau of Industry and Security, Department of Commerce (15 CFR parts 730-774); the Office of Foreign Assets Control, Department of Treasury (31 CFR Parts 500+) and the Department of Energy.

NOT GRANTED

No license under 35 U.S.C. 184 has been granted at this time, if the phrase "IF REQUIRED, FOREIGN FILING LICENSE GRANTED" DOES NOT appear on this form. Applicant may still petition for a license under 37 CFR 5.12, if a license is desired before the expiration of 6 months from the filing date of the application. If 6 months has lapsed from the filing date of this application and the licensee has not received any indication of a secrecy order under 35 U.S.C. 181, the licensee may foreign file the application pursuant to 37 CFR 5.15(b).

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The United States represents the largest, most dynamic marketplace in the world and is an unparalleled location for business investment, innovation and commercialization of new technologies. The USA offers tremendous resources and advantages for those who invest and manufacture goods here. Through SelectUSA, our nation works to encourage, facilitate, and accelerate business investment. To learn more about why the USA is the best country in the world to develop technology, manufacture products, and grow your business, visit [SelectUSA.gov](https://www.selectusa.gov).

PATENT APPLICATION FEE DETERMINATION RECORD Substitute for Form PTO-875						Application or Docket Number 13/001,951				
APPLICATION AS FILED - PART I										
(Column 1)		(Column 2)		SMALL ENTITY		OR OTHER THAN SMALL ENTITY				
FOR	NUMBER FILED	NUMBER EXTRA	RATE(\$)	FEE(\$)		RATE(\$)	FEE(\$)			
BASIC FEE (37 CFR 1.16(a), (b), or (c))	N/A	N/A	N/A			N/A	380			
SEARCH FEE (37 CFR 1.16(k), (l), or (m))	N/A	N/A	N/A			N/A	120			
EXAMINATION FEE (37 CFR 1.16(o), (p), or (q))	N/A	N/A	N/A			N/A	250			
TOTAL CLAIMS (37 CFR 1.16(j))	39 minus 20 =	*				x 60 =	1140			
INDEPENDENT CLAIMS (37 CFR 1.16(h))	4 minus 3 =	*				x 250 =	250			
APPLICATION SIZE FEE (37 CFR 1.16(s))	If the specification and drawings exceed 100 sheets of paper, the application size fee due is \$310 (\$155 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).						0.00			
MULTIPLE DEPENDENT CLAIM PRESENT (37 CFR 1.16(j))							0.00			
* If the difference in column 1 is less than zero, enter "0" in column 2.				TOTAL		TOTAL	2140			
APPLICATION AS AMENDED - PART II										
(Column 1)		(Column 2)		(Column 3)		SMALL ENTITY		OR OTHER THAN SMALL ENTITY		
AMENDMENT A		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)
	Total (37 CFR 1.16(i))	*	Minus	**	=	x =			x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =			x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))									
						TOTAL ADD'L FEE			TOTAL ADD'L FEE	
AMENDMENT B		CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE(\$)	ADDITIONAL FEE(\$)		RATE(\$)	ADDITIONAL FEE(\$)
	Total (37 CFR 1.16(i))	*	Minus	**	=	x =			x =	
	Independent (37 CFR 1.16(h))	*	Minus	***	=	x =			x =	
	Application Size Fee (37 CFR 1.16(s))									
	FIRST PRESENTATION OF MULTIPLE DEPENDENT CLAIM (37 CFR 1.16(j))									
						TOTAL ADD'L FEE			TOTAL ADD'L FEE	
* If the entry in column 1 is less than the entry in column 2, write "0" in column 3. ** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 20, enter "20". *** If the "Highest Number Previously Paid For" IN THIS SPACE is less than 3, enter "3". The "Highest Number Previously Paid For" (Total or Independent) is the highest found in the appropriate box in column 1.										

MULTIPLE DEPENDENT CLAIM FEE CALCULATION SHEET Substitute for Form PTO-1360 (For use with Form PTO/SB/06)							Application Number 13001951		Filing Date				
							Applicant(s) Ariel FINKELSTEIN						
							* May be used for additional claims or amendments						
CLAIMS	AS FILED		AFTER FIRST AMENDMENT		AFTER SECOND AMENDMENT			*		*		*	
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Total Indep	4		0		0								
Total Depend	35	↙	0	↙	0	↙							
Total Claims	39		0		0								

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FORM PTO-1449 (Colb)	ATTY DOCKET NO. Q121866	SERIAL NUMBER 13/001,951
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANTS' INFORMATION STATEMENT	APPLICANT Ariel FINKELSTEIN, et al.	EXAMINER (N/A)
	FILING DATE December 29, 2010	GROUP ART UNIT (N/A)

U.S. PATENT DOCUMENTS

Examiner's Initials		DOCUMENT NO.	DATE	NAME	CLASS	SUB	FILING DATE
	AA	6,421,724	07-2002	Nickerson, et al.			
	AB	6,606,581	08-2003	Nickerson, et al.			
	AC	6,785,717	08-2004	Nickerson, et al.			
	AD	6,928,392	08-2005	Nickerson, et al.			
	AE	7,085,820	08-2006	Nickerson, et al.			
	AF	7,370,285	05-2008	Nickerson, et al.			
	AG	7,478,121	01-2009	Nickerson, et al.			
	AH	2008/0092060	04-2008	Berg, et al.			
	AI	2005/0154693	07-2005	Ebert			

FOREIGN PATENT DOCUMENTS

		DOCUMENT NO.	DATE	COUNTRY	CLASS	SUB	TRANS- LATION
	AJ	WO 2011/004368	01-2011	WIPO			
	AK						

OTHER ART (Including Author, Bills, Pertinent Pages, Etc.)

AL	An International Search Report dated November 3, 2010, which issued during the prosecution of Applicant's PCT/IL10/00543.
AM	
EXAMINER:	DATE CONSIDERED:
EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.	

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Not for submission under 37 CFR 1.99)

Application Number	13/001,951
Confirmation Number	5710
Filing Date	December 29, 2010
First Named Inventor	Ariel FINKELSTEIN
Art Unit	Not Yet Assigned
Examiner Name	Not Yet Assigned
Attorney Docket Number	Q121866

CERTIFICATION STATEMENT

Please see 37 CFR 1.97 and 1.98 to make the appropriate selection(s):

- ☐ That each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(1).

OR

- ☐ That no item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement. See 37 CFR 1.97(e)(2).

- ☐ That each item of information contained in the Information Disclosure Statement filed concurrently herewith was first cited in any communication from a foreign patent office in a counterpart foreign application, and that the communication was not received by any individual designated in 37 C.F.R. § 1.56(c) more than thirty days prior to the filing of said Information Disclosure Statement. See 37 CFR 1.704(d).

- ☐ Fee set forth in 37 CFR 1.17 (p) has been submitted herewith.

- ☒ The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

- ☐ None

WASHINGTON OFFICE

23373

CUSTOMER NUMBER

SIGNATURE

A signature of the applicant or representative is required in accordance with CFR 1.33, 10.18. Please see CFR 1.4(d) for the form of the signature.

Signature	/William H. Mandir/	Date (YYYY-MM-DD)	2011-06-13
Name/Print	William H. Mandir	Registration Number	32,156

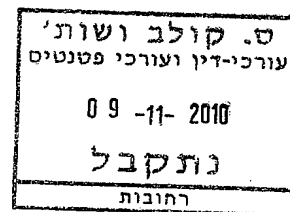
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through a citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

1 See Kind Codes of USPTO Patent Documents at www.USPTO.GOV or MPEP 901.04. 2 Enter office that issued the document, by the two-letter code (WIPO Standard ST.3). 3 For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. 4 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. 5 Applicant is to place a check mark here if English language translation is attached.

PATENT COOPERATION TREATY

From the INTERNATIONAL SEARCHING AUTHORITY

PCT



To: SANFORD T. COLB & CO. P.O. BOX 2273 76122 REHOVOT ISRAEL

NOTIFICATION OF TRANSMITTAL OF
THE INTERNATIONAL SEARCH REPORT AND
THE WRITTEN OPINION OF THE INTERNATIONAL
SEARCHING AUTHORITY, OR THE DECLARATION

(PCT Rule 44.1)

Applicant's or agent's file reference 71460	Date of mailing <i>(day/month/year)</i>
International application No. PCT/IL 10/00543	International filing date <i>(day/month/year)</i> 07 July 2010 (07.07.2010)
Applicant KAMPYLE LTD.	

1.	☒	The applicant is hereby notified that the international search report and the written opinion of the International Searching Authority have been established and are transmitted herewith. Filing of amendments and statement under Article 19: The applicant is entitled, if he so wishes, to amend the claims of the international application (see Rule 46): When? The time limit for filing such amendments is normally two months from the date of transmittal of the international search report. Where? Directly to the International Bureau of WIPO, 34 chemin des Colombettes 1211 Geneva 20, Switzerland, Facsimile No.: +41 22 338 82 70 For more detailed instructions, see <i>PCT Applicant's Guide</i>, International Phase, paragraphs 9.004 – 9.011.
2.	☐	The applicant is hereby notified that no international search report will be established and that the declaration under Article 17(2)(a) to that effect and the written opinion of the International Searching Authority are transmitted herewith.
3.	☐	With regard to any protest against payment of (an) additional fee(s) under Rule 40.2, the applicant is notified that: ☐ the protest together with the decision thereon has been transmitted to the International Bureau together with any request to forward the texts of both the protest and the decision thereon to the designated Offices. ☐ no decision has been made yet on the protest; the applicant will be notified as soon as a decision is made.
4.	Reminders The applicant may submit comments on an informal basis on the written opinion of the International Searching Authority to the International Bureau. The International Bureau will send a copy of such comments to all designated Offices unless an international preliminary examination report has been or is to be established. Following the expiration of 30 months from the priority date, these comments will also be made available to the public. Shortly after the expiration of 18 months from the priority date, the international application will be published by the International Bureau. If the applicant wishes to avoid or postpone publication, a notice of withdrawal of the international application, or of the priority claim, must reach the International Bureau before the completion of the technical preparations for international publication (Rules 90bis.1 and 90bis.3). Within 19 months from the priority date, but only in respect of some designated Offices, a demand for international preliminary examination must be filed if the applicant wishes to postpone the entry into the national phase until 30 months from the priority date (in some Offices even later); otherwise, the applicant must, within 20 months from the priority date, perform the prescribed acts for entry into the national phase before those designated Offices. In respect of other designated Offices, the time limit of 30 months (or later) will apply even if no demand is filed within 19 months. For details about the applicable time limits, Office by Office, see www.wipo.int/pct/en/texts/time_limits.html and the <i>PCT Applicant's Guide</i> , National Chapters.	

Name and mailing address of the ISA/ Mail Stop PCT, Attn: ISA/US Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201	Authorized officer Lee W. Young PCT Helpdesk: 571-272-4300 Telephone No. PCT OSP: 571-272-7774

Form PCT/ISA/220 (July 2010)

PATENT COOPERATION TREATY

From the INTERNATIONAL SEARCHING AUTHORITY

To:

SANFORD T. COLB & CO.
P.O. BOX 2273
76122 REHOVOT
ISRAEL

PCT

NOTIFICATION OF TRANSMITTAL OF
THE INTERNATIONAL SEARCH REPORT AND
THE WRITTEN OPINION OF THE INTERNATIONAL
SEARCHING AUTHORITY, OR THE DECLARATION

(PCT Rule 44.1)

Date of mailing
(day/month/year)

03 NOV 2010

Applicant's or agent's file reference
71460

FOR FURTHER ACTION See paragraphs 1 and 4 below

International application No.
PCT/IL 10/00543

International filing date
(day/month/year) 07 July 2010 (07.07.2010)

Applicant KAMPYLE LTD.

1. ☒ The applicant is hereby notified that the international search report and the written opinion of the International Searching Authority have been established and are transmitted herewith.

Filing of amendments and statement under Article 19:

The applicant is entitled, if he so wishes, to amend the claims of the international application (see Rule 46):

When? The time limit for filing such amendments is normally two months from the date of transmittal of the international search report.

Where? Directly to the International Bureau of WIPO, 34 chemin des Colombettes
1211 Geneva 20, Switzerland, Facsimile No.: +41 22 338 82 70

For more detailed instructions, see *PCT Applicant's Guide*, International Phase, paragraphs 9.004 – 9.011.

2. ☐ The applicant is hereby notified that no international search report will be established and that the declaration under Article 17(2)(a) to that effect and the written opinion of the International Searching Authority are transmitted herewith.

3. ☐ **With regard to any protest against payment of (an) additional fee(s) under Rule 40.2,** the applicant is notified that:

☐ the protest together with the decision thereon has been transmitted to the International Bureau together with any request to forward the texts of both the protest and the decision thereon to the designated Offices.

☐ no decision has been made yet on the protest; the applicant will be notified as soon as a decision is made.

4. **Reminders**

The applicant may submit comments on an informal basis on the written opinion of the International Searching Authority to the International Bureau. The International Bureau will send a copy of such comments to all designated Offices unless an international preliminary examination report has been or is to be established. Following the expiration of 30 months from the priority date, these comments will also be made available to the public.

Shortly after the expiration of **18 months** from the priority date, the international application will be published by the International Bureau. If the applicant wishes to avoid or postpone publication, a notice of withdrawal of the international application, or of the priority claim, must reach the International Bureau before the completion of the technical preparations for international publication (Rules 90*bis*.1 and 90*bis*.3).

Within **19 months** from the priority date, but only in respect of some designated Offices, a demand for international preliminary examination must be filed if the applicant wishes to postpone the entry into the national phase **until 30 months** from the priority date (in some Offices even later); otherwise, the applicant must, **within 20 months** from the priority date, perform the prescribed acts for entry into the national phase before those designated Offices.

In respect of other designated Offices, the time limit of **30 months** (or later) will apply even if no demand is filed within 19 months.

For details about the applicable time limits, Office by Office, see www.wipo.int/pct/en/texts/time_limits.html and the *PCT Applicant's Guide*, National Chapters.

Name and mailing address of the ISA/
Mail Stop PCT, Attn: ISA/US
Commissioner for Patents
P.O. Box 1450, Alexandria, Virginia 22313-1450
Facsimile No. 571-273-3201

Authorized officer

Lee W. Young

PCT Helpdesk: 571-272-4300

Telephone No. PCT OSP: 571-272-7774

Form PCT/ISA/220 (July 2010)

PATENT COOPERATION TREATY

PCT

INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference 71460	FOR FURTHER ACTION		see Form PCT/ISA/220 as well as, where applicable, item 5 below.
International application No. PCT/IL 10/00543	International filing date (<i>day/month/year</i>) 07 July 2010 (07.07.2010)	(Earliest) Priority Date (<i>day/month/year</i>) 07 July 2009 (07.07.2009)	
Applicant KAMPYLE LTD.			

This international search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of a total of 3 sheets.

☐ It is also accompanied by a copy of each prior art document cited in this report.

1. Basis of the report

a. With regard to the language, the international search was carried out on the basis of:

- ☒ the international application in the language in which it was filed.
☐ a translation of the international application into _____ which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b)).

b. ☐ This international search report has been established taking into account the rectification of an obvious mistake authorized by or notified to this Authority under Rule 91 (Rule 43.6bis(a)).

c. ☐ With regard to any nucleotide and/or amino acid sequence disclosed in the international application, see Box No. I.

2. ☒ Certain claims were found unsearchable (see Box No. II).

3. ☐ Unity of invention is lacking (see Box No. III).

4. With regard to the title,

- ☒ the text is approved as submitted by the applicant.
☐ the text has been established by this Authority to read as follows:

5. With regard to the abstract,

- ☒ the text is approved as submitted by the applicant.
☐ the text has been established, according to Rule 38.2, by this Authority as it appears in Box No. IV. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.

6. With regard to the drawings,

- a. the figure of the drawings to be published with the abstract is Figure No. 9
☐ as suggested by the applicant.
☐ as selected by this Authority, because the applicant failed to suggest a figure.
☒ as selected by this Authority, because this figure better characterizes the invention.
- b. ☐ none of the figures is to be published with the abstract.

Form PCT/ISA/210 (first sheet) (July 2009)

INTERNATIONAL SEARCH REPORT

International application No.

PCT/IL 10/00543

Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☐ Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:
2. ☐ Claims Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:
3. ☒ Claims Nos.: 4-10, 14-20, 24-30 and 34-40
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

1. ☐ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. ☐ As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees.
3. ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:
4. ☐ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest

- ☐ The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- ☐ The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- ☐ No protest accompanied the payment of additional search fees.

Form PCT/ISA/210 (continuation of first sheet (2)) (July 2009)

INTERNATIONAL SEARCH REPORT

International application No.

PCT/IL 10/00543

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 40/00 (2010.01)

USPC - 705/14.19

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

USPC - 705/14.19

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC - 705/1,14.19,347; 715/221; IPC - G06Q 40/00 (2010.01)

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

PubWEST(USPT,PGPB,EPAB,JPAB); Google Scholar

Search terms: user, feedback, reaction, response, survey, satisfaction automatic, form, questionnaire, web page, website, collect, summarize, capture, record, analyze, complaint, performance, software, installation

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2008/0092060 A1 (BERG et al.) 17 April 2008 (17.04.2008), FIGS. 1-2; paras [0011]-[0012], [0028], [0030], [0035], [0046]-[0047]	1-3, 11-13

Y		21-23, 31-33
Y	US 2005/0154693 A1 (EBERT) 14 July 2005 (14.07.2005), FIG. 2; paras [0046]-[0047], [0049], [0058]-[0059], [0061]	21-23, 31-33



Further documents are listed in the continuation of Box C.



* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T"

later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X"

document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y"

document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&"

document member of the same patent family

Date of the actual completion of the international search

21 October 2010 (21.10.2010)

Date of mailing of the international search report

03 NOV 2010

Name and mailing address of the ISA/US

Mail Stop PCT, Attn: ISA/US, Commissioner for Patents
P.O. Box 1450, Alexandria, Virginia 22313-1450

Facsimile No. 571-273-3201

Authorized officer:

Lee W. Young

PCT Helpdesk: 571-272-4300
PCT OSP: 571-272-7774

Form PCT/ISA/210 (second sheet) (July 2009)

PATENT COOPERATION TREATY

From the
INTERNATIONAL SEARCHING AUTHORITY

To: SANFORD T. COLB & CO.
P.O. BOX 2273
76122 REHOVOT
ISRAEL

PCT

WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY

(PCT Rule 43bis.1)

Date of mailing
(day/month/year)

03 NOV 2010

Applicant's or agent's file reference
71460

FOR FURTHER ACTION

See paragraph 2 below

International application No.
PCT/IL 10/00543

International filing date (day/month/year)
07 July 2010 (07.07.2010)

Priority date (day/month/year)
07 July 2009 (07.07.2009)

International Patent Classification (IPC) or both national classification and IPC
IPC(8) - G06Q 40/00 (2010.01)
USPC - 705/14.19

Applicant KAMPYLE LTD.

1. This opinion contains indications relating to the following items:

- ☒ Box No. I Basis of the opinion
- ☐ Box No. II Priority
- ☒ Box No. III Non-establishment of opinion with regard to novelty, inventive step and industrial applicability
- ☐ Box No. IV Lack of unity of invention
- ☒ Box No. V Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement
- ☐ Box No. VI Certain documents cited
- ☐ Box No. VII Certain defects in the international application
- ☐ Box No. VIII Certain observations on the international application

2. FURTHER ACTION

If a demand for international preliminary examination is made, this opinion will be considered to be a written opinion of the International Preliminary Examining Authority ("IPEA") except that this does not apply where the applicant chooses an Authority other than this one to be the IPEA and the chosen IPEA has notified the International Bureau under Rule 66.1bis(b) that written opinions of this International Searching Authority will not be so considered.

If this opinion is, as provided above, considered to be a written opinion of the IPEA, the applicant is invited to submit to the IPEA a written reply together, where appropriate, with amendments, before the expiration of 3 months from the date of mailing of Form PCT/ISA/220 or before the expiration of 22 months from the priority date, whichever expires later.

For further options, see Form PCT/ISA/220.

3. For further details, see notes to Form PCT/ISA/220.

Name and mailing address of the ISA/US
Mail Stop PCT, Attn: ISA/US
Commissioner for Patents
P.O. Box 1450, Alexandria, Virginia 22313-1450
Facsimile No. 571-273-3201

Date of completion of this opinion
22 October 2010 (22.10.2010)

Authorized officer:
Lee W. Young

PCT Helpdesk: 571-272-4300
PCT OSP: 571-272-7774

Form PCT/ISA/237 (cover sheet) (July 2009)

WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY

International application No.
PCT/IL 10/00543

Box No. I Basis of this opinion

1. With regard to the **language**, this opinion has been established on the basis of:
☒ the international application in the language in which it was filed.
☐ a translation of the international application into _____ which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b)).
2. ☐ This opinion has been established taking into account the **rectification of an obvious mistake** authorized by or notified to this Authority under Rule 91 (Rule 43*bis*.1(a))
3. With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, this opinion has been established on the basis of a sequence listing filed or furnished:
 - a. (means)
☐ on paper
☐ in electronic form
 - b. (time)
☐ in the international application as filed
☐ together with the international application in electronic form
☐ subsequently to this Authority for the purposes of search
4. ☐ In addition, in the case that more than one version or copy of a sequence listing has been filed or furnished, the required statements that the information in the subsequent or additional copies is identical to that in the application as filed or does not go beyond the application as filed, as appropriate, were furnished.
5. Additional comments:

WRITTEN OPINION OF THE
INTERNATIONAL SEARCHING AUTHORITY

International application No.
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Box No. III Non-establishment of opinion with regard to novelty, inventive step and industrial applicability

The questions whether the claimed invention appears to be novel, to involve an inventive step (to be non obvious), or to be industrially applicable have not been examined in respect of:

- ☐ the entire international application.
- ☒ claims Nos. 4-10, 14-20, 24-30 and 34-40

because:

- ☐ the said international application, or the said claims Nos. _____ relate to the following subject matter which does not require an international search (*specify*):

- ☒ the description, claims or drawings (*indicate particular elements below*) or said claims Nos. 4-10, 14-20, 24-30 and 34-40 are so unclear that no meaningful opinion could be formed (*specify*):

Claims 4-10, 14-20, 24-30 and 34-40 are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

- ☐ the claims, or said claims Nos. _____ are so inadequately supported by the description that no meaningful opinion could be formed (*specify*):

- ☒ no international search report has been established for said claims Nos. 4-10, 14-20, 24-30 and 34-40

- ☐ a meaningful opinion could not be formed without the sequence listing; the applicant did not, within the prescribed time limit:
- ☐ furnish a sequence listing on paper complying with the standard provided for in Annex C of the Administrative Instructions, and such listing was not available to the International Searching Authority in a form and manner acceptable to it.
 - ☐ furnish a sequence listing in electronic form complying with the standard provided for in Annex C of the Administrative Instructions, and such listing was not available to the International Searching Authority in a form and manner acceptable to it.
 - ☐ pay the required late furnishing fee for the furnishing of a sequence listing in response to an invitation under Rule 13ter.1(a) or (b).

- ☐ See Supplemental Box for further details.

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Box No. V Reasoned statement under Rule 43bis.1(a)(i) with regard to novelty, inventive step or industrial applicability; citations and explanations supporting such statement

1. Statement

Novelty (N)	Claims	21-23, 31-33	YES
	Claims	1-3, 11-13	NO
Inventive step (IS)	Claims	none	YES
	Claims	1-3, 11-13, 21-23, 31-33	NO
Industrial applicability (IA)	Claims	1-3, 11-13, 21-23, 31-33	YES
	Claims	none	NO

2. Citations and explanations:

Claims 1-3, 11-13 lack novelty under PCT Article 33(2) as being anticipated by US 2008/0092060 A1 to Berg et al. (hereinafter 'Berg').

Regarding claim 1, Berg discloses a system for collecting and analyzing structured user feedback on websites (paras [0011]-[0012]), said system comprising: website user structured feedback form generation functionality operative to generate structured feedback forms or providing website user feedback on website user interaction with a website-based process (FIG. 1, querybox 102, para [0028] - querybox requests feedback from user who has options for response [structured feedback]); and website user feedback analyzing functionality operative to automatically collect and analyze website user feedback entered in said structured feedback forms (para [0045] - user feedback collected for later analysis) and to provide at least one analysis report based on feedback from a multiplicity of website users (FIG. 2, para [0030] - database 210 is configured to store user feedback for review by a provider [report]; para [0035] - functionality provided to all users).

Regarding claim 2, Berg further discloses said website user structured feedback form generation functionality is operative automatically to provide structured feedback forms (para [0011] - request for feedback generated by automatic trigger event) whose content depends on a stage in said website-based process currently being executed by the website user (para [0028] - querybox 102 triggered by difficulty with filling out date of birth).

Regarding claim 3, Berg further discloses wherein said website user structured feedback structured form generation functionality is operative to provide a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process (paras [0046]-[0047] queryboxes [structured feedback form] may be generated for selected fields in a form, e.g birth year, login).

Regarding claim 11, Berg discloses a method for collecting and analyzing structured user feedback on websites (para [0011]), said method comprising: generating website user structured feedback forms for receiving website user feedback on website user interaction with a website-based process (FIG. 1, querybox 102, para [0028] - querybox requests feedback from user who has options for response [structured feedback]); automatically collecting and analyzing said website user feedback entered in said structured feedback forms (para [0045] - user feedback collected for later analysis); and providing at least one analysis report based on said website user feedback from a multiplicity of website users (FIG. 2, para [0030] - database 210 is configured to store user feedback for review by a provider [report]; para [0035] - fmethod applied to a percentage of, or, all users).

Regarding claim 12, Berg further discloses said generating comprises automatically providing structured feedback forms whose content depends on a stage in said website-based process currently being executed by the website user (para [0028] - querybox 102 triggered by difficulty with filling out date of birth).

Regarding claim 13, Berg further discloses said generating comprises providing a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process (paras [0046]-[0047] queryboxes [structured feedback form] may be generated for selected fields in a form, e.g birth year, login).

-----Please see continuation sheet-----

**WRITTEN OPINION OF THE
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Supplemental Box

In case the space in any of the preceding boxes is not sufficient.

Continuation of:
Box V.2. Citations and explanations

Claims 21-23, 31-33 lack an inventive step under PCT Article 33(3) as being obvious over 2005/0154693 A1 (Ebert) in view of Berg.

Regarding claim 21, Ebert discloses a system for collecting and analyzing structured user feedback on software installations (FIG. 2, steps 202-204, paras [0058]-[0059] - user provides input on software deficiency; FIG. 2, steps 214, para [0061] - algorithm checks for solutions; software deficiencies broadly interpreted to include problems with installation of software), said system comprising: software installation user structured feedback functionality operative for providing software installation user feedback on software installation user interaction with a software installation process (FIG. 2, steps 202-204, paras [0058] - user provides input on software deficiency; software deficiency broadly interpreted to include problems with installation of software); and software installation user feedback analyzing functionality operative to automatically collect and analyze software installation user feedback (FIG. 2, step 206, para [0059] - feedback is collected; FIG. 2, steps 214, para [0061] - algorithm checks for solutions) and to provide at least one analysis report (FIG. 1, reporting module 130, para [0047]) based on feedback from a multiplicity of software installation users (paras [0046], [0049] - users A and B provide feedback). Ebert fails to disclose software installation user structured feedback form generation functionality operative to generate structured feedback forms for providing software installation user feedback on software installation, and feedback entered in said structured feedback forms. Berg, however, does disclose user structured feedback form generation functionality operative to generate structured feedback forms for user feedback, and feedback entered in said structured feedback forms (FIG. 1, querybox 102, para [0028] - querybox requests feedback from user who has options for response [structured feedback]). It would have been obvious to one of ordinary skill in the art to combine Berg's use of a structured feedback generating functionality with the the software problem feedback system of Ebert, by adapting it to the collection of problems with software installation, because this would provide a simplified means for a user to input problems and make it more likely that useful feedback would be provided.

Regarding claim 22, Berg further discloses said user structured feedback form generation functionality is operative automatically to provide structured feedback forms whose content depends on a stage in a process currently being executed by the user (paras [0046]-[0047] queryboxes [structured feedback form] may be generated for selected fields in a form, e.g birth year, login). It would have been obvious to one of ordinary skill in the art to combine Berg's use of feedback form generation depending on a stage in a process with the software problem feedback system of Ebert, by adapting it to collection of problems specific to the stage of use of software such as installation, because this would provide additional information helpful in solving the software problem.

Regarding claim 23, Berg further discloses said user structured feedback structured form generation functionality is operative to provide a plurality of structured feedback forms which correspond to a plurality of stages in a process (paras [0046]-[0047] queryboxes [structured feedback form] may be generated for selected fields in a form, e.g birth year, login). It would have been obvious to one of ordinary skill in the art to combine Berg's use of feedback form generation for a plurality of stages in a process with the software problem feedback system of Ebert, by adapting it to collection of problems specific to particular stages in the use of software such as installation, because this would provide additional information helpful in solving the software problem.

Regarding claim 31, Ebert discloses a method for collecting and analyzing structured user feedback on software installations (FIG. 2, steps 202-204, paras [0058]-[0059] - user provides input on software deficiency; FIG. 2, steps 214, para [0061] - algorithm checks for solutions; software deficiencies broadly interpreted to include problems with installation of software), said method comprising: automatically collecting (process of FIG. 2, step 206, para [0059]) and analyzing said software installation user feedback (process of FIG. 2, step 214, para [0061] - algorithm checks for solutions to problem) providing at least one analysis report based on said user feedback (FIG. 1, reporting module 130, para [0047]); from a multiplicity of software installation users (paras [0046], [0049] - users A and B provide feedback). Ebert fails to disclose generating software installation user structured feedback forms for receiving software installation user feedback on software installation user interaction with a software installation process; and feedback entered in said structured feedback forms. Berg, however, does disclose generating user structured feedback forms for receiving user feedback on problems based on user interaction with a process; and feedback entered in said structured feedback forms (FIG. 1, querybox 102, para [0028] - querybox requests feedback from user who has options for response [structured feedback]). It would have been obvious to one of ordinary skill in the art to combine Berg's use of a structured feedback generating functionality with the the software problem feedback system of Ebert, by adapting it to the collection of problems with software installation, because this would provide a simplified means for a user to input problems and make it more likely that useful feedback would be provided.

Regarding claim 32, Berg further discloses said generating comprises automatically providing structured feedback forms whose content depends on a stage in a process currently being executed by the process user (paras [0046]-[0047] queryboxes [structured feedback form] may be generated for selected fields in a form, e.g birth year, login). It would have been obvious to one of ordinary skill in the art to combine Berg's use of feedback form generation depending on a stage in a process with the software problem feedback system of Ebert, by adapting it to collection of problems specific to the stage of use of software such as installation, because this would provide additional information helpful in solving the software problem..

Regarding claim 33, Berg further discloses said generating comprises providing a plurality of structured feedback forms which correspond to a plurality of stages in a process (paras [0046]-[0047] queryboxes [structured feedback form] may be generated for selected fields in a form, e.g birth year, login). It would have been obvious to one of ordinary skill in the art to combine Berg's use of feedback form generation for a plurality of stages in a process with the software problem feedback system of Ebert, by adapting it to collection of problems specific to particular stages in the use of software such as installation, because this would provide additional information helpful in solving the software problem.

Claim 1-3, 11-13, 21-23, 31-33 have industrial applicability as defined by PCT Article 33(4), because the subject matter can be made or used in industry.

NOTES TO FORM PCT/ISA/220 (continued)

The letter must indicate the differences between the claims as filed and the claims as amended. It must, in particular, indicate, in connection with each claim appearing in the international application (it being understood that identical indications concerning several claims may be grouped), whether

- (i) the claim is unchanged;
- (ii) the claim is cancelled;
- (iii) the claim is new;
- (iv) the claim replaces one or more claims as filed;
- (v) the claim is the result of the division of a claim as filed.

The following examples illustrate the manner in which amendments must be explained in the accompanying letter:

1. [Where originally there were 48 claims and after amendment of some claims there are 51]:
"Claims 1 to 29, 31, 32, 34, 35, 37 to 48 replaced by amended claims bearing the same numbers; claims 30, 33 and 36 unchanged; new claims 49 to 51 added."
2. [Where originally there were 15 claims and after amendment of all claims there are 11]:
"Claims 1 to 15 replaced by amended claims 1 to 11."
3. [Where originally there were 14 claims and the amendments consist in cancelling some claims and in adding new claims]:
"Claims 1 to 6 and 14 unchanged; claims 7 to 13 cancelled; new claims 15, 16 and 17 added." or
"Claims 7 to 13 cancelled; new claims 15, 16 and 17 added; all other claims unchanged."
4. [Where various kinds of amendments are made]:
"Claims 1-10 unchanged; claims 11 to 13, 18 and 19 cancelled; claims 14, 15 and 16 replaced by amended claim 14; claim 17 subdivided into amended claims 15, 16 and 17; new claims 20 and 21 added."

"Statement under Article 19(1)" (Rule 46.4)

The amendments may be accompanied by a statement explaining the amendments and indicating any impact that such amendments might have on the description and the drawings (which cannot be amended under Article 19(1)).

The statement will be published with the international application and the amended claims.

It must be in the language in which the international application is to be published.

It must be brief, not exceeding 500 words if in English or if translated into English.

It should not be confused with and does not replace the letter indicating the differences between the claims as filed and as amended. It must be filed on a separate sheet and must be identified as such by a heading, preferably by using the words "Statement under Article 19(1)."

It may not contain any disparaging comments on the international search report or the relevance of citations contained in that report. Reference to citations, relevant to a given claim, contained in the international search report may be made only in connection with an amendment of that claim.

Consequence if a demand for international preliminary examination has already been filed

If, at the time of filing any amendments and any accompanying statement, under Article 19, a demand for international preliminary examination has already been submitted, the applicant must preferably, at the time of filing the amendments (and any statement) with the International Bureau, also file with the International Preliminary Examining Authority a copy of such amendments (and of any statement) and, where required, a translation of such amendments for the procedure before that Authority (see Rules 55.3(a) and 62.2, first sentence). For further information, see the Notes to the demand form (PCT/IPEA/401).

If a demand for international preliminary examination is made, the written opinion of the International Searching Authority will, except in certain cases where the International Preliminary Examining Authority did not act as International Searching Authority and where it has notified the International Bureau under Rule 66.1bis(b), be considered to be a written opinion of the International Preliminary Examining Authority. If a demand is made, the applicant may submit to the International Preliminary Examining Authority a reply to the written opinion together, where appropriate, with amendments before the expiration of 3 months from the date of mailing of Form PCT/ISA/220 or before the expiration of 22 months from the priority date, whichever expires later (Rule 43bis.1(c)).

Consequence with regard to translation of the international application for entry into the national phase

The applicant's attention is drawn to the fact that, upon entry into the national phase, a translation of the claims as amended under Article 19 may have to be furnished to the designated/elected Offices, instead of, or in addition to, the translation of the claims as filed.

For further details on the requirements of each designated/elected Office, see the *PCT Applicant's Guide*, National Chapters.

SEQUENCE LISTINGS AND TABLES RELATED THERETO IN INTERNATIONAL APPLICATIONS FILED IN THE U.S. RECEIVING OFFICE

The Administrative Instructions (AIs) under the Patent Cooperation Treaty (PCT), in force as of **July 1, 2009**, contain important changes relating to the manner of filing, and applicable fees for, sequence listings and/or tables related thereto (sequence-related tables) in international applications. The complete text may be accessed at <http://www.wipo.int/pct/en/texts/index.htm>.

Effective July 1, 2009, Part 8 and Annex C-*bis* will no longer form part of the AIs. Part 8 was introduced in 2001 as a temporary solution to problems arising from the filing of very large sequence listings on paper and provided for a *sequence listing forming part of the international application* to be filed in electronic form on physical medium (e.g., CD), together with the remainder of the application on paper. In 2002, Part 8 was expanded to include sequence-related tables and Annex C-*bis* was added to provide technical requirements. All applicants may now file complete international applications in electronic form, eliminating the need for these temporary provisions.

I. AIS PART 8 AND ANNEX C-BIS DELETED AS OF JULY 1, 2009

- A) **Sequence-related tables cannot be filed as a separate part of the description or in text format.** They must be provided as an integral part of the international application either:
 - in PDF format as part of an international application filed in electronic form via EFS-Web; or
 - on paper as part of an international application filed on paper.
- B) **A *sequence listing forming part of an international application* may be provided either:**
 - in electronic form, as part of an international application filed in electronic form via EFS-Web, in
 - Annex C/ST.25 text format (preferred), or
 - PDF format; or
 - on paper as part of an international application filed on paper.
- C) **A *sequence listing not forming part of the international application* (for search under PCT Rule 13ter) in Annex C/ST.25 text format**
 - is not required where the *sequence listing forming part of the international application* was filed in Annex C/ST.25 text format as part of an international application filed in electronic form via EFS-Web
 - is required for search where the *sequence listing forming part of the international application* was filed in PDF
 - is required for search on physical medium (e.g., CD) where the *sequence listing forming part of the international application* was filed on paper as part of an international application filed on paper.

II. CALCULATION OF THE INTERNATIONAL FILING FEE AND FEE REDUCTION UNDER AI § 707

- A) **A sequence-related table** must form an integral part of the international application and will incur FULL page fees with no upper limit.
- B) **A *sequence listing forming part of an international application* filed:**
 - via EFS-Web in Annex C/ST.25 text format will incur NO page fees;
 - on paper or in PDF format will incur FULL page fees with no upper limit.

III. AVAILABILITY OF SEQUENCE LISTINGS SUBMITTED FOR SEARCH UNDER PCT RULE 13TER

International Searching Authorities will be required to transmit to the International Bureau a copy of an Annex C/ST.25 text format sequence listing provided for search under PCT Rule 13ter. Any such sequence listing will be made available on PATENTSCOPE® (*sequence listings forming part of the international application* are already available).

IV. JULY 2009 REQUEST (PCT/RO/101)

The Request now has two options for the last sheet: one for paper filings; and one for EFS-Web filings. The July 2009 Request may be accessed at <http://www.wipo.int/pct/en/forms/index.htm>.



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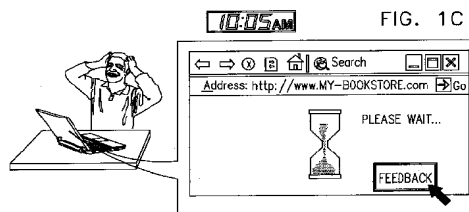
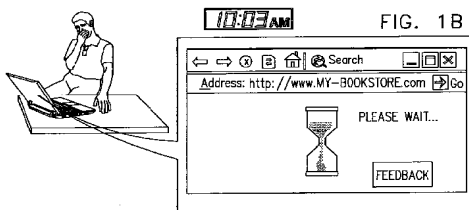
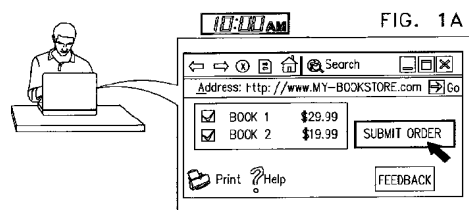
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AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ,
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SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ,
GW, ML, MR, NE, SN, TD, TG).

[Continued on next page]

(54) Title: METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE



(57) Abstract: A system for collecting and analyzing structured user feedback on websites, the system including website user structured feedback form generation functionality operative to generate structured feedback forms for providing website user feedback on website user interaction with a website-based process and website user feedback analyzing functionality operative to automatically collect and analyze website user feedback entered in the structured feedback forms and to provide at least one analysis report based on feedback from a multiplicity of website users.

WO 2011/004368 A2



Published:

- *without international search report and to be republished
upon receipt of that report (Rule 48.2(g))*

METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE

REFERENCE TO RELATED APPLICATIONS

5

Reference is made to U.S. Provisional Patent Application Serial No. 61/270,369, filed July 7, 2009 and entitled "METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE", the disclosure of which is hereby incorporated by reference and priority of which is hereby claimed pursuant to 37 CFR 1.78(a) (4) and (5)(i).

10

FIELD OF THE INVENTION

The present invention relates to systems and methods for collecting and using user feedback on websites and software installations.

15

BACKGROUND OF THE INVENTION

The following patent publications are believed to represent the current state of the art:

20

U.S. Patents 6,421,724; 6,606,581; 6,785,717; 6,928,392; 7,085,820; 7,370,285 and 7,478,121.

SUMMARY OF THE INVENTION

The present invention seeks to provide improved systems and methods
5 for collecting and analyzing user feedback on websites and software installations.

There is thus provided in accordance with a preferred embodiment of the
present invention a system for collecting and analyzing structured user feedback on
websites, the system including website user structured feedback form generation
functionality operative to generate structured feedback forms for providing website user
10 feedback on website user interaction with a website-based process and website user
feedback analyzing functionality operative to automatically collect and analyze website
user feedback entered in the structured feedback forms and to provide at least one
analysis report based on feedback from a multiplicity of website users.

Preferably, the website user structured feedback form generation
15 functionality is operative automatically to provide structured feedback forms whose
content depends on a stage in the website-based process currently being executed by the
website user. Additionally or alternatively, the website user structured feedback
structured form generation functionality is operative to provide a plurality of structured
feedback forms which correspond to a plurality of stages in the website-based process.

In accordance with a preferred embodiment of the present invention the
20 website user structured feedback form generation functionality includes website
specification functionality operative to permit a website administrator to design a
plurality of structured feedback forms which correspond to a plurality of stages in the
website-based process corresponding to a specific website. Additionally or alternatively,
25 the structured feedback forms include a plurality of website user selectable items, whose
selection by a website user indicates specific website user feedback.

Preferably, the structured feedback forms do not include a freetext
response item. Alternatively, the structured feedback forms do include a freetext
response item.

30 In accordance with a preferred embodiment of the present invention the
website user feedback analyzing functionality is operative automatically to provide at
least one analysis report which indicates proportions of website users who provide

various pre-classified types of feedback. Additionally or alternatively, the website user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback at various stages in the website process.

5 Preferably, the website user feedback analyzing functionality is operative automatically to provide contact information for website users providing feedback so as to enable the website administrator to respond to the feedback.

 There is also provided in accordance with another preferred embodiment of the present invention a method for collecting and analyzing structured user feedback on websites, the method including generating website user structured feedback forms
10 for receiving website user feedback on website user interaction with a website-based process, automatically collecting and analyzing the website user feedback entered in the structured feedback forms and providing at least one analysis report based on the website user feedback from a multiplicity of website users.

15 Preferably, the generating includes automatically providing structured feedback forms whose content depends on a stage in the website-based process currently being executed by the website user. Alternatively or additionally, the generating includes providing a plurality of structured feedback forms which correspond to a plurality of stages in the website-based process.

20 In accordance with a preferred embodiment of the present invention, the generating includes permitting a website administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in the website-based process corresponding to a specific website. Additionally or alternatively, the structured feedback forms include a plurality of website user selectable items, whose selection by a
25 website user indicates specific website user feedback.

 Preferably, the structured feedback forms do not include a freetext response item. Alternatively, the structured feedback forms do include a freetext response item.

 In accordance with a preferred embodiment of the present invention, the
30 providing at least one analysis report includes automatically providing at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback. Additionally or alternatively, the providing at least one

analysis report includes automatically providing at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback at various stages in the website process.

5 Preferably, the automatically collecting and analyzing includes automatically providing contact information for website users providing feedback so as to enable the website administrator to respond to the feedback.

There is further provided in accordance with yet another preferred embodiment of the present invention a system for collecting and analyzing structured user feedback on software installations, the system including software installation user
10 structured feedback form generation functionality operative to generate structured feedback forms for providing software installation user feedback on software installation user interaction with a software installation process and software installation user feedback analyzing functionality operative to automatically collect and analyze software installation user feedback entered in the structured feedback forms and to
15 provide at least one analysis report based on feedback from a multiplicity of software installation users.

Preferably, the software installation user structured feedback form generation functionality is operative automatically to provide structured feedback forms whose content depends on a stage in the software installation process currently being
20 executed by the software installation user. Additionally or alternatively, the software installation user structured feedback structured form generation functionality is operative to provide a plurality of structured feedback forms which correspond to a plurality of stages in the software installation process.

In accordance with a preferred embodiment of the present invention the
25 software installation user structured feedback form generation functionality includes software installation specification functionality operative to permit a software installation administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in the software installation process corresponding to a specific software installation. Additionally or alternatively, the structured feedback
30 forms include a plurality of software installation user selectable items, whose selection by a software installation user indicates specific software installation user feedback.

Preferably, the structured feedback forms do not include a freetext response item. Alternatively, the structured feedback forms do include a freetext response item.

5 In accordance with a preferred embodiment of the present invention the software installation user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback. Additionally or alternatively, the software installation user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback at
10 various stages in the software installation process.

Preferably, the software installation user feedback analyzing functionality is operative automatically to provide contact information for software installation users providing feedback so as to enable the software installation administrator to respond to
15 the feedback.

There is yet further provided in accordance with still another preferred embodiment of the present invention a method for collecting and analyzing structured user feedback on software installations, the method including generating software installation user structured feedback forms for receiving software installation user
20 feedback on software installation user interaction with a software installation process, automatically collecting and analyzing the software installation user feedback entered in the structured feedback forms and providing at least one analysis report based on the user feedback from a multiplicity of software installation users.

Preferably, the generating includes automatically providing structured
25 feedback forms whose content depends on a stage in the software installation process currently being executed by the software installation user. Additionally or alternatively, the generating includes providing a plurality of structured feedback forms which correspond to a plurality of stages in the software installation process.

In accordance with a preferred embodiment of the present invention the
30 generating includes permitting a software installation administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in the software installation process corresponding to a specific software installation. Alternatively or

additionally, the structured feedback forms include a plurality of software installation user selectable items, whose selection by a software installation user indicates specific software installation user feedback.

5 Preferably, the structured feedback forms do not include a freetext response item. Alternatively, the structured feedback forms do include a freetext response item.

10 In accordance with a preferred embodiment of the present invention the providing at least one analysis report includes automatically providing at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback. Additionally or alternatively, the providing at least one analysis report includes automatically providing at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback at various stages in the software installation process.

15 Preferably, the automatically collecting and analyzing includes automatically providing contact information for software installation users providing feedback so as to enable the software installation administrator to respond to the feedback.

BRIEF DESCRIPTION OF THE DRAWINGS

5 The present invention will be understood and appreciated more fully from the following detailed description, taken in conjunction with the drawings in which:

Figs. 1A, 1B, 1C, 1D, 1E, 1F and 1G are simplified pictorial illustrations of steps in using a structured user feedback form for providing feedback on a user interaction session with a website-based process, constructed and operative in accordance with a preferred embodiment of the present invention;

Fig. 2 is a simplified flowchart indicating steps associated with using a system which provides structured feedback forms, for providing feedback on a user interaction session with a website-based process;

15 Figs. 3A, 3B, 3C, 3D, 3E and 3F are simplified pictorial illustrations of steps in using a structured feedback form for providing feedback on another user interaction session with a website-based process;

Fig. 4 is a simplified flowchart indicating steps associated with using a system which provides structured feedback forms, for providing feedback on another user interaction session with a website-based process;

20 Figs. 5A, 5B, 5C, 5D, 5E, 5F, 5G and 5H are simplified pictorial illustrations of steps in using a structured feedback form for providing feedback on a user interaction session with a computer software installation process, constructed and operative in accordance with another preferred embodiment of the present invention;

25 Fig. 6 is a simplified flowchart indicating steps associated with using a system which provides structured feedback forms, for providing feedback on a user interaction session with a computer software installation process;

Figs. 7A, 7B, 7C, 7D, 7E, 7F and 7G are simplified pictorial illustrations of steps in using a structured feedback form for providing feedback on another user interaction session with a computer software installation process;

30 Fig. 8 is a simplified flowchart indicating steps associated with using a system which provides structured feedback forms, for providing feedback on another user interaction session with a computer software installation process; and

Fig. 9 is a simplified functional block diagram illustrating the components of a system for collecting and analyzing structured user feedback on websites, constructed and operative in accordance with a preferred embodiment of the present invention.

5

DETAILED DESCRIPTION OF PREFERRED EMBODIMENTS

Reference is now made to Figs. 1A, 1B, 1C, 1D, 1E, 1F and 1G, which are simplified pictorial illustrations of steps in using a structured feedback form for providing feedback on a user interaction session with a website-based process, constructed and operative in accordance with a preferred embodiment of the present invention. The structured feedback form is a particular feature of a system for collecting and analyzing structured user feedback on websites which comprises website user feedback form generation functionality operative to generate structured feedback forms for providing user feedback on user interaction with website-based process, and website user feedback analyzing functionality operative to automatically collect and analyze user feedback entered in the structured feedback forms and to provide at least one analysis report based on feedback from a multiplicity of website users.

Throughout, the term "structured feedback form" is defined to mean a form which includes user selectable feedback messages which do not require freetext. Preferably multiple user selectable feedback messages are provided in a categorized and nested structure. Structured feedback forms may additionally invite freetext comments but provide useful feedback even if no freetext is inserted.

As seen in Fig. 1A, a website user browses a website such as an internet bookstore, and initiates a business transaction process, such as the ordering of books. After selecting the desired books, the user attempts to complete the transaction process at 10:00 AM by clicking on the "submit order" button. As seen in Fig. 1B, at 10:03 AM the website has not yet completed the processing of the transaction. As seen in Fig. 1C, at 10:05 AM the user has still not received confirmation that the transaction has been processed. The user, clearly frustrated, therefore clicks on the "feedback" button, which causes the system to display a feedback form, as shown in Fig. 1D. As seen in Fig. 1D, the user clicks on an angry face icon in order to provide negative feedback regarding his experience with the website-based transaction process.

It is a particular feature of the present invention that the system provides the website administrator with the ability to generate categorized and nested structured feedback forms to be displayed on the website for the purpose of collecting feedback regarding the user's experience while navigating through a website-based process. As

seen in Fig. 1E, responsive to the user providing negative feedback regarding the user experience with the website-based process, the system provides the user with a list of specific negative feedback categories from which he may choose to more precisely describe his experience with the website-based process, such as feedback relating to bugs, website content or general suggestions. The user selects the “Bugs” category, which includes various negative feedback subcategories, as shown in Fig. 1E. The user then selects the “Response time” subcategory as the most relevant to the problems he has experienced.

As seen in Fig. 1F, upon selecting the “Response time” subcategory, the user is presented with various more specific feedback options and may select the specific issue he has encountered, such as the length of time that has elapsed while the website has been processing the transaction. To complete the feedback process, the user clicks on the “send” button, after which the system displays to the user a user contact information form, as seen in Fig. 1G.

The contact information form includes fields for entering user contact details such as name, telephone number, email address and address. The user feedback and user contact details are recorded by the system, and allow the website administrator to contact the website user in reply to his feedback. The user contact details may also be used by the system to provide to the website administrator various statistics regarding user feedback.

It is appreciated that although examples of negative feedback are specifically shown in this example, the system and methodology of the present invention applies equally to both positive and negative feedback.

Reference is now made to Fig. 2 which is a simplified flowchart indicating the steps associated with using a system which provides structured feedback forms, for providing feedback on a user interaction session with a website-based process. As seen in Fig. 2, a user browses a website and initiates a business transaction process on the website. Upon encountering difficulties in completing the transaction process, the user clicks on a “feedback” button. The system then presents the user with a structured feedback form comprising feedback categories predefined by the website administrator. The user, in turn, selects a feedback category, and is preferably presented by the system with a list of feedback subcategories predefined by the website

administrator. The user then selects a feedback subcategory, and submits relevant feedback. The user also submits user contact information. The system records the user's feedback and contact information, and at a later time may display all aggregated user feedback to the website administrator.

5 Reference is now made to Figs. 3A, 3B, 3C, 3D, 3E and 3F which are simplified pictorial illustrations of steps in using a structured feedback form for providing feedback on another user interaction session with a website-based process. As seen in Fig. 3A, a website user browses a website such as an internet bookstore, and initiates a business transaction process such as the ordering of books. After selecting the
10 desired books, the user attempts to complete the transaction process by clicking on the "submit" button. As seen in Fig. 3B, the user is prompted to enter user details such as a credit card number, a name and an address. As seen clearly in Fig. 3B, the user attempts to enter an address in India, however the list of countries provided by the website does not include India. The user therefore decides to terminate the transaction by clicking on
15 the "cancel" button. As shown in Fig. 3C, upon canceling the transaction, the user is prompted by the system which requests that the user fill in a feedback form.

 It is a particular feature of the present invention that the system provides the website administrator with the ability to generate categorized and nested structured feedback forms to be displayed on the website for the purpose of collecting feedback
20 regarding the user's experience while navigating through a website-based process. As seen in Fig. 3D, responsive to the user agreeing to fill in a feedback form, the system displays to the user a structured feedback form, questioning the user regarding the reason for terminating the transaction process, and provides the user with a list of specific feedback categories which he may choose from to more precisely describe his
25 reasons for terminating the transaction process, such as feedback relating to usability issues, security issues or general suggestions. The user selects the "Usability Issues" category which includes various feedback subcategories, as shown in Fig. 3D. The user then selects the "Address form" subcategory as the most relevant to the problems he has experienced.

30 As seen in Fig. 3E, upon selecting the "Address form" subcategory, the user may select the specific issue he has encountered, such as the fact that the list of countries provided by the website does not include the user's country. To complete the

feedback process, the user clicks on the "send" button, after which the system displays a user contact information form to the user, as seen in Fig. 3F.

5 The contact information form includes fields for entering user contact details such as name, telephone number, email address and address. The user feedback and user contact details are recorded by the system, and allow the website administrator to contact the website user in reply to his feedback. The user contact details may also be used by the system to provide to the website administrator various statistics regarding user feedback.

10 Reference is now made to Fig. 4 which is a simplified flowchart indicating the steps associated with using a system which provides structured feedback forms, for providing feedback on another user interaction session with a website-based process. As seen in Fig. 4, a user browses a website and initiates a business transaction process on the website. Upon encountering difficulties in completing the transaction process, the user abandons the transaction. The system then prompts the user, requesting
15 the user to submit relevant feedback. Upon agreeing to provide feedback, the system then presents to the user a structured feedback form comprising feedback categories predefined by the website administrator. The user, in turn, selects a feedback category, and is preferably presented by the system with a list of feedback subcategories predefined by the website administrator. The user then selects a feedback subcategory,
20 and submits relevant feedback. The user also submits user contact information. The system records the user's feedback and contact information and at a later time may display all aggregated user feedback to the website administrator.

Reference is now made to Figs. 5A, 5B, 5C, 5D, 5E, 5F, 5G and 5H which are simplified pictorial illustrations of steps in using a structured feedback form
25 for providing feedback on a user interaction session with a computer software installation process, constructed and operative in accordance with another preferred embodiment of the present invention.

Throughout, the term "software installation" is defined to mean the installation of software on a computer and \ or the removal (i.e. uninstall), of software
30 from a computer.

As seen in Fig. 5A, a user initiates a software installation process using a software installation program. After selecting the desired installation directory, the user

attempts to continue the installation process at 10:00 AM by clicking on the “next” button. However, as seen in Fig. 5B, at 10:03 AM the software installation program is still requesting that the user wait for the installation program to continue. As seen in Fig. 5C, at 10:05 AM the software installation process has still not yet been resumed.

5 The user therefore decides to terminate the software installation process by clicking on the “cancel” button. As shown in Fig. 5D, responsive to the user canceling the software installation process, the user is prompted by the software installation program, which requests that the user fill in a feedback form. Upon agreeing to fill in a feedback form, the system displays to the user a structured feedback form, as seen in Fig. 5E.

10 It is a particular feature of the present invention that the system provides the software vendor with the ability to generate categorized and nested structured feedback forms to be displayed in a software installation program for the purpose of collecting feedback regarding the user’s experience while navigating through the software installation process. As seen in Fig. 5F, upon choosing to provide negative
15 feedback regarding the user experience with the software installation process, the software installation program provides the user with a list of specific feedback categories from which he may from to more precisely describe his experience with the software installation process, such as “concerns” or “suggestions”. The user selects the “concerns” category, which includes various feedback subcategories, as shown in Fig.
20 5F. The user then selects the “Install is slow” subcategory as the most relevant to the problems he has experienced.

As seen in Fig. 5G, upon selecting the “Install is slow” subcategory, the user may fill in a text field to describe the specific issue he has encountered, such as the fact the software installation process has been running for too long. To complete the
25 feedback process, the user clicks on the “send” button, after which the system displays a user contact information form to the user, as seen in Fig. 5H. The contact information form includes fields for entering user contact details such as name, telephone number, email address and address. The user feedback and user contact details are recorded by the system, and allow the software vendor to contact the user in reply to his feedback.
30 The user contact details may also be used by the system to provide to the software vendor various statistics regarding user feedback.

It is appreciated that although examples of terminating a software installation process are shown, the system and methodology of the present invention applies equally to both software installation and software removal (uninstall), whereby when executing a software removal process, the system may also request that the user
5 provide feedback regarding the reasons for removing the software and user contact details which are recorded by the system.

Reference is now made to Fig. 6 which is a simplified flowchart indicating the steps associated with using a system which provides structured feedback forms, for providing feedback on a user interaction session with a computer software
10 installation process. As seen in Fig. 6, a user initiates a software installation process on a computer, using a software installation program. Upon encountering difficulties in completing the software installation process, the user abandons the software installation process. The software installation program then prompts the user, requesting the user to submit relevant feedback. Upon agreeing to provide feedback, the software installation
15 program then presents to the user a structured feedback form comprising feedback categories predefined by the software vendor. The user, in turn, selects a feedback category, and is preferably presented by the system with a list of feedback subcategories predefined by the software vendor. The user then selects a feedback subcategory, and submits relevant feedback. The user also submits user contact information. The system
20 records the user's feedback and at a later time may display all aggregated user feedback to the software vendor.

Reference is now made to Figs. 7A, 7B, 7C, 7D, 7E, 7F and 7G which are simplified pictorial illustrations of steps in using a structured feedback form for providing feedback on another user interaction session with a computer software
25 installation process. As seen in Fig. 7A, a user initiates a software installation process using a software installation program. After selecting the desired installation directory, the user continues the installation process by clicking on the "next" button. As seen in Fig. 7B, the user then selects the express mode of installation, and attempts to continue the installation process by clicking on the "next" button. However, as seen in Fig. 7C,
30 the software installation program terminates and notifies the user that the installation program has failed to complete the software installation process, without stating a reason for the failure. The user then clicks on the "feedback" button, which causes the

system to display a feedback form, as shown in Fig. 7D. As seen in Fig. 7D, the user selects to provide negative feedback regarding his experience with the software installation process.

It is a particular feature of the present invention that the system provides the software vendor with the ability to generate categorized and nested structured feedback forms to be displayed in a software installation program for the purpose of collecting feedback regarding the user's experience while navigating through the software installation process. As seen in Fig. 7E, responsive to the user choosing to provide negative feedback regarding the user experience with the software installation process, the software installation program provides the user with a list of specific feedback subcategories from which he may from to more precisely describe his experience with the software installation process, such as feedback relating to installation process or general suggestions. The user selects the "Installation process" category, which includes various feedback subcategories, as shown in Fig. 7E. The user then selects the "Error messages" subcategory as the most relevant to the problems he has experienced.

As seen in Fig. 7F, upon selecting the "Error messages" subcategory, the user may select the specific issue he has encountered, such as the lack of a stated reason for the failure of the software installation process. To complete the feedback process, the user clicks on the "send" button, after which the system displays a user contact information form to the user, as seen in Fig. 7G. The contact information form includes fields for entering user contact details such as name, telephone number, email address and address. The user feedback and user contact details are recorded by the system, and allow the software vendor to contact the user in reply to his feedback. The user contact details may also be used by the system to provide to the software vendor various statistics regarding user feedback.

Reference is now made to Fig. 8 which is a simplified flowchart indicating the steps associated with using a system which provides structured feedback forms, for providing feedback on another user interaction session with a computer software installation process. As seen in Fig. 8, a user initiates a software installation process on a computer. However, the installation process fails to complete successfully, and the user chooses to submit feedback to the software vendor. The software

installation program then presents the user with a structured feedback form comprising feedback categories predefined by the software vendor. The user, in turn, selects a feedback category, and is preferably presented by the system with a list of feedback subcategories predefined by the software vendor. The user then selects a feedback subcategory, and submits relevant feedback. The user also submits user contact information. The system records the user's feedback and at a later time may display all aggregated user feedback to the software vendor.

Reference is now made to Fig. 9 which is a simplified block diagram illustrating the components of a system for collecting and analyzing structured user feedback on websites, constructed and operative in accordance with a preferred embodiment of the present invention. As seen in Fig. 9, the system is preferably managed by a website administrator and comprises a structured form generator which is operative to display structured forms to an end user using an end user interaction interface such as a web browser.

Structured forms that have been completed by the end user are collected by a structured feedback aggregator, and which provides aggregated feedback data to a structured feedback analyzer which is operative to display the aggregated feedback data to the website administrator in a variety of structured reports. The structured reports may be, for example, in the form of pie charts, graphs, tables and maps, and may display, for example, specific, administrator selectable feedback data typically sorted by category, by geographic location of the user or by date.

As seen in Fig. 9, the system also includes a user interaction module, which enables the website administrator to communicate with users who have provided structured feedback, by using the user contact information entered by the user as part of the structured feedback.

It will be appreciated by persons skilled in the art that the present invention is not limited by what has been particularly shown and described hereinabove. Rather the scope of the present invention includes both combinations and subcombinations of the various features described hereinabove as well as modifications thereof which would occur to persons skilled in the art upon reading the foregoing description and which are not in the prior art.

CLAIMS

1. A system for collecting and analyzing structured user feedback on
5 websites, said system comprising:
website user structured feedback form generation functionality operative
to generate structured feedback forms for providing website user feedback on website
user interaction with a website-based process; and
website user feedback analyzing functionality operative to automatically
10 collect and analyze website user feedback entered in said structured feedback forms and
to provide at least one analysis report based on feedback from a multiplicity of website
users.
2. The system of claim 1 and wherein said website user structured feedback
15 form generation functionality is operative automatically to provide structured feedback
forms whose content depends on a stage in said website-based process currently being
executed by the website user.
3. The system according to either of claims 1 and 2 and wherein said
20 website user structured feedback structured form generation functionality is operative to
provide a plurality of structured feedback forms which correspond to a plurality of
stages in said website-based process.
4. The system according to any of the preceding claims and wherein said
25 website user structured feedback form generation functionality includes website
specification functionality operative to permit a website administrator to design a
plurality of structured feedback forms which correspond to a plurality of stages in said
website-based process corresponding to a specific website.
- 30 5. The system according to any of the preceding claims and wherein said
structured feedback forms include a plurality of website user selectable items, whose
selection by a website user indicates specific website user feedback.

6. The system according to claim 5 and wherein said structured feedback forms do not include a freetext response item.
- 5 7. The system according to claim 5 and wherein said structured feedback forms do include a freetext response item.
8. The system according to any of the preceding claims and wherein said website user feedback analyzing functionality is operative automatically to provide at
10 least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback.
9. The system according to any of the preceding claims and wherein said website user feedback analyzing functionality is operative automatically to provide at
15 least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback at various stages in said website process.
10. The system according to any of the preceding claims and wherein said website user feedback analyzing functionality is operative automatically to provide
20 contact information for website users providing feedback so as to enable said website administrator to respond to said feedback.
11. A method for collecting and analyzing structured user feedback on websites, said method comprising:
25 generating website user structured feedback forms for receiving website user feedback on website user interaction with a website-based process;
automatically collecting and analyzing said website user feedback entered in said structured feedback forms; and
providing at least one analysis report based on said website user feedback
30 from a multiplicity of website users.

12. The method of claim 11 and wherein said generating comprises automatically providing structured feedback forms whose content depends on a stage in said website-based process currently being executed by the website user.
- 5 13. The method according to either of claims 11 and 12 and wherein said generating comprises providing a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process.
- 10 14. The method according to any of the preceding claims 11 - 13 and wherein said generating includes permitting a website administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process corresponding to a specific website.
- 15 15. The method according to any of the preceding claims 11 - 13 and wherein said structured feedback forms include a plurality of website user selectable items, whose selection by a website user indicates specific website user feedback.
- 20 16. The method according to claim 15 and wherein said structured feedback forms do not include a freetext response item.
17. The method according to claim 15 and wherein said structured feedback forms do include a freetext response item.
- 25 18. The method according to any of the preceding claims 11 - 17 and wherein said providing at least one analysis report comprises automatically providing at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback.
- 30 19. The method according to any of the preceding claims 11 - 18 and wherein said providing at least one analysis report comprises automatically providing at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback at various stages in said website process.

20. The method according to any of the preceding claims 11 - 19 and wherein said automatically collecting and analyzing comprises automatically providing contact information for website users providing feedback so as to enable said website administrator to respond to said feedback.

21. A system for collecting and analyzing structured user feedback on software installations, said system comprising:

software installation user structured feedback form generation functionality operative to generate structured feedback forms for providing software installation user feedback on software installation user interaction with a software installation process; and

software installation user feedback analyzing functionality operative to automatically collect and analyze software installation user feedback entered in said structured feedback forms and to provide at least one analysis report based on feedback from a multiplicity of software installation users.

22. The system of claim 21 and wherein said software installation user structured feedback form generation functionality is operative automatically to provide structured feedback forms whose content depends on a stage in said software installation process currently being executed by the software installation user.

23. The system according to either of claims 21 and 22 and wherein said software installation user structured feedback structured form generation functionality is operative to provide a plurality of structured feedback forms which correspond to a plurality of stages in said software installation process.

24. The system according to any of the preceding claims 21 and wherein said software installation user structured feedback form generation functionality includes software installation specification functionality operative to permit a software installation administrator to design a plurality of structured feedback forms which

correspond to a plurality of stages in said software installation process corresponding to a specific software installation.

25. The system according to any of the preceding claims 21 - 24 and wherein
5 said structured feedback forms include a plurality of software installation user selectable items, whose selection by a software installation user indicates specific software installation user feedback.

26. The system according to claim 25 and wherein said structured feedback
10 forms do not include a freetext response item.

27. The system according to claim 25 and wherein said structured feedback forms do include a freetext response item.

15 28. The system according to any of the preceding claims 21 - 27 and wherein said software installation user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback.

20 29. The system according to any of the preceding claims 21 - 28 and wherein said software installation user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback at various stages in said software installation process.

25
30. The system according to any of the preceding claims 21 - 29 and wherein said software installation user feedback analyzing functionality is operative automatically to provide contact information for software installation users providing feedback so as to enable said software installation administrator to respond to said
30 feedback.

31. A method for collecting and analyzing structured user feedback on software installations, said method comprising:

generating software installation user structured feedback forms for receiving software installation user feedback on software installation user interaction with a software installation process;

automatically collecting and analyzing said software installation user feedback entered in said structured feedback forms; and

providing at least one analysis report based on said user feedback from a multiplicity of software installation users.

32. The method of claim 31 and wherein said generating comprises automatically providing structured feedback forms whose content depends on a stage in said software installation process currently being executed by the software installation user.

33. The method according to either of claims 31 and 32 and wherein said generating comprises providing a plurality of structured feedback forms which correspond to a plurality of stages in said software installation process.

34. The method according to any of the preceding claims 31 - 33 and wherein said generating includes permitting a software installation administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in said software installation process corresponding to a specific software installation.

35. The method according to any of the preceding claims 31 - 33 and wherein said structured feedback forms include a plurality of software installation user selectable items, whose selection by a software installation user indicates specific software installation user feedback.

36. The method according to claim 35 and wherein said structured feedback forms do not include a freetext response item.

37. The method according to claim 35 and wherein said structured feedback forms do include a freetext response item.

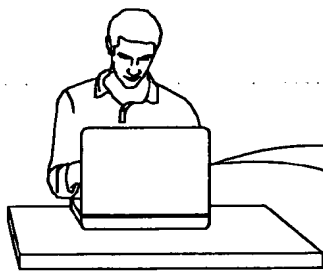
5 38. The method according to any of the preceding claims 31 - 37 and wherein said providing at least one analysis report comprises automatically providing at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback.

10 39. The method according to any of the preceding claims 31 - 38 and wherein said providing at least one analysis report comprises automatically providing at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback at various stages in said software installation process.

15 40. The method according to any of the preceding claims 31 - 39 and wherein said automatically collecting and analyzing comprises automatically providing contact information for software installation users providing feedback so as to enable said software installation administrator to respond to said feedback.

20

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10:00 AM

FIG. 1A

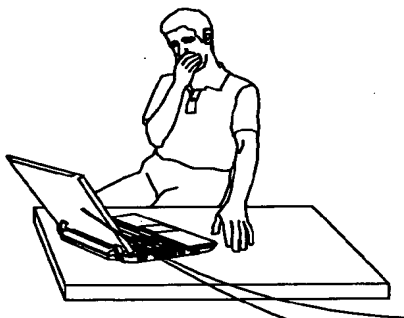
Navigation icons: back, forward, stop, home, search, window, close.

Address: <http://www.MY-BOOKSTORE.com> Go

☒	BOOK 1	\$29.99
☒	BOOK 2	\$19.99

SUBMIT ORDER (with arrow pointing to it)

Print ? Help **FEEDBACK**



10:03 AM

FIG. 1B

Navigation icons: back, forward, stop, home, search, window, close.

Address: <http://www.MY-BOOKSTORE.com> Go

 PLEASE WAIT...

FEEDBACK

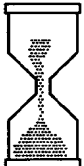


10:05 AM

FIG. 1C

Navigation icons: back, forward, stop, home, search, window, close.

Address: <http://www.MY-BOOKSTORE.com> Go

 PLEASE WAIT...

FEEDBACK (with arrow pointing to it)

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Feedback

How do you feel about this process?

Send Cancel

FIG. 1D

Feedback

How do you feel about this process?

What went wrong?

Bugs Site content Suggestions

Select a relevant issue

Browser not supported Registration/Privacy
Can't log in Response time
Site content Objectionable Content

Send Cancel

FIG. 1E

Feedback

How do you feel about this process?

Bugs Site content Suggestions

Response time

☒ TRANSACTION TAKES TOO LONG
☐ SCREEN REFRESHES SLOWLY

Send Cancel

FIG. 1F

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FIG. 1G

Contact Information

Name: John Smith

Telephone: (914) 352-8765

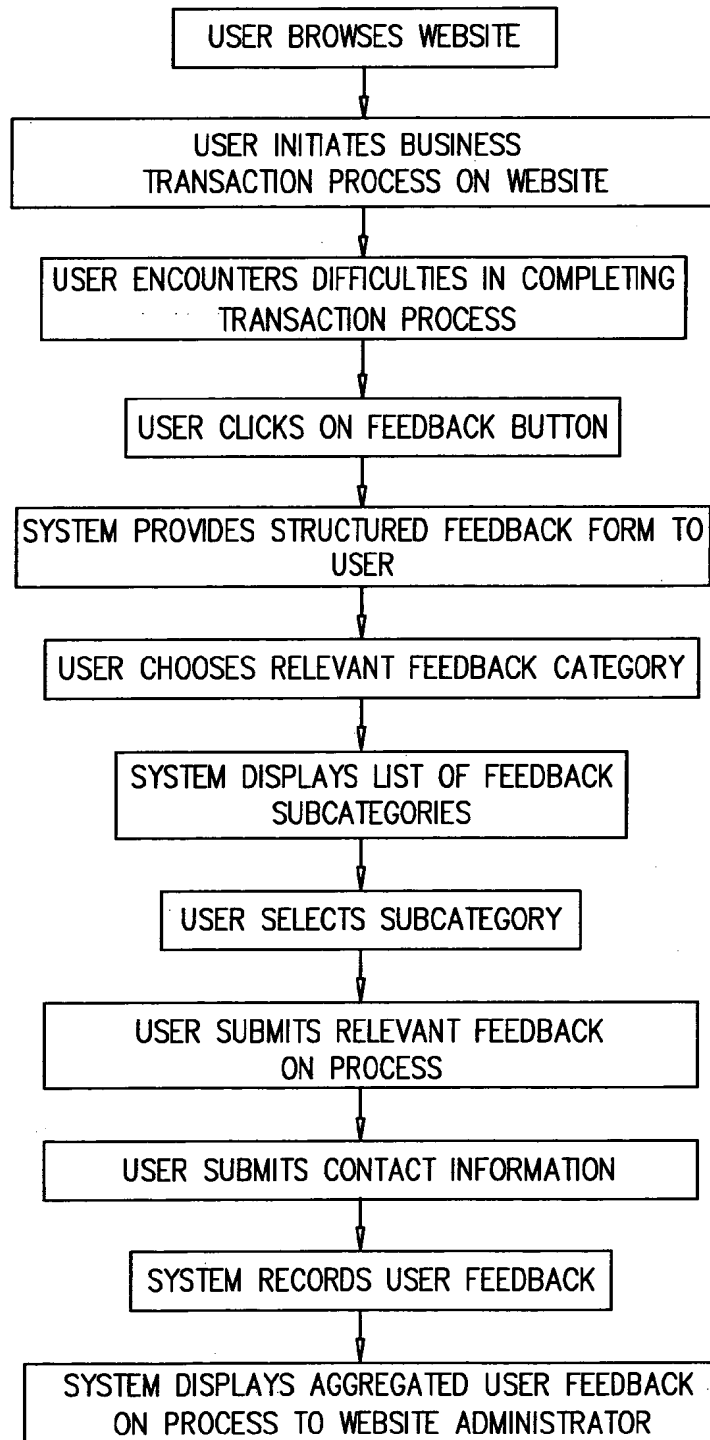
Email: John-smith@smith.com

Address: 2 Main st., Smithtown, CA, USA

Send Cancel

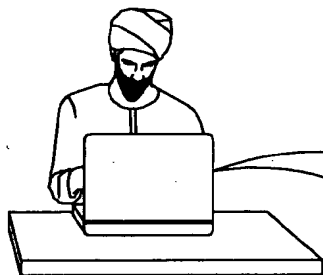
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FIG. 2



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FIG. 3A



Navigation icons: back, forward, stop, home, search, print, window, close.

Address: <http://www.MY-BOOKSTORE.com> Go

☒	BOOK 1	\$29.99
☒	BOOK 2	\$19.99

Print ? Help **SUBMIT** CANCEL



FIG. 3B

Navigation icons: back, forward, stop, home, search, print, window, close.

Address: <http://www.MY-BOOKSTORE.com> Go

Name: Credit Card:

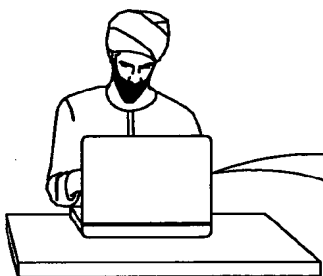
Street:

City:

Country:

SUBMIT **CANCEL**

FIG. 3C



Navigation icons: back, forward, stop, home, search, print, window, close.

Address: <http://www.MY-BOOKSTORE.com> Go

Your feedback is important to us!

Would you be willing to give us quick (1 minute) feedback?

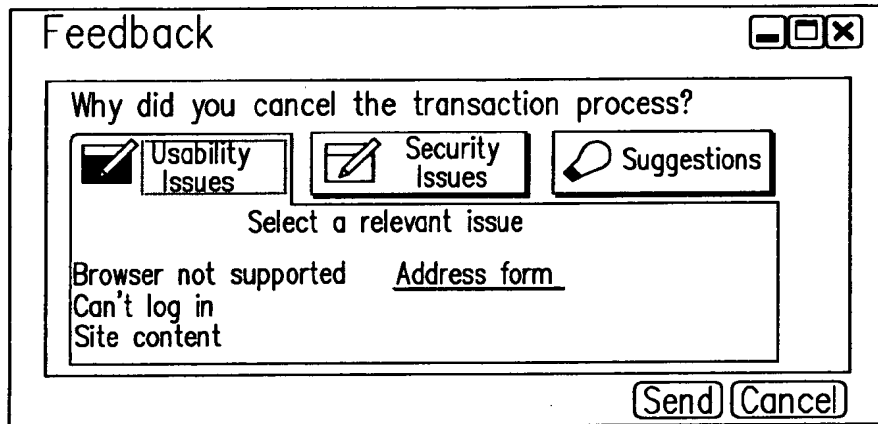
Yes **No**

Thank you for your helping us improve our website

SUBMIT **CANCEL**

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FIG. 3D



Feedback

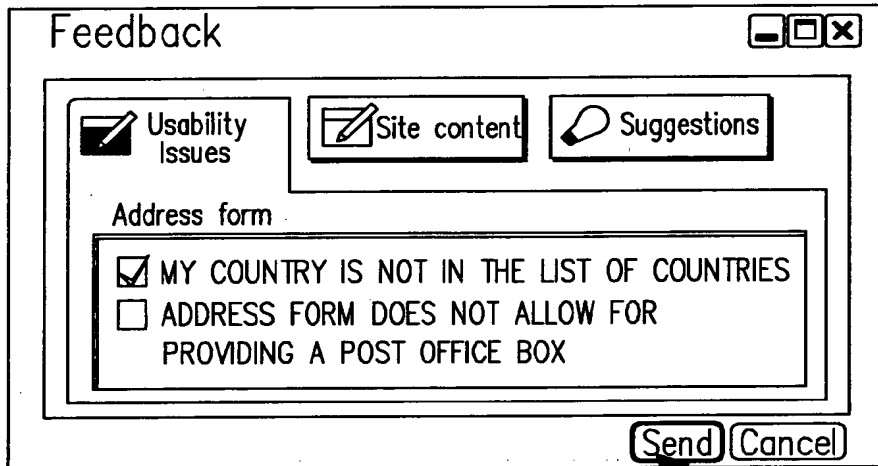
Why did you cancel the transaction process?

☒ Usability Issues ☒ Security Issues ☐ Suggestions

Select a relevant issue

Browser not supported Address form
Can't log in
Site content

FIG. 3E



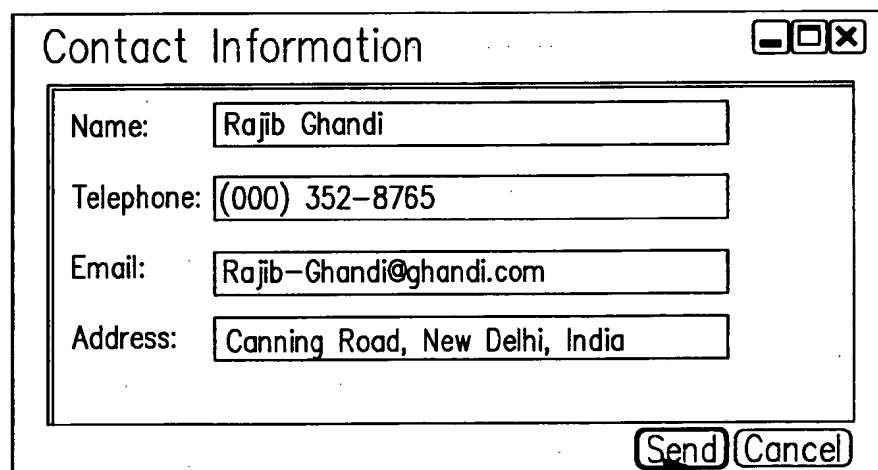
Feedback

☒ Usability Issues ☒ Site content ☐ Suggestions

Address form

☒ MY COUNTRY IS NOT IN THE LIST OF COUNTRIES
☐ ADDRESS FORM DOES NOT ALLOW FOR PROVIDING A POST OFFICE BOX

FIG. 3F



Contact Information

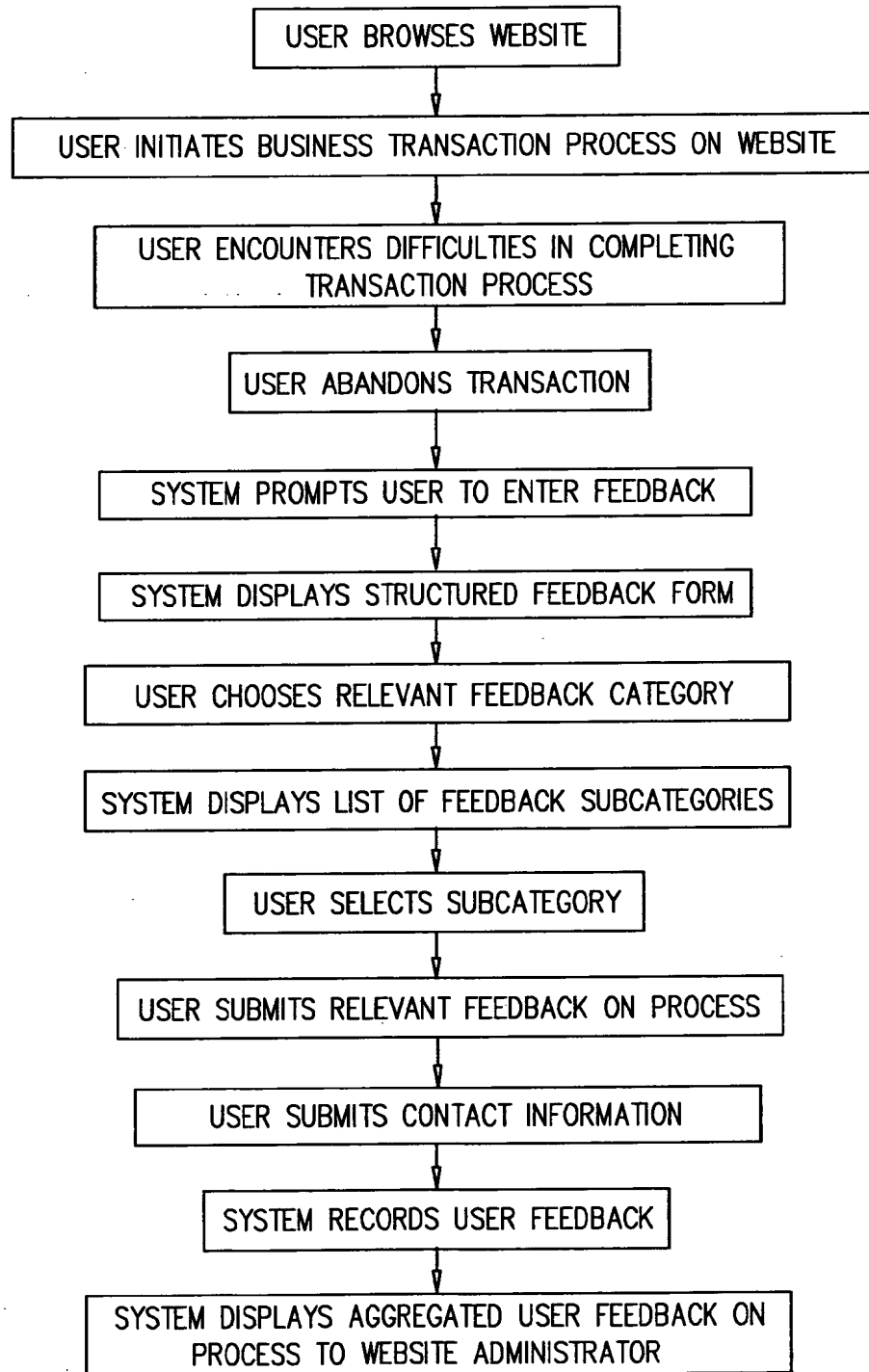
Name:

Telephone:

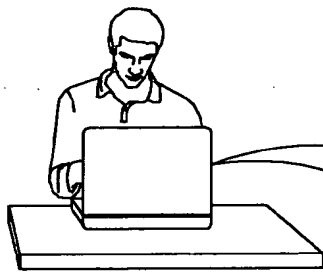
Email:

Address:

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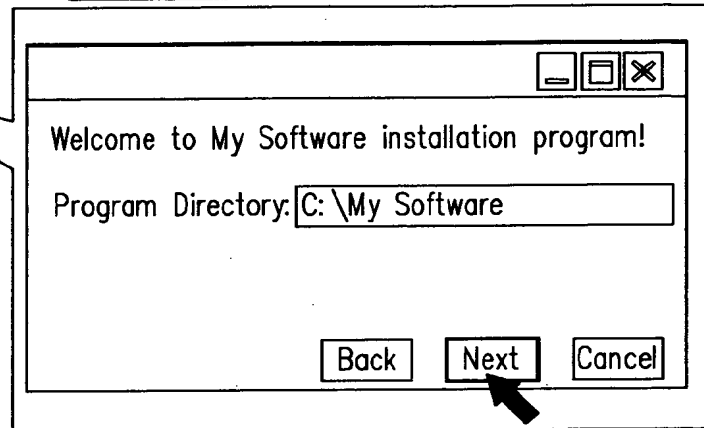
FIG. 4

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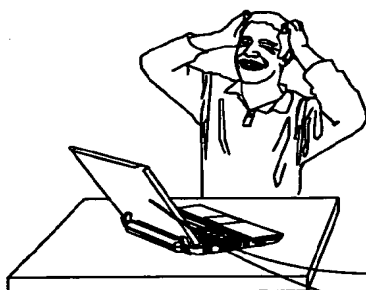
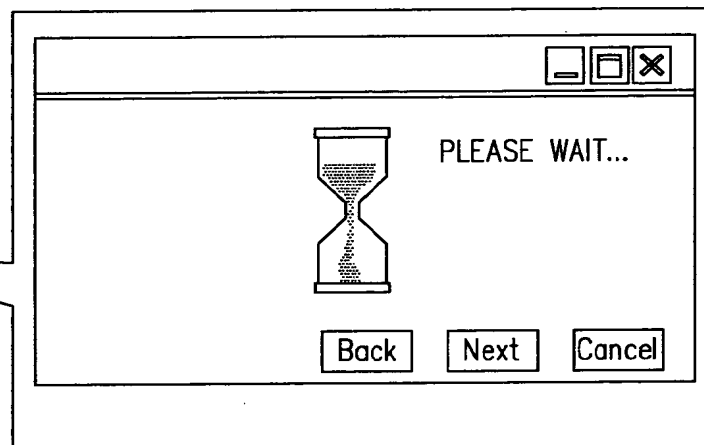
10:00 AM

FIG. 5A



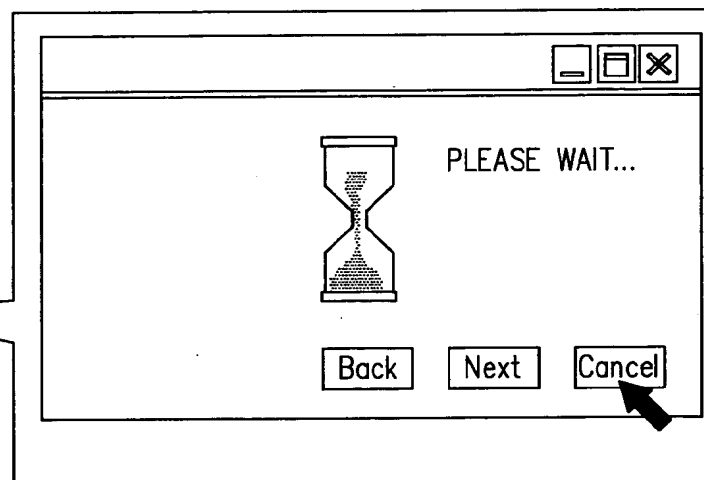
10:03 AM

FIG. 5B



10:05 AM

FIG. 5C



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FIG. 5D

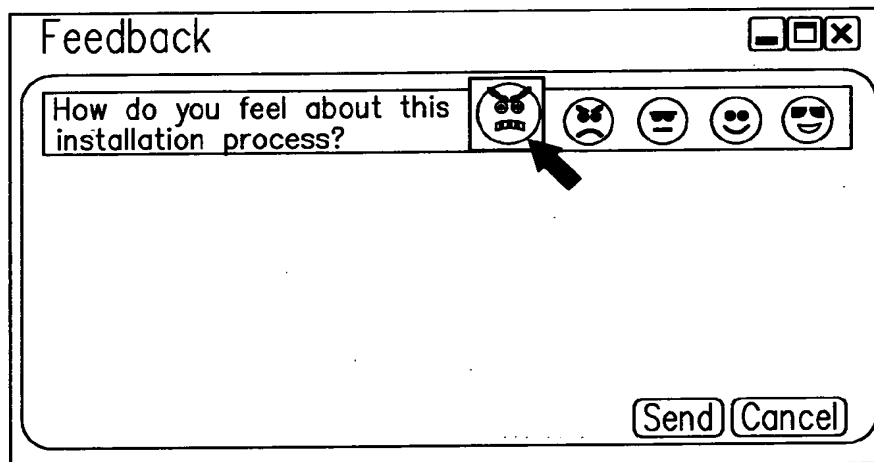
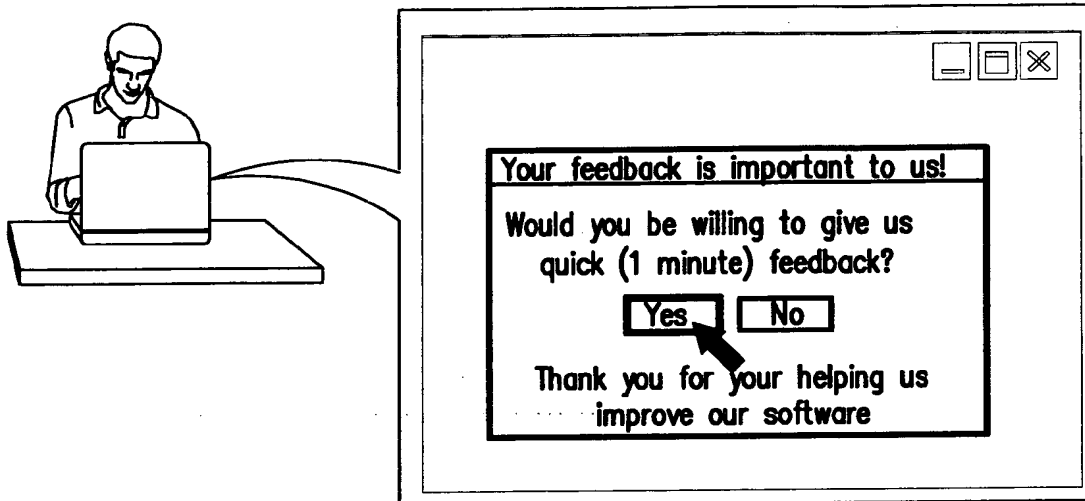


FIG. 5E

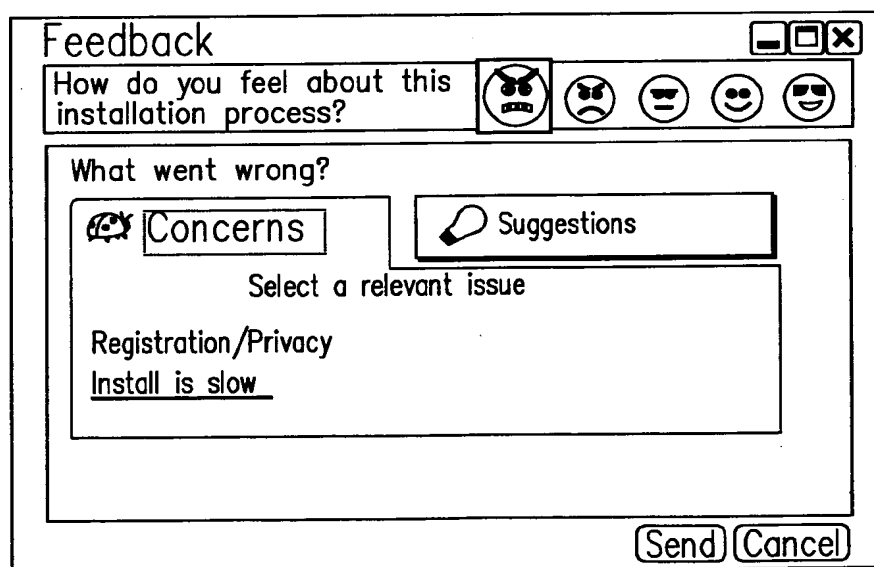
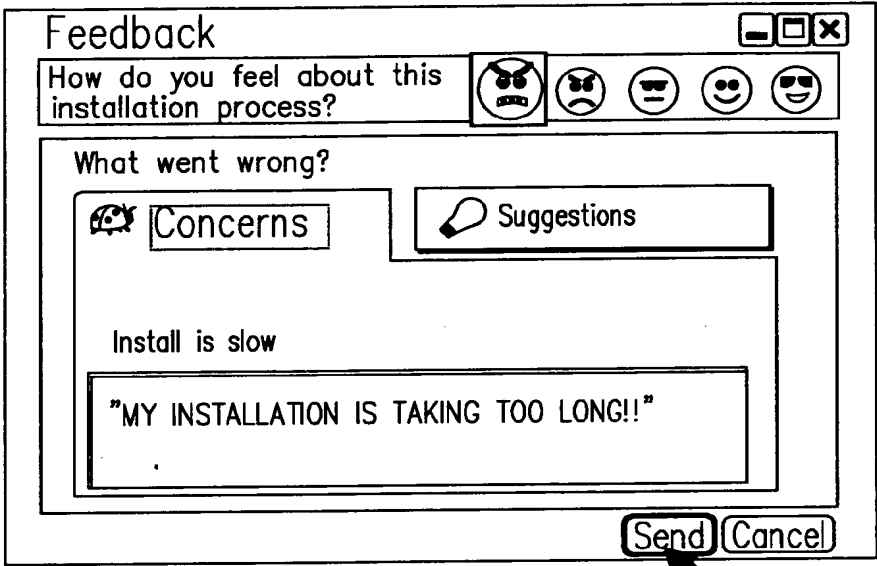


FIG. 5F

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Feedback

How do you feel about this installation process?

What went wrong?

Concerns

Suggestions

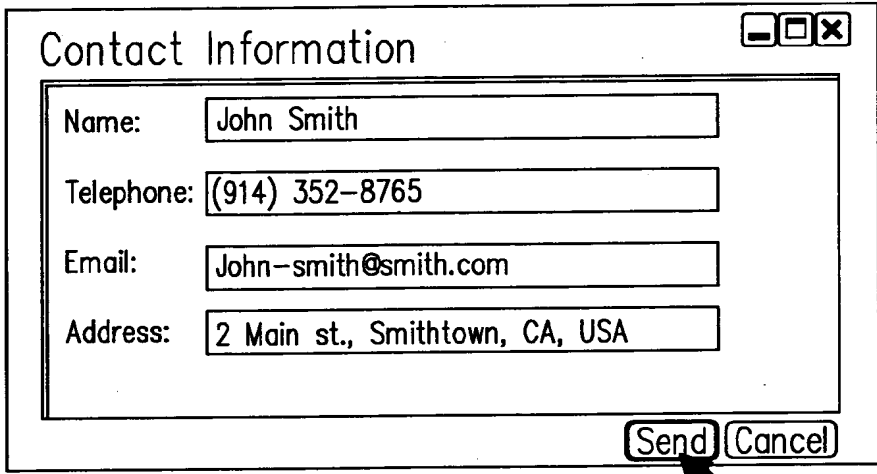
Install is slow

"MY INSTALLATION IS TAKING TOO LONG!!"

Send Cancel

The figure shows a 'Feedback' dialog box with a title bar containing minimize, maximize, and close buttons. Below the title bar is a question 'How do you feel about this installation process?' followed by five emoticon buttons representing different levels of satisfaction. Below this is a section titled 'What went wrong?' which contains two tabs: 'Concerns' (selected) and 'Suggestions'. Under the 'Concerns' tab, there is a text input field containing the text 'Install is slow' and a larger text area containing the text '"MY INSTALLATION IS TAKING TOO LONG!!"'. At the bottom right of the dialog are 'Send' and 'Cancel' buttons. An arrow points to the 'Send' button.

FIG. 5G



Contact Information

Name: John Smith

Telephone: (914) 352-8765

Email: John-smith@smith.com

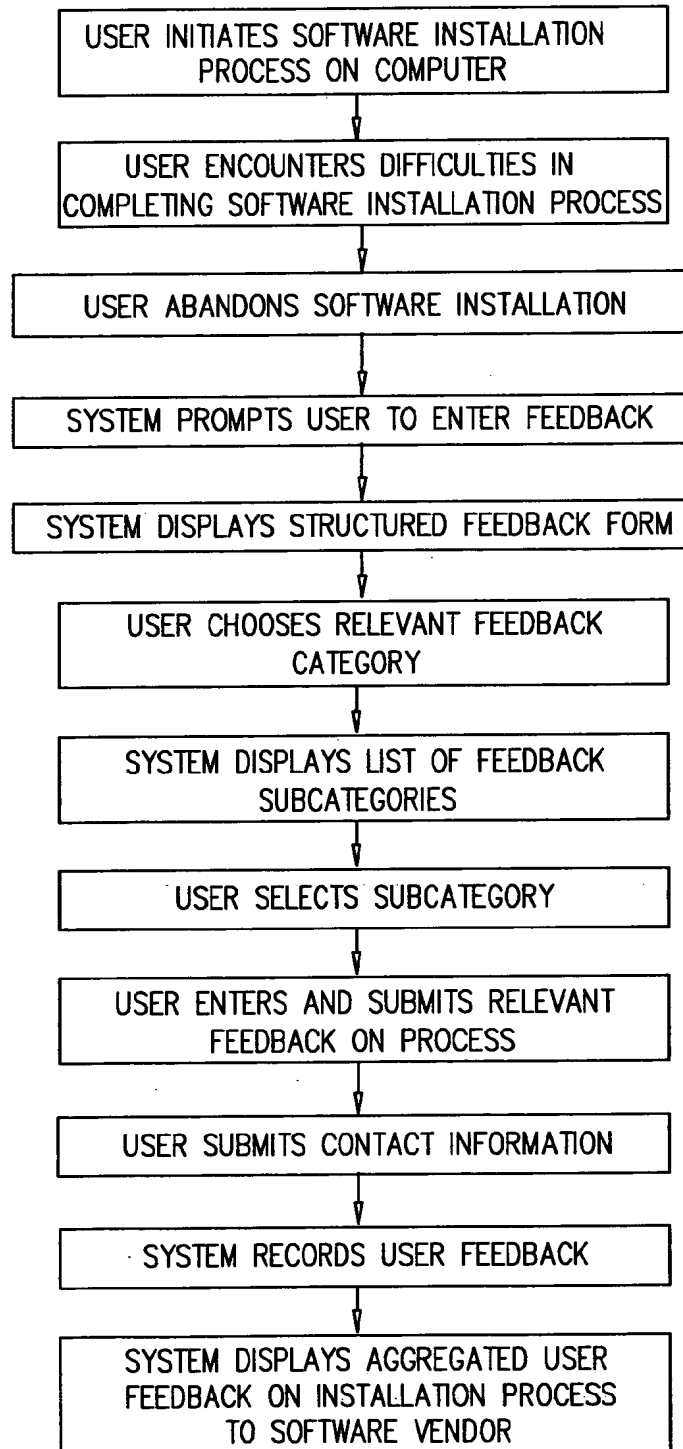
Address: 2 Main st., Smithtown, CA, USA

Send Cancel

The figure shows a 'Contact Information' dialog box with a title bar containing minimize, maximize, and close buttons. Below the title bar are four labeled text input fields: 'Name' with the value 'John Smith', 'Telephone' with the value '(914) 352-8765', 'Email' with the value 'John-smith@smith.com', and 'Address' with the value '2 Main st., Smithtown, CA, USA'. At the bottom right of the dialog are 'Send' and 'Cancel' buttons. An arrow points to the 'Send' button.

FIG. 5H

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FIG. 6

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FIG. 7A

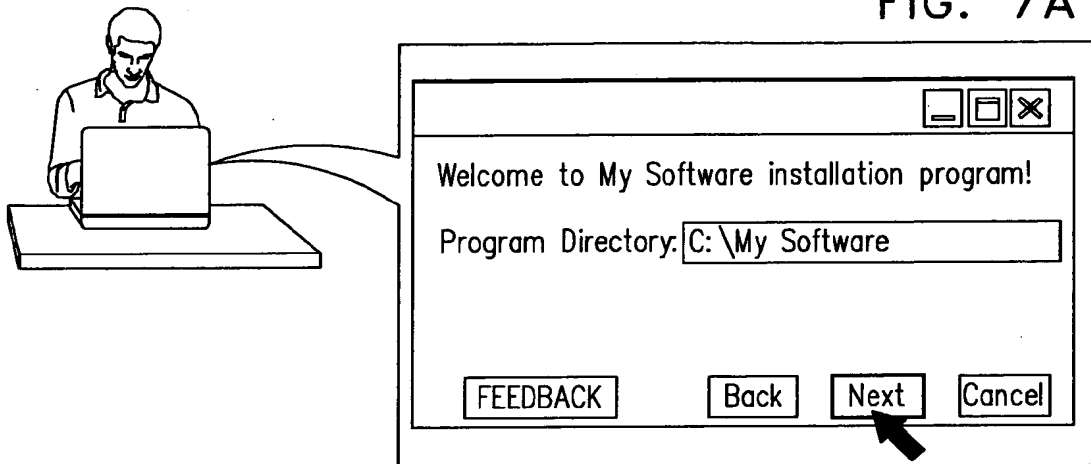


FIG. 7B

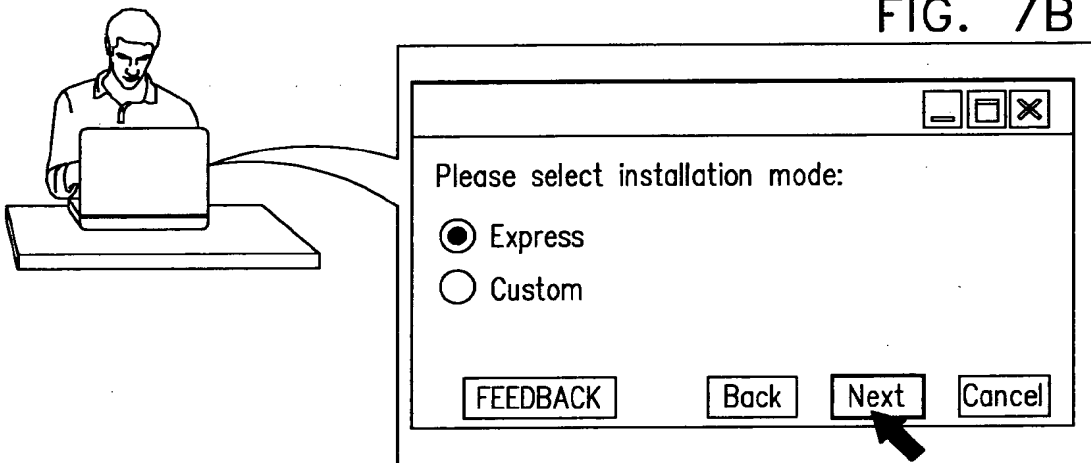
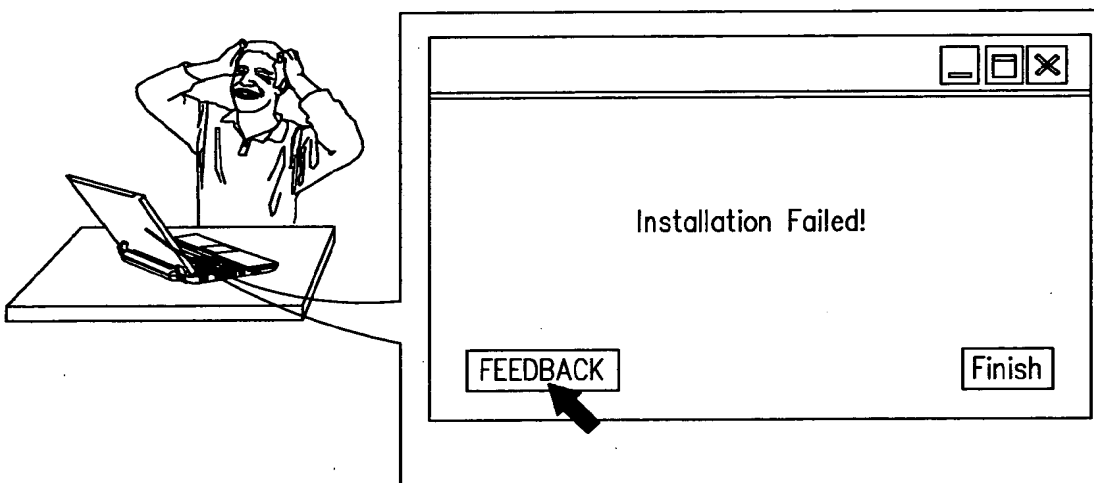


FIG. 7C



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Feedback

How do you feel about this installation process?

Send Cancel

FIG. 7D

Feedback

How do you feel about this installation process?

What went wrong?

Installation Process Suggestions

Select a relevant issue

Disk space requirements Error messages

Registration/Privacy

Send Cancel

FIG. 7E

Feedback

How do you feel about this installation process?

What went wrong?

Installation Process Suggestions

Error messages

☒ ERROR MESSAGES ARE NOT CLEAR

☒ ERROR MESSAGES ARE NOT DISPLAYED

Send Cancel

FIG. 7F

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FIG. 7G

Contact Information

Name: John Smith

Telephone: (914) 352-8765

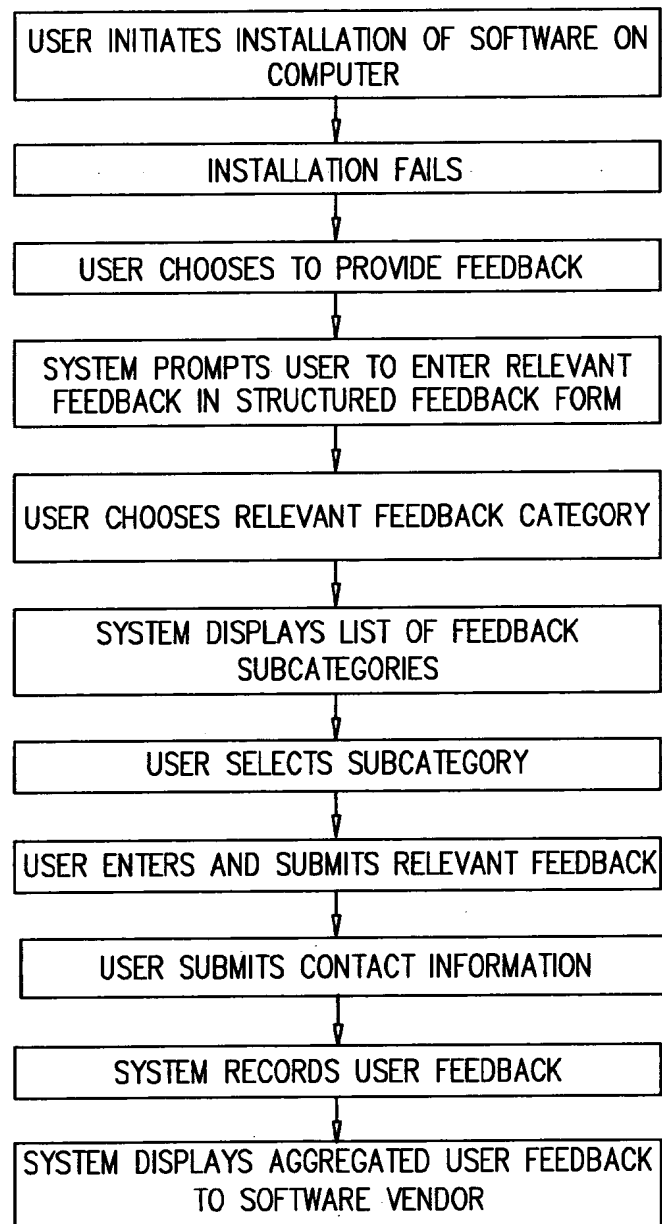
Email: John-smith@smith.com

Address: 2 Main st., Smithtown, CA, USA

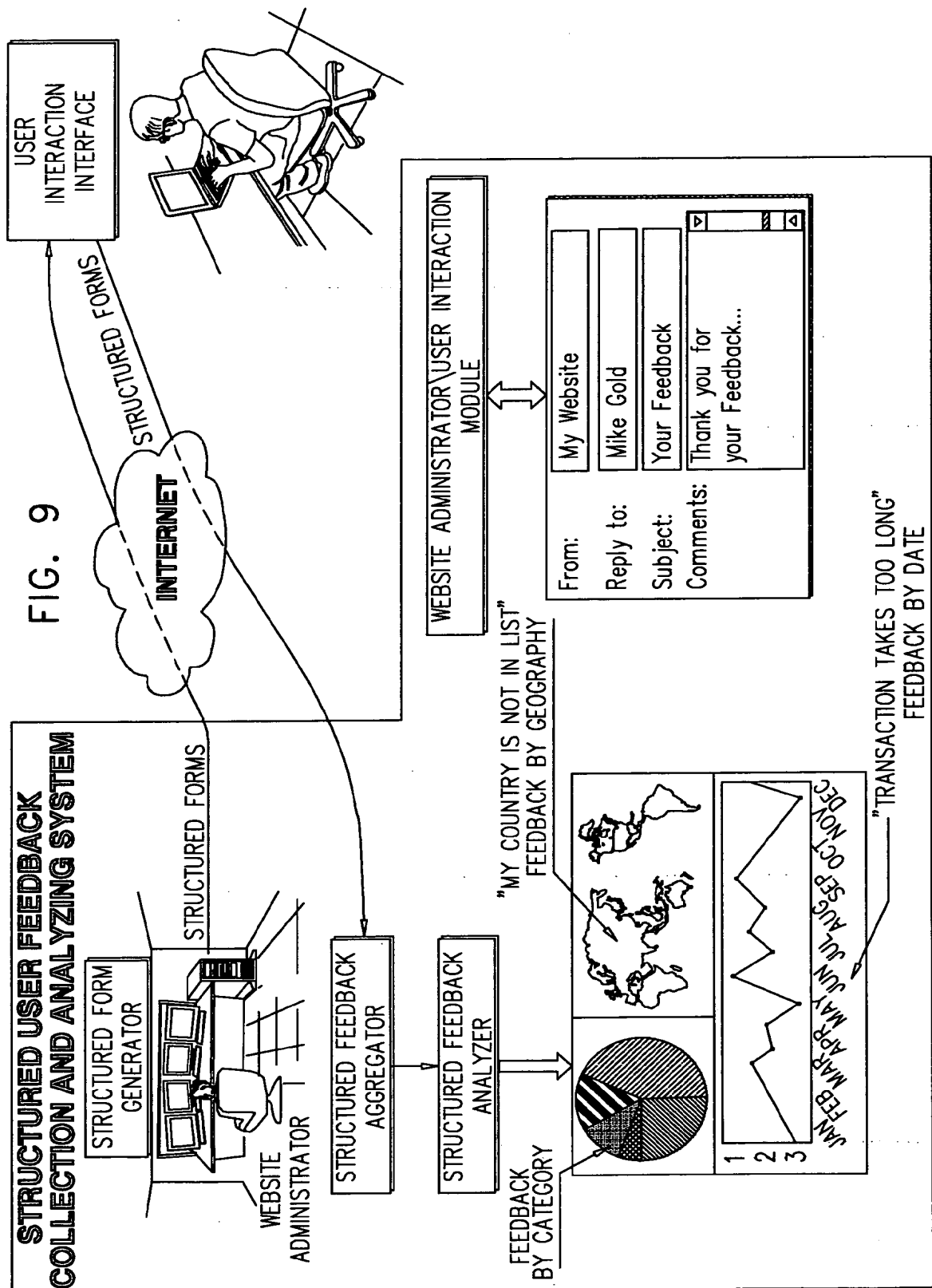
Send Cancel

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FIG. 8



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Electronic Acknowledgement Receipt

EFS ID:	10288337
Application Number:	13001951
International Application Number:	
Confirmation Number:	5710
Title of Invention:	METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE
First Named Inventor/Applicant Name:	Ariel FINKELSTEIN
Customer Number:	23373
Filer:	Steven M. Gruskin/Lelia Gilday
Filer Authorized By:	Steven M. Gruskin
Attorney Docket Number:	Q121866
Receipt Date:	13-JUN-2011
Filing Date:	
Time Stamp:	14:16:17
Application Type:	U.S. National Stage under 35 USC 371

Payment information:

Submitted with Payment	no

File Listing:

Document Number	Document Description	File Name	File Size(Bytes)/ Message Digest	Multi Part /.zip	Pages (if appl.)
1		IDSLetter_SB08.PDF	156726 a7e249666d424f84e6dadabce1261ab871f315ad	yes	4

	Multipart Description/PDF files in .zip description								
	Document Description		Start	End					
	Transmittal Letter		1	2					
	Information Disclosure Statement (IDS) Form (SB08)		3	4					
Warnings:									
Information:									
2	Non Patent Literature	_ISR_Written_Opinion.PDF	752554	no	12				
			f9a2cd86c371eb5c513a5a9482fe65be42c5e159						
Warnings:									
Information:									
3	Foreign Reference	WO_2011_004368.PDF	1533955	no	41				
			34e0a6e32d127bdee5493fbd3ece924102f207a6						
Warnings:									
Information:									
Total Files Size (in bytes):			2443235						
This Acknowledgement Receipt evidences receipt on the noted date by the USPTO of the indicated documents, characterized by the applicant, and including page counts, where applicable. It serves as evidence of receipt similar to a Post Card, as described in MPEP 503. <u>New Applications Under 35 U.S.C. 111</u> If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application. <u>National Stage of an International Application under 35 U.S.C. 371</u> If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course. <u>New International Application Filed with the USPTO as a Receiving Office</u> If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.									

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Docket No: Q121866

Ariel FINKELSTEIN, et al.

Appln. No.: 13/001,951

Group Art Unit: Not Yet Assigned

Confirmation No.: 5710

Examiner: Not Yet Assigned

Filed: December 29, 2010

For: METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND
SOFTWARE

**INFORMATION DISCLOSURE STATEMENT
UNDER 37 C.F.R. §§ 1.97 and 1.98**

MAIL STOP AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450
Sir:

In accordance with the duty of disclosure under 37 C.F.R. § 1.56, Applicant hereby notifies the U.S. Patent and Trademark Office of the documents which are listed on the attached PTO/SB/08 (modified) form and/or listed herein and which the Examiner may deem material to patentability of the claims of the above-identified application.

One copy of each of the listed documents is submitted herewith, except for the following: U.S. patents and/or U.S. patent publications; and co-pending non-provisional U.S. applications filed after June 30, 2003.

The present Information Disclosure Statement is being filed: (1) No later than three months from the application's filing date; (2) Before the mailing date of the first Office Action on the merits (whichever is later); or (3) Before the mailing date of the first Office Action after filing a request for continued examination (RCE) under §1.114, and therefore, no Statement under 37 C.F.R. § 1.97(e) or fee under 37 C.F.R. § 1.17(p) is required.

The submission of the listed documents is not intended as an admission that any such document constitutes prior art against the claims of the present application. Applicant does not waive any right to take any action that would be appropriate to antedate or otherwise remove any listed document as a competent reference against the claims of the present application.

CROSS REFERENCE UNDER 37 C.F.R. §1.78 TO RELATED APPLICATIONS

Pursuant to 37 C.F.R. § 1.78, Applicant notes that the above-identified patent application may be related to the following U.S. Patent Application:

- 1) U.S. Provisional Patent Application No. 61/270,369, filed on July 7, 2009.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,

/William H. Mandir/
William H. Mandir
Registration No. 32,156

SUGHRUE MION, PLLC
Telephone: (202) 293-7060
Facsimile: (202) 293-7860

WASHINGTON OFFICE

23373

CUSTOMER NUMBER

Date: June 13, 2011

TRANSMITTAL LETTER TO THE UNITED STATES DESIGNATED/ELECTED OFFICE (DO/EO/US) CONCERNING A SUBMISSION UNDER 35 U.S.C. 371		ATTORNEY'S DOCKET NUMBER Q121866
INTERNATIONAL APPLICATION NO. PCT/IL2010/000543		U.S. APPLICATION NO. (If known, see 37 CFR 1.5) Not Yet Assigned
INTERNATIONAL FILING DATE July 7, 2010		PRIORITY DATE CLAIMED July 7, 2009
TITLE OF INVENTION METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE		
APPLICANT(S) FOR DO/EO/US Ariel FINKELSTEIN; Eran SAVIR; and Eylon STEINER		
Applicant herewith submits to the United States Designated/Elected Office (DO/EO/US) the following items and other information:		
1. ☒ This is a FIRST submission of items concerning a submission under 35 U.S.C. 371.		
2. ☐ This is a SECOND or SUBSEQUENT submission of items concerning a submission under 35 U.S.C. 371.		
3. ☐ This is an express request to begin national examination procedures (35 U.S.C. 371(f)). The submission must include items (5), (6), (9) and (22) indicated below.		
4. ☐ The US has been elected (Article 31).		
5. ☒ A copy of the International Application as filed (35 U.S.C. 371(c)(2))		
a. ☐ is attached hereto (required only if not communicated by the International Bureau).		
b. ☒ has been communicated by the International Bureau		
c. ☐ is not required, as the application was filed in the United States Receiving Office (RO/US).		
6. ☒ An English language translation of the International Application as filed (35 U.S.C. 371(c)(2)).		
a. ☒ is attached hereto.		
b. ☐ has been previously submitted under 35 U.S.C. 154(d)(4).		
7. ☒ Amendments to the claims of the International Application under PCT Article 19 (35 U.S.C. 371(c)(3))		
a. ☐ are attached hereto (required only if not communicated by the International Bureau).		
b. ☐ have been communicated by the International Bureau.		
c. ☐ have not been made; however, the time limit for making such amendments has NOT expired.		
d. ☒ have not been made and will not be made.		
8. ☐ An English language translation of the amendments to the claims under PCT Article 19 (35 U.S.C. 371(c)(3)).		
9. ☒ An oath or declaration of the inventor(s) (35 U.S.C. 371(c)(4)).		
10. ☐ An English language translation of the annexes of the International Preliminary Examination Report under PCT Article 36 (35 U.S.C. 371(c)(5)).		
Items 11 to 20 below concern document(s) or information included:		
11. ☐ An Information Disclosure Statement under 37 CFR 1.97 and 1.98.		
12. ☐ An assignment document for recording. A separate cover sheet in compliance with 37 CFR 3.28 and 3.31 is included.		
13. ☐ A preliminary amendment.		
14. ☒ An Application Data Sheet under 37 CFR 1.76.		
15. ☐ A substitute specification.		
16. ☒ A power of attorney and/or change of address letter.		
17. ☐ A computer-readable form of the sequence listing in accordance with PCT Rule 13ter.2 and 37 CFR 1.821- 1.825.		
18. ☐ A second copy of the published International Application under 35 U.S.C. 154(d)(4).		
19. ☐ A second copy of the English language translation of the international application under 35 U.S.C. 154(d)(4).		

U.S. APPLICATION NO. (if known, see 37 CFR 1.5) Not Yet Assigned		INTERNATIONAL APPLICATION NO. PCT/IL2010/000543		ATTORNEY'S DOCKET NUMBER Q121866	
20. Priority is claimed from: US 61/270,369 2009-07-07					
21. Other items or information:					
The following fees have been submitted				CALCULATIONS PTO USE ONLY	
22. ☒ Basic national fee (37 CFR 1.492(a)).....				\$330	
23. ☒ Examination fee (37 CFR 1.492(c))					
If the written opinion by IPEA/US prepared by ISA/US or the international preliminary examination report prepared indicates all claims satisfy provisions of PCT Article 33(1)-(4)				\$0	
All other situations				\$220	
24. ☒ Search fee (37 CFR 1.492(b))					
If the written opinion of the ISA/US or the International preliminary examination report prepared by IPEA/US indicates all claims satisfy provisions of PCT Article 33(1)-(4).....				\$0	
Search fee (37 CFR 1.445(a)(2)) has been paid on the international application to the USPTO as an International Searching Authority				\$100	
International Search Report prepared by an ISA other than the US and provided to the Office or previously communicated to the US by the IB				\$430	
All other situations.....				\$540	
TOTAL OF 22, 23 and 24 =				\$1090	
☐ Additional fee for specification and drawings filed in paper over 100 sheets (excluding sequence listing in compliance with 37 CFR 1.821(c) or (e) or computer program listing in an electronic medium) (37 CFR 1.492(j)). The fee is \$270 for each additional 50 sheets of paper or fraction thereof.					
Total Sheets	Extra Sheets	Number of each additional 50 or fraction thereof (round up to a whole number)		RATE	
40 - 100 =	0/50 =	0		x \$270	\$0
Surcharge of \$130.00 for furnishing any of the search fee, examination fee, or the oath or declaration after the date of commencement of the national stage (37 CFR 1.492(h)).				\$	
CLAIMS		NUMBER FILED	NUMBER EXTRA	RATE	
Total claims		20 - 20 =		x \$52	\$
Independent claims		2 - 3 =		x \$220	\$
MULTIPLE DEPENDENT CLAIM(S) (if applicable)				+ \$390	\$
TOTAL OF ABOVE CALCULATIONS =				\$	
☐ Applicant claims small entity status. See 37 CFR 1.27. Fees above are reduced by 1/2					
SUBTOTAL=				\$1090	
Processing fee of \$130.00 for furnishing the English translation later than 30 months from the earliest claimed priority date (37 CFR 1.492(i)).				+	
TOTAL NATIONAL FEE =				\$1090	
Fee for recording the enclosed assignment (37 CFR 1.21(h)). The assignment must be accompanied by an appropriate cover sheet (37 CFR 3.28, 3.31). \$40.00 per property +					
TOTAL FEES ENCLOSED =				\$1090	
				Amount to be refunded:	\$
				Amount to be charged	\$

- a. ☐ A check in the amount of \$_____ to cover the above fees is enclosed.
- b. ☐ Please charge my Deposit Account No. 19-4880 in the amount of \$ _____ to cover the above fees.
- c. ☒ The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.
- d. ☒ Fees are to be charged to a credit card. **WARNING:** Information on this form may become public. **Credit card information should not be included on this form.** Provide credit card information and authorization on PTO-2038.

ADVISORY: If filing by EFS-Web, do **NOT** attach the PTO-2038 form as a PDF along with your EFS-Web submission. Please be advised that this is not recommended and by doing so **your credit card information may be displayed via PAIR**. To protect your information, it is recommended paying fees online by using the electronic payment method.

NOTE: Where an appropriate time limit under 37 CFR 1.495 has not been met, a petition to revive (37 CFR 1.137(a) or (b)) must be filed and granted to restore the International Application to pending status.

SEND ALL CORRESPONDENCE TO:

The address associated with Customer Number:

WASHINGTON OFFICE

23373

CUSTOMER NUMBER

/John M. Bird/ # 46,027 for:

SIGNATURE

William H. Mandir

NAME

32,156

REGISTRATION NUMBER

December 29, 2010

DATE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	Q121866
		Application Number	
Title of Invention	METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE		
The application data sheet is part of the provisional or nonprovisional application for which it is being submitted. The following form contains the bibliographic data arranged in a format specified by the United States Patent and Trademark Office as outlined in 37 CFR 1.76. This document may be completed electronically and submitted to the Office in electronic format using the Electronic Filing System (EFS) or the document may be printed and included in a paper filed application.			

Secrecy Order 37 CFR 5.2

☐ Portions or all of the application associated with this Application Data Sheet may fall under a Secrecy Order pursuant to 37 CFR 5.2 (Paper filers only. Applications that fall under Secrecy Order may not be filed electronically.)

Applicant Information:

Applicant 1				
Applicant Authority		☒ Inventor		☐ Legal Representative under 35 U.S.C. 117
				☐ Party of Interest under 35 U.S.C. 118
Prefix	Given Name	Middle Name	Family Name	Suffix
	Ariel		FINKELSTEIN	
Residence Information (Select One) ☐ US Residency ☒ Non US Residency ☐ Active US Military Service				
City	Zichron Yaakov	Country Of Residence	i IL	
Citizenship under 37 CFR 1.41(b)		IL		
Mailing Address of Applicant:				
Address 1		8 Masada Street		
Address 2				
City	Zichron Yaakov	State/Province		
Postal Code	30900	Country	IL	
Applicant 2				
Applicant Authority		☒ Inventor		☐ Legal Representative under 35 U.S.C. 117
				☐ Party of Interest under 35 U.S.C. 118
Prefix	Given Name	Middle Name	Family Name	Suffix
	Eran		SAVIR	
Residence Information (Select One) ☐ US Residency ☒ Non US Residency ☐ Active US Military Service				
City	Hod Hasharon	Country Of Residence	i IL	
Citizenship under 37 CFR 1.41(b)		IL		
Mailing Address of Applicant:				
Address 1		10 Ben Zvi Street		
Address 2				
City	Hod Hasharon	State/Province		
Postal Code	45373	Country	IL	
Applicant 3				
Applicant Authority		☒ Inventor		☐ Legal Representative under 35 U.S.C. 117
				☐ Party of Interest under 35 U.S.C. 118
Prefix	Given Name	Middle Name	Family Name	Suffix
	Eylon		STEINER	
Residence Information (Select One) ☐ US Residency ☒ Non US Residency ☐ Active US Military Service				
City	Ra'anana	Country Of Residence	i IL	

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	Q121866	
		Application Number		
Title of Invention	METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE			
Citizenship under 37 CFR 1.41(b)		IL		
Mailing Address of Applicant:				
Address 1	15 HaVovel Street			
Address 2				
City	Ra'anana	State/Province		
Postal Code		Country	IL	
All Inventors Must Be Listed - Additional Inventor Information blocks may be generated within this form by selecting the Add button. Add				

Correspondence Information:

Enter either Customer Number or complete the Correspondence Information section below. For further information see 37 CFR 1.33(a).			
☐ An Address is being provided for the correspondence information of this application.			
Customer Number	23373		
Email Address	sughrue@sughrue.com	Add Email	Remove Email

Application Information:

Title of the Invention	METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE		
Attorney Docket Number	Q121866	Small Entity Status Claimed	☐
Application Type	Nonprovisional		
Subject Matter	Utility		
Suggested Class (if any)		Sub Class (if any)	
Suggested Technology Center (if any)			
Total Number of Drawing Sheets (if any)	16	Suggested Figure for Publication (if any)	

Publication Information:

☐ Request Early Publication (Fee required at time of Request 37 CFR 1.219)
☐ Request Not to Publish. I hereby request that the attached application not be published under 35 U.S.C. 122(b) and certify that the invention disclosed in the attached application has not and will not be the subject of an application filed in another country, or under a multilateral international agreement, that requires publication at eighteen months after filing.

Representative Information:

Representative information should be provided for all practitioners having a power of attorney in the application. Providing this information in the Application Data Sheet does not constitute a power of attorney in the application (see 37 CFR 1.32). Enter either Customer Number or complete the Representative Name section below. If both sections are completed the Customer Number will be used for the Representative Information during processing.			
Please Select One:	☒ Customer Number	☐ US Patent Practitioner	☐ Limited Recognition (37 CFR 11.9)

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	Q121866
		Application Number	
Title of Invention	METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE		
Customer Number	23373		

Domestic Benefit/National Stage Information:

This section allows for the applicant to either claim benefit under 35 U.S.C. 119(e), 120, 121, or 365(c) or indicate National Stage entry from a PCT application. Providing this information in the application data sheet constitutes the specific reference required by 35 U.S.C. 119(e) or 120, and 37 CFR 1.78(a)(2) or CFR 1.78(a)(4), and need not otherwise be made part of the specification.

Prior Application Status	Pending	Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
	a 371 of international	PCT/IL2010/000543	2010-07-07
Prior Application Status	Expired	Remove	
Application Number	Continuity Type	Prior Application Number	Filing Date (YYYY-MM-DD)
	non provisional of	61270369	2009-07-07

Additional Domestic Benefit/National Stage Data may be generated within this form by selecting the **Add** button.

Foreign Priority Information:

This section allows for the applicant to claim benefit of foreign priority and to identify any prior foreign application for which priority is not claimed. Providing this information in the application data sheet constitutes the claim for priority as required by 35 U.S.C. 119(b) and 37 CFR 1.55(a).

Remove			
Application Number	Country ¹	Parent Filing Date (YYYY-MM-DD)	Priority Claimed
			☐ Yes ☒ No

Additional Foreign Priority Data may be generated within this form by selecting the **Add** button.

Assignee Information:

Providing this information in the application data sheet does not substitute for compliance with any requirement of part 3 of Title 37 of the CFR to have an assignment recorded in the Office.

Assignee 1			
If the Assignee is an Organization check here. ☒			
Organization Name	KAMPYLE LTD.		
Mailing Address Information:			
Address 1	7 Abba Hillel Street		
Address 2			
City	Ramat Gan	State/Province	
Country	IL	Postal Code	52522
Phone Number		Fax Number	
Email Address			

Additional Assignee Data may be generated within this form by selecting the **Add** button.

Application Data Sheet 37 CFR 1.76		Attorney Docket Number	Q121866
		Application Number	
Title of Invention	METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE		

Signature:

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Signature	/John M. Bird/			Date (YYYY-MM-DD)	2010-12-29
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METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE

REFERENCE TO RELATED APPLICATIONS

[0001] Reference is made to U.S. Provisional Patent Application Serial No. 61/270,369, filed July 7, 2009 and entitled "METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE", the disclosure of which is hereby incorporated by reference and priority of which is hereby claimed pursuant to 37 CFR 1.78(a) (4) and (5)(i).

FIELD OF THE INVENTION

[0002] The present invention relates to systems and methods for collecting and using user feedback on websites and software installations.

BACKGROUND OF THE INVENTION

[0003] The following patent publications are believed to represent the current state of the art:

[0004] U.S. Patents 6,421,724; 6,606,581; 6,785,717; 6,928,392; 7,085,820; 7,370,285 and 7,478,121.

SUMMARY OF THE INVENTION

[0005] The present invention seeks to provide improved systems and methods for collecting and analyzing user feedback on websites and software installations.

[0006] There is thus provided in accordance with a preferred embodiment of the present invention a system for collecting and analyzing structured user feedback on websites, the system including website user structured feedback form generation functionality operative to generate structured feedback forms for providing website user feedback on website user interaction with a website-based process and website user feedback analyzing functionality operative to automatically collect and analyze website user feedback entered in the structured feedback forms and to provide at least one analysis report based on feedback from a multiplicity of website users.

[0007] Preferably, the website user structured feedback form generation functionality is operative automatically to provide structured feedback forms whose content depends on a stage in the website-based process currently being executed by the website user. Additionally or alternatively, the website user structured feedback form generation functionality is operative to provide a plurality of structured feedback forms which correspond to a plurality of stages in the website-based process.

[0008] In accordance with a preferred embodiment of the present invention the website user structured feedback form generation functionality includes website specification functionality operative to permit a website administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in the website-based process corresponding to a specific website. Additionally or alternatively, the structured feedback forms include a plurality of website user selectable items, whose selection by a website user indicates specific website user feedback.

[0009] Preferably, the structured feedback forms do not include a freetext response item. Alternatively, the structured feedback forms do include a freetext response item.

[0010] In accordance with a preferred embodiment of the present invention the website user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of website users who provide

various pre-classified types of feedback. Additionally or alternatively, the website user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback at various stages in the website process.

[0011] Preferably, the website user feedback analyzing functionality is operative automatically to provide contact information for website users providing feedback so as to enable the website administrator to respond to the feedback.

[0012] There is also provided in accordance with another preferred embodiment of the present invention a method for collecting and analyzing structured user feedback on websites, the method including generating website user structured feedback forms for receiving website user feedback on website user interaction with a website-based process, automatically collecting and analyzing the website user feedback entered in the structured feedback forms and providing at least one analysis report based on the website user feedback from a multiplicity of website users.

[0013] Preferably, the generating includes automatically providing structured feedback forms whose content depends on a stage in the website-based process currently being executed by the website user. Alternatively or additionally, the generating includes providing a plurality of structured feedback forms which correspond to a plurality of stages in the website-based process.

[0014] In accordance with a preferred embodiment of the present invention, the generating includes permitting a website administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in the website-based process corresponding to a specific website. Additionally or alternatively, the structured feedback forms include a plurality of website user selectable items, whose selection by a website user indicates specific website user feedback.

[0015] Preferably, the structured feedback forms do not include a freetext response item. Alternatively, the structured feedback forms do include a freetext response item.

[0016] In accordance with a preferred embodiment of the present invention, the providing at least one analysis report includes automatically providing at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback. Additionally or alternatively, the providing at least one

analysis report includes automatically providing at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback at various stages in the website process.

[0017] Preferably, the automatically collecting and analyzing includes automatically providing contact information for website users providing feedback so as to enable the website administrator to respond to the feedback.

[0018] There is further provided in accordance with yet another preferred embodiment of the present invention a system for collecting and analyzing structured user feedback on software installations, the system including software installation user structured feedback form generation functionality operative to generate structured feedback forms for providing software installation user feedback on software installation user interaction with a software installation process and software installation user feedback analyzing functionality operative to automatically collect and analyze software installation user feedback entered in the structured feedback forms and to provide at least one analysis report based on feedback from a multiplicity of software installation users.

[0019] Preferably, the software installation user structured feedback form generation functionality is operative automatically to provide structured feedback forms whose content depends on a stage in the software installation process currently being executed by the software installation user. Additionally or alternatively, the software installation user structured feedback form generation functionality is operative to provide a plurality of structured feedback forms which correspond to a plurality of stages in the software installation process.

[0020] In accordance with a preferred embodiment of the present invention the software installation user structured feedback form generation functionality includes software installation specification functionality operative to permit a software installation administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in the software installation process corresponding to a specific software installation. Additionally or alternatively, the structured feedback forms include a plurality of software installation user selectable items, whose selection by a software installation user indicates specific software installation user feedback.

[0021] Preferably, the structured feedback forms do not include a freetext response item. Alternatively, the structured feedback forms do include a freetext response item.

[0022] In accordance with a preferred embodiment of the present invention the software installation user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback. Additionally or alternatively, the software installation user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback at various stages in the software installation process.

[0023] Preferably, the software installation user feedback analyzing functionality is operative automatically to provide contact information for software installation users providing feedback so as to enable the software installation administrator to respond to the feedback.

[0024] There is yet further provided in accordance with still another preferred embodiment of the present invention a method for collecting and analyzing structured user feedback on software installations, the method including generating software installation user structured feedback forms for receiving software installation user feedback on software installation user interaction with a software installation process, automatically collecting and analyzing the software installation user feedback entered in the structured feedback forms and providing at least one analysis report based on the user feedback from a multiplicity of software installation users.

[0025] Preferably, the generating includes automatically providing structured feedback forms whose content depends on a stage in the software installation process currently being executed by the software installation user. Additionally or alternatively, the generating includes providing a plurality of structured feedback forms which correspond to a plurality of stages in the software installation process.

[0026] In accordance with a preferred embodiment of the present invention the generating includes permitting a software installation administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in the software installation process corresponding to a specific software installation. Alternatively or

additionally, the structured feedback forms include a plurality of software installation user selectable items, whose selection by a software installation user indicates specific software installation user feedback.

[0027] Preferably, the structured feedback forms do not include a freetext response item. Alternatively, the structured feedback forms do include a freetext response item.

[0028] In accordance with a preferred embodiment of the present invention the providing at least one analysis report includes automatically providing at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback. Additionally or alternatively, the providing at least one analysis report includes automatically providing at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback at various stages in the software installation process.

[0029] Preferably, the automatically collecting and analyzing includes automatically providing contact information for software installation users providing feedback so as to enable the software installation administrator to respond to the feedback.

BRIEF DESCRIPTION OF THE DRAWINGS

[0030] The present invention will be understood and appreciated more fully from the following detailed description, taken in conjunction with the drawings in which:

[0031] Figs. 1A, 1B, 1C, 1D, 1E, 1F and 1G are simplified pictorial illustrations of steps in using a structured user feedback form for providing feedback on a user interaction session with a website-based process, constructed and operative in accordance with a preferred embodiment of the present invention;

[0032] Fig. 2 is a simplified flowchart indicating steps associated with using a system which provides structured feedback forms, for providing feedback on a user interaction session with a website-based process;

[0033] Figs. 3A, 3B, 3C, 3D, 3E and 3F are simplified pictorial illustrations of steps in using a structured feedback form for providing feedback on another user interaction session with a website-based process;

[0034] Fig. 4 is a simplified flowchart indicating steps associated with using a system which provides structured feedback forms, for providing feedback on another user interaction session with a website-based process;

[0035] Figs. 5A, 5B, 5C, 5D, 5E, 5F, 5G and 5H are simplified pictorial illustrations of steps in using a structured feedback form for providing feedback on a user interaction session with a computer software installation process, constructed and operative in accordance with another preferred embodiment of the present invention;

[0036] Fig. 6 is a simplified flowchart indicating steps associated with using a system which provides structured feedback forms, for providing feedback on a user interaction session with a computer software installation process;

[0037] Figs. 7A, 7B, 7C, 7D, 7E, 7F and 7G are simplified pictorial illustrations of steps in using a structured feedback form for providing feedback on another user interaction session with a computer software installation process;

[0038] Fig. 8 is a simplified flowchart indicating steps associated with using a system which provides structured feedback forms, for providing feedback on another user interaction session with a computer software installation process; and

[0039] Fig. 9 is a simplified functional block diagram illustrating the components of a system for collecting and analyzing structured user feedback on websites, constructed and operative in accordance with a preferred embodiment of the present invention.

DETAILED DESCRIPTION OF PREFERRED EMBODIMENTS

[0040] Reference is now made to Figs. 1A, 1B, 1C, 1D, 1E, 1F and 1G, which are simplified pictorial illustrations of steps in using a structured feedback form for providing feedback on a user interaction session with a website-based process, constructed and operative in accordance with a preferred embodiment of the present invention. The structured feedback form is a particular feature of a system for collecting and analyzing structured user feedback on websites which comprises website user feedback form generation functionality operative to generate structured feedback forms for providing user feedback on user interaction with website-based process, and website user feedback analyzing functionality operative to automatically collect and analyze user feedback entered in the structured feedback forms and to provide at least one analysis report based on feedback from a multiplicity of website users.

[0041] Throughout, the term "structured feedback form" is defined to mean a form which includes user selectable feedback messages which do not require freetext. Preferably multiple user selectable feedback messages are provided in a categorized and nested structure. Structured feedback forms may additionally invite freetext comments but provide useful feedback even if no freetext is inserted.

[0042] As seen in Fig. 1A, a website user browses a website such as an internet bookstore, and initiates a business transaction process, such as the ordering of books. After selecting the desired books, the user attempts to complete the transaction process at 10:00 AM by clicking on the "submit order" button. As seen in Fig. 1B, at 10:03 AM the website has not yet completed the processing of the transaction. As seen in Fig. 1C, at 10:05 AM the user has still not received confirmation that the transaction has been processed. The user, clearly frustrated, therefore clicks on the "feedback" button, which causes the system to display a feedback form, as shown in Fig. 1D. As seen in Fig. 1D, the user clicks on an angry face icon in order to provide negative feedback regarding his experience with the website-based transaction process.

[0043] It is a particular feature of the present invention that the system provides the website administrator with the ability to generate categorized and nested structured feedback forms to be displayed on the website for the purpose of collecting feedback regarding the user's experience while navigating through a website-based process. As

seen in Fig. 1E, responsive to the user providing negative feedback regarding the user experience with the website-based process, the system provides the user with a list of specific negative feedback categories from which he may choose to more precisely describe his experience with the website-based process, such as feedback relating to bugs, website content or general suggestions. The user selects the “Bugs” category, which includes various negative feedback subcategories, as shown in Fig. 1E. The user then selects the “Response time” subcategory as the most relevant to the problems he has experienced.

[0044] As seen in Fig. 1F, upon selecting the “Response time” subcategory, the user is presented with various more specific feedback options and may select the specific issue he has encountered, such as the length of time that has elapsed while the website has been processing the transaction. To complete the feedback process, the user clicks on the “send” button, after which the system displays to the user a user contact information form, as seen in Fig. 1G.

[0045] The contact information form includes fields for entering user contact details such as name, telephone number, email address and address. The user feedback and user contact details are recorded by the system, and allow the website administrator to contact the website user in reply to his feedback. The user contact details may also be used by the system to provide to the website administrator various statistics regarding user feedback.

[0046] It is appreciated that although examples of negative feedback are specifically shown in this example, the system and methodology of the present invention applies equally to both positive and negative feedback.

[0047] Reference is now made to Fig. 2 which is a simplified flowchart indicating the steps associated with using a system which provides structured feedback forms, for providing feedback on a user interaction session with a website-based process. As seen in Fig. 2, a user browses a website and initiates a business transaction process on the website. Upon encountering difficulties in completing the transaction process, the user clicks on a “feedback” button. The system then presents the user with a structured feedback form comprising feedback categories predefined by the website administrator. The user, in turn, selects a feedback category, and is preferably presented by the system with a list of feedback subcategories predefined by the website

administrator. The user then selects a feedback subcategory, and submits relevant feedback. The user also submits user contact information. The system records the user's feedback and contact information, and at a later time may display all aggregated user feedback to the website administrator.

[0048] Reference is now made to Figs. 3A, 3B, 3C, 3D, 3E and 3F which are simplified pictorial illustrations of steps in using a structured feedback form for providing feedback on another user interaction session with a website-based process. As seen in Fig. 3A, a website user browses a website such as an internet bookstore, and initiates a business transaction process such as the ordering of books. After selecting the desired books, the user attempts to complete the transaction process by clicking on the "submit" button. As seen in Fig. 3B, the user is prompted to enter user details such as a credit card number, a name and an address. As seen clearly in Fig. 3B, the user attempts to enter an address in India, however the list of countries provided by the website does not include India. The user therefore decides to terminate the transaction by clicking on the "cancel" button. As shown in Fig. 3C, upon canceling the transaction, the user is prompted by the system which requests that the user fill in a feedback form.

[0049] It is a particular feature of the present invention that the system provides the website administrator with the ability to generate categorized and nested structured feedback forms to be displayed on the website for the purpose of collecting feedback regarding the user's experience while navigating through a website-based process. As seen in Fig. 3D, responsive to the user agreeing to fill in a feedback form, the system displays to the user a structured feedback form, questioning the user regarding the reason for terminating the transaction process, and provides the user with a list of specific feedback categories which he may choose from to more precisely describe his reasons for terminating the transaction process, such as feedback relating to usability issues, security issues or general suggestions. The user selects the "Usability Issues" category which includes various feedback subcategories, as shown in Fig. 3D. The user then selects the "Address form" subcategory as the most relevant to the problems he has experienced.

[0050] As seen in Fig. 3E, upon selecting the "Address form" subcategory, the user may select the specific issue he has encountered, such as the fact that the list of countries provided by the website does not include the user's country. To complete the

feedback process, the user clicks on the “send” button, after which the system displays a user contact information form to the user, as seen in Fig. 3F.

[0051] The contact information form includes fields for entering user contact details such as name, telephone number, email address and address. The user feedback and user contact details are recorded by the system, and allow the website administrator to contact the website user in reply to his feedback. The user contact details may also be used by the system to provide to the website administrator various statistics regarding user feedback.

[0052] Reference is now made to Fig. 4 which is a simplified flowchart indicating the steps associated with using a system which provides structured feedback forms, for providing feedback on another user interaction session with a website-based process. As seen in Fig. 4, a user browses a website and initiates a business transaction process on the website. Upon encountering difficulties in completing the transaction process, the user abandons the transaction. The system then prompts the user, requesting the user to submit relevant feedback. Upon agreeing to provide feedback, the system then presents to the user a structured feedback form comprising feedback categories predefined by the website administrator. The user, in turn, selects a feedback category, and is preferably presented by the system with a list of feedback subcategories predefined by the website administrator. The user then selects a feedback subcategory, and submits relevant feedback. The user also submits user contact information. The system records the user’s feedback and contact information and at a later time may display all aggregated user feedback to the website administrator.

[0053] Reference is now made to Figs. 5A, 5B, 5C, 5D, 5E, 5F, 5G and 5H which are simplified pictorial illustrations of steps in using a structured feedback form for providing feedback on a user interaction session with a computer software installation process, constructed and operative in accordance with another preferred embodiment of the present invention.

[0054] Throughout, the term "software installation" is defined to mean the installation of software on a computer and \ or the removal (i.e. uninstall), of software from a computer.

[0055] As seen in Fig. 5A, a user initiates a software installation process using a software installation program. After selecting the desired installation directory, the user

attempts to continue the installation process at 10:00 AM by clicking on the “next” button. However, as seen in Fig. 5B, at 10:03 AM the software installation program is still requesting that the user wait for the installation program to continue. As seen in Fig. 5C, at 10:05 AM the software installation process has still not yet been resumed. The user therefore decides to terminate the software installation process by clicking on the “cancel” button. As shown in Fig. 5D, responsive to the user canceling the software installation process, the user is prompted by the software installation program, which requests that the user fill in a feedback form. Upon agreeing to fill in a feedback form, the system displays to the user a structured feedback form, as seen in Fig. 5E.

[0056] It is a particular feature of the present invention that the system provides the software vendor with the ability to generate categorized and nested structured feedback forms to be displayed in a software installation program for the purpose of collecting feedback regarding the user’s experience while navigating through the software installation process. As seen in Fig. 5F, upon choosing to provide negative feedback regarding the user experience with the software installation process, the software installation program provides the user with a list of specific feedback categories from which he may from to more precisely describe his experience with the software installation process, such as “concerns” or “suggestions”. The user selects the “concerns” category, which includes various feedback subcategories, as shown in Fig. 5F. The user then selects the “Install is slow” subcategory as the most relevant to the problems he has experienced.

[0057] As seen in Fig. 5G, upon selecting the “Install is slow” subcategory, the user may fill in a text field to describe the specific issue he has encountered, such as the fact the software installation process has been running for too long. To complete the feedback process, the user clicks on the “send” button, after which the system displays a user contact information form to the user, as seen in Fig. 5H. The contact information form includes fields for entering user contact details such as name, telephone number, email address and address. The user feedback and user contact details are recorded by the system, and allow the software vendor to contact the user in reply to his feedback. The user contact details may also be used by the system to provide to the software vendor various statistics regarding user feedback.

[0058] It is appreciated that although examples of terminating a software installation process are shown, the system and methodology of the present invention applies equally to both software installation and software removal (uninstall), whereby when executing a software removal process, the system may also request that the user provide feedback regarding the reasons for removing the software and user contact details which are recorded by the system.

[0059] Reference is now made to Fig. 6 which is a simplified flowchart indicating the steps associated with using a system which provides structured feedback forms, for providing feedback on a user interaction session with a computer software installation process. As seen in Fig. 6, a user initiates a software installation process on a computer, using a software installation program. Upon encountering difficulties in completing the software installation process, the user abandons the software installation process. The software installation program then prompts the user, requesting the user to submit relevant feedback. Upon agreeing to provide feedback, the software installation program then presents to the user a structured feedback form comprising feedback categories predefined by the software vendor. The user, in turn, selects a feedback category, and is preferably presented by the system with a list of feedback subcategories predefined by the software vendor. The user then selects a feedback subcategory, and submits relevant feedback. The user also submits user contact information. The system records the user's feedback and at a later time may display all aggregated user feedback to the software vendor.

[0060] Reference is now made to Figs. 7A, 7B, 7C, 7D, 7E, 7F and 7G which are simplified pictorial illustrations of steps in using a structured feedback form for providing feedback on another user interaction session with a computer software installation process. As seen in Fig. 7A, a user initiates a software installation process using a software installation program. After selecting the desired installation directory, the user continues the installation process by clicking on the "next" button. As seen in Fig. 7B, the user then selects the express mode of installation, and attempts to continue the installation process by clicking on the "next" button. However, as seen in Fig. 7C, the software installation program terminates and notifies the user that the installation program has failed to complete the software installation process, without stating a reason for the failure. The user then clicks on the "feedback" button, which causes the

system to display a feedback form, as shown in Fig. 7D. As seen in Fig. 7D, the user selects to provide negative feedback regarding his experience with the software installation process.

[0061] It is a particular feature of the present invention that the system provides the software vendor with the ability to generate categorized and nested structured feedback forms to be displayed in a software installation program for the purpose of collecting feedback regarding the user's experience while navigating through the software installation process. As seen in Fig. 7E, responsive to the user choosing to provide negative feedback regarding the user experience with the software installation process, the software installation program provides the user with a list of specific feedback subcategories from which he may from to more precisely describe his experience with the software installation process, such as feedback relating to installation process or general suggestions. The user selects the "Installation process" category, which includes various feedback subcategories, as shown in Fig. 7E. The user then selects the "Error messages" subcategory as the most relevant to the problems he has experienced.

[0062] As seen in Fig. 7F, upon selecting the "Error messages" subcategory, the user may select the specific issue he has encountered, such as the lack of a stated reason for the failure of the software installation process. To complete the feedback process, the user clicks on the "send" button, after which the system displays a user contact information form to the user, as seen in Fig. 7G. The contact information form includes fields for entering user contact details such as name, telephone number, email address and address. The user feedback and user contact details are recorded by the system, and allow the software vendor to contact the user in reply to his feedback. The user contact details may also be used by the system to provide to the software vendor various statistics regarding user feedback.

[0063] Reference is now made to Fig. 8 which is a simplified flowchart indicating the steps associated with using a system which provides structured feedback forms, for providing feedback on another user interaction session with a computer software installation process. As seen in Fig. 8, a user initiates a software installation process on a computer. However, the installation process fails to complete successfully, and the user chooses to submit feedback to the software vendor. The software

installation program then presents the user with a structured feedback form comprising feedback categories predefined by the software vendor. The user, in turn, selects a feedback category, and is preferably presented by the system with a list of feedback subcategories predefined by the software vendor. The user then selects a feedback subcategory, and submits relevant feedback. The user also submits user contact information. The system records the user's feedback and at a later time may display all aggregated user feedback to the software vendor.

[0064] Reference is now made to Fig. 9 which is a simplified block diagram illustrating the components of a system for collecting and analyzing structured user feedback on websites, constructed and operative in accordance with a preferred embodiment of the present invention. As seen in Fig. 9, the system is preferably managed by a website administrator and comprises a structured form generator which is operative to display structured forms to an end user using an end user interaction interface such as a web browser.

[0065] Structured forms that have been completed by the end user are collected by a structured feedback aggregator, and which provides aggregated feedback data to a structured feedback analyzer which is operative to display the aggregated feedback data to the website administrator in a variety of structured reports. The structured reports may be, for example, in the form of pie charts, graphs, tables and maps, and may display, for example, specific, administrator selectable feedback data typically sorted by category, by geographic location of the user or by date.

[0066] As seen in Fig. 9, the system also includes a user interaction module, which enables the website administrator to communicate with users who have provided structured feedback, by using the user contact information entered by the user as part of the structured feedback.

[0067] It will be appreciated by persons skilled in the art that the present invention is not limited by what has been particularly shown and described hereinabove. Rather the scope of the present invention includes both combinations and subcombinations of the various features described hereinabove as well as modifications thereof which would occur to persons skilled in the art upon reading the foregoing description and which are not in the prior art.

CLAIMS

1. A system for collecting and analyzing structured user feedback on websites, said system comprising:

website user structured feedback form generation functionality operative to generate structured feedback forms for providing website user feedback on website user interaction with a website-based process; and

website user feedback analyzing functionality operative to automatically collect and analyze website user feedback entered in said structured feedback forms and to provide at least one analysis report based on feedback from a multiplicity of website users.

2. The system of claim 1 and wherein said website user structured feedback form generation functionality is operative automatically to provide structured feedback forms whose content depends on a stage in said website-based process currently being executed by the website user.

3. The system according to claim 1 and wherein said website user structured feedback form generation functionality is operative to provide a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process.

4. The system according to claim 1 and wherein said website user structured feedback form generation functionality includes website specification functionality operative to permit a website administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process corresponding to a specific website.

5. The system according to claim 1 and wherein said structured feedback forms include a plurality of website user selectable items, whose selection by a website user indicates specific website user feedback.

6. The system according to claim 5 and wherein said structured feedback forms do not include a freetext response item.

7. The system according to claim 5 and wherein said structured feedback forms do include a freetext response item.

8. The system according to claim 1 and wherein said website user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback.

9. The system according to claim 1 and wherein said website user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback at various stages in said website process.

10. The system according to claim 1 and wherein said website user feedback analyzing functionality is operative automatically to provide contact information for website users providing feedback so as to enable said website administrator to respond to said feedback.

11. A method for collecting and analyzing structured user feedback on websites, said method comprising:

generating website user structured feedback forms for receiving website user feedback on website user interaction with a website-based process;

automatically collecting and analyzing said website user feedback entered in said structured feedback forms; and

providing at least one analysis report based on said website user feedback from a multiplicity of website users.

12. The method of claim 11 and wherein said generating comprises automatically providing structured feedback forms whose content depends on a stage in said website-based process currently being executed by the website user.

13. The method according to claim 11 and wherein said generating comprises providing a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process.

14. The method according to claim 11 and wherein said generating includes permitting a website administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process corresponding to a specific website.

15. The method according to claim 11 and wherein said structured feedback forms include a plurality of website user selectable items, whose selection by a website user indicates specific website user feedback.

16. The method according to claim 15 and wherein said structured feedback forms do not include a freetext response item.

17. The method according to claim 15 and wherein said structured feedback forms do include a freetext response item.

18. The method according to claim 11 and wherein said providing at least one analysis report comprises automatically providing at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback.

19. The method according to claim 11 and wherein said providing at least one analysis report comprises automatically providing at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback at various stages in said website process.

20. The method according to claim 11 and wherein said automatically collecting and analyzing comprises automatically providing contact information for website users providing feedback so as to enable said website administrator to respond to said feedback.

21. A system for collecting and analyzing structured user feedback on software installations, said system comprising:

software installation user structured feedback form generation functionality operative to generate structured feedback forms for providing software installation user feedback on software installation user interaction with a software installation process; and

software installation user feedback analyzing functionality operative to automatically collect and analyze software installation user feedback entered in said structured feedback forms and to provide at least one analysis report based on feedback from a multiplicity of software installation users.

22. The system of claim 21 and wherein said software installation user structured feedback form generation functionality is operative automatically to provide structured feedback forms whose content depends on a stage in said software installation process currently being executed by the software installation user.

23. The system according to claim 21 and wherein said software installation user structured feedback form generation functionality is operative to provide a plurality of structured feedback forms which correspond to a plurality of stages in said software installation process.

24. The system according to claim 21 and wherein said software installation user structured feedback form generation functionality includes software installation specification functionality operative to permit a software installation administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in said software installation process corresponding to a specific software installation.

25. The system according to claim 21 and wherein said structured feedback forms include a plurality of software installation user selectable items, whose selection by a software installation user indicates specific software installation user feedback.

26. The system according to claim 25 and wherein said structured feedback forms do not include a freetext response item.

27. The system according to claim 25 and wherein said structured feedback forms do include a freetext response item.

28. The system according to claim 21 and wherein said software installation user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback.

29. The system according to claim 21 and wherein said software installation user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback at various stages in said software installation process.

30. The system according to claim 21 and wherein said software installation user feedback analyzing functionality is operative automatically to provide contact information for software installation users providing feedback so as to enable said software installation administrator to respond to said feedback.

31. A method for collecting and analyzing structured user feedback on software installations, said method comprising:
generating software installation user structured feedback forms for receiving software installation user feedback on software installation user interaction with a software installation process;

automatically collecting and analyzing said software installation user feedback entered in said structured feedback forms; and

providing at least one analysis report based on said user feedback from a multiplicity of software installation users.

32. The method of claim 31 and wherein said generating comprises automatically providing structured feedback forms whose content depends on a stage in said software installation process currently being executed by the software installation user.

33. The method according to claim 31 and wherein said generating comprises providing a plurality of structured feedback forms which correspond to a plurality of stages in said software installation process.

34. The method according to claim 31 and wherein said generating includes permitting a software installation administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in said software installation process corresponding to a specific software installation.

35. The method according to claim 31 and wherein said structured feedback forms include a plurality of software installation user selectable items, whose selection by a software installation user indicates specific software installation user feedback.

36. The method according to claim 35 and wherein said structured feedback forms do not include a freetext response item.

37. The method according to claim 35 and wherein said structured feedback forms do include a freetext response item.

38. The method according to claim 31 and wherein said providing at least one analysis report comprises automatically providing at least one analysis report which

indicates proportions of software installation users who provide various pre-classified types of feedback.

39. The method according to claim 31 and wherein said providing at least one analysis report comprises automatically providing at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback at various stages in said software installation process.

40. The method according to claim 31 and wherein said automatically collecting and analyzing comprises automatically providing contact information for software installation users providing feedback so as to enable said software installation administrator to respond to said feedback.

ABSTRACT

A system for collecting and analyzing structured user feedback on websites, the system including website user structured feedback form generation functionality operative to generate structured feedback forms for providing website user feedback on website user interaction with a website-based process and website user feedback analyzing functionality operative to automatically collect and analyze website user feedback entered in the structured feedback forms and to provide at least one analysis report based on feedback from a multiplicity of website users.



10:00 AM

FIG. 1A

Navigation icons: back, forward, stop, home, search, window, close.

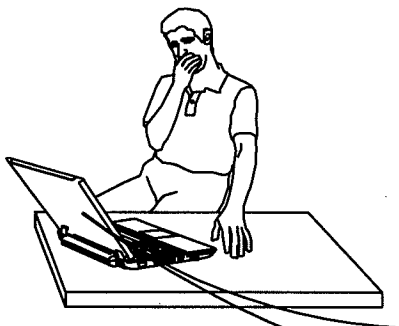
Address: <http://www.MY-BOOKSTORE.com> Go

☒	BOOK 1	\$29.99
☒	BOOK 2	\$19.99

SUBMIT ORDER

Print ? Help

FEEDBACK



10:03 AM

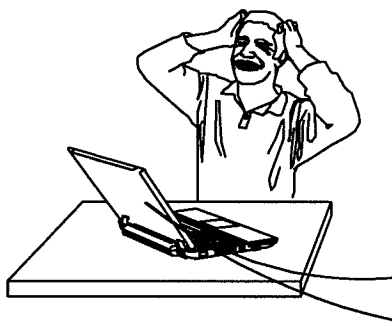
FIG. 1B

Navigation icons: back, forward, stop, home, search, window, close.

Address: <http://www.MY-BOOKSTORE.com> Go

 PLEASE WAIT...

FEEDBACK



10:05 AM

FIG. 1C

Navigation icons: back, forward, stop, home, search, window, close.

Address: <http://www.MY-BOOKSTORE.com> Go

 PLEASE WAIT...

FEEDBACK

Feedback

How do you feel about this process?

☒
☐
☐
☐
☐

Send Cancel

FIG. 1D

Feedback

How do you feel about this process?

☒
☐
☐
☐
☐

What went wrong?

☒ Bugs
 ☒ Site content
 ☐ Suggestions

Select a relevant issue

Browser not supported
 Registration/Privacy
 Can't log in
 Response time
 Site content
 Objectionable Content

Send Cancel

FIG. 1E

Feedback

How do you feel about this process?

☒
☐
☐
☐
☐

☒ Bugs
 ☒ Site content
 ☐ Suggestions

Response time

☒ TRANSACTION TAKES TOO LONG
 ☐ SCREEN REFRESHES SLOWLY

Send Cancel

FIG. 1F

FIG. 1G

Contact Information

Name: John Smith

Telephone: (914) 352-8765

Email: John-smith@smith.com

Address: 2 Main st., Smithtown, CA, USA

Send Cancel

FIG. 2

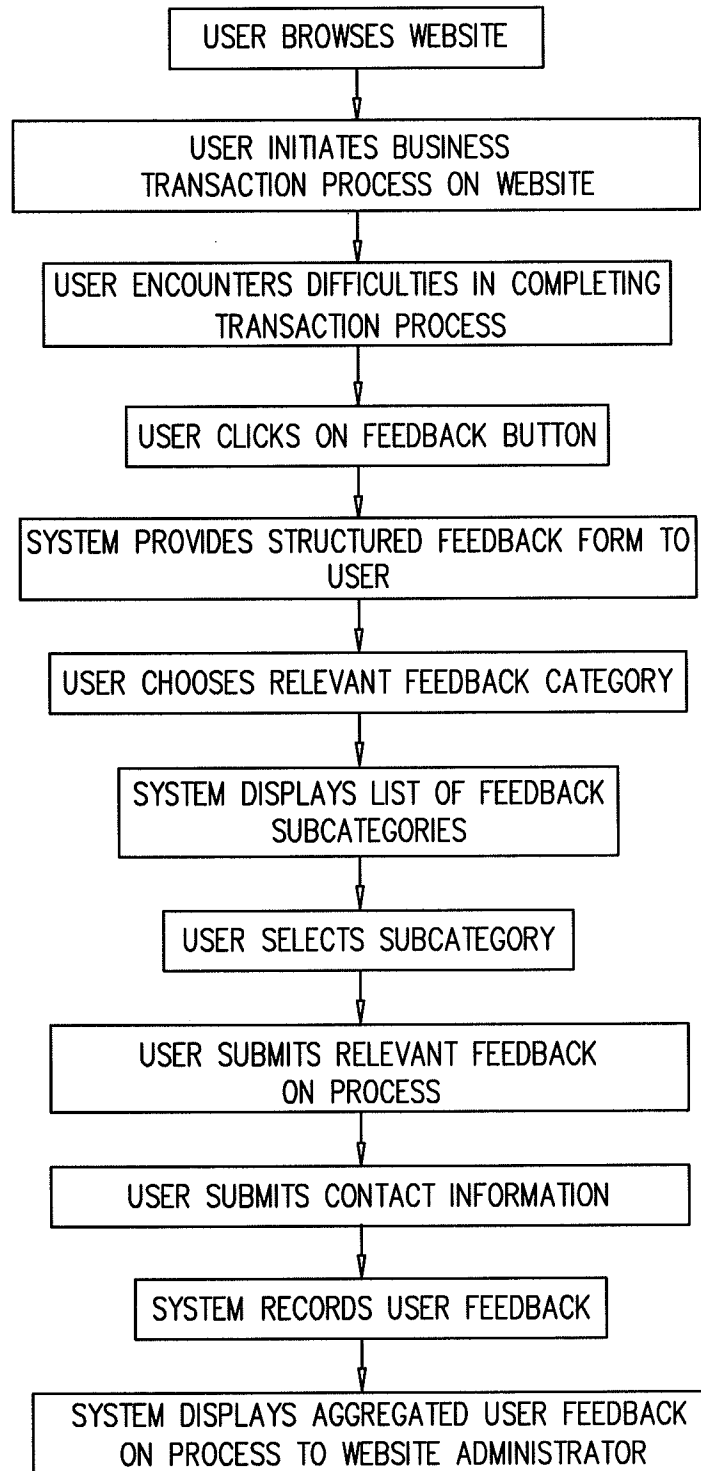




FIG. 3A

Navigation icons: back, forward, stop, home, search. Address: <http://www.MY-BOOKSTORE.com> Go

☒	BOOK 1	\$29.99
☒	BOOK 2	\$19.99

Print ? Help SUBMIT CANCEL



FIG. 3B

Navigation icons: back, forward, stop, home, search. Address: <http://www.MY-BOOKSTORE.com> Go

Name: Credit Card:

Street:

City:

Country:
Ireland
Italy

SUBMIT CANCEL



FIG. 3C

Navigation icons: back, forward, stop, home, search. Address: <http://www.MY-BOOKSTORE.com> Go

Your feedback is important to us!

Would you be willing to give us quick (1 minute) feedback?

Yes No

Thank you for your helping us improve our website

SUBMIT CANCEL

FIG. 3D

Feedback

Why did you cancel the transaction process?

☒ Usability Issues
 ☒ Security Issues
 ☐ Suggestions

Select a relevant issue

Browser not supported Address form
 Can't log in
 Site content

Send Cancel

FIG. 3E

Feedback

☒ Usability Issues
 ☒ Site content
 ☐ Suggestions

Address form

☒ MY COUNTRY IS NOT IN THE LIST OF COUNTRIES
☐ ADDRESS FORM DOES NOT ALLOW FOR PROVIDING A POST OFFICE BOX

Send Cancel

FIG. 3F

Contact Information

Name: Rajib Ghandi

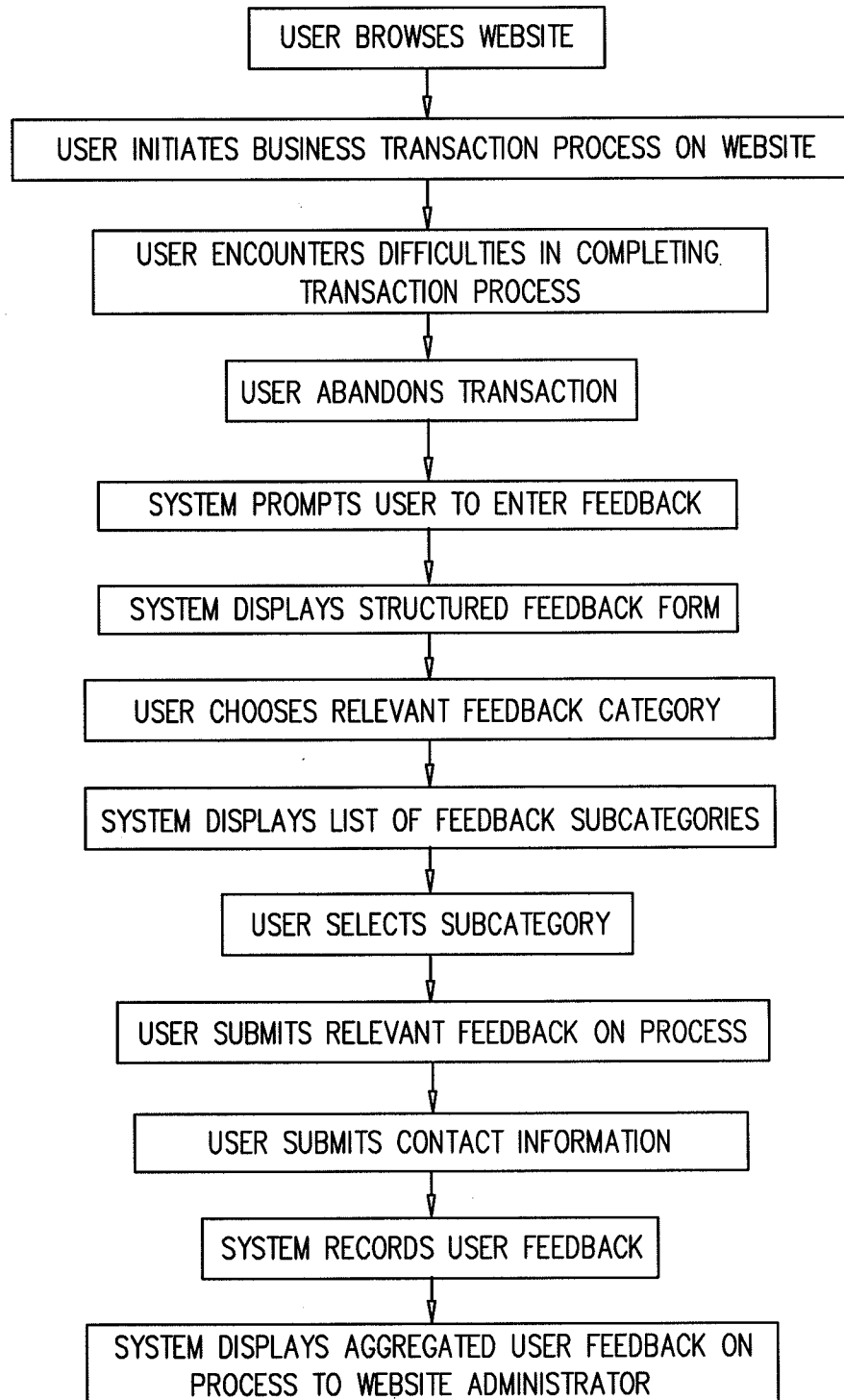
Telephone: (000) 352-8765

Email: Rajib-Ghandi@ghandi.com

Address: Canning Road, New Delhi, India

Send Cancel

FIG. 4



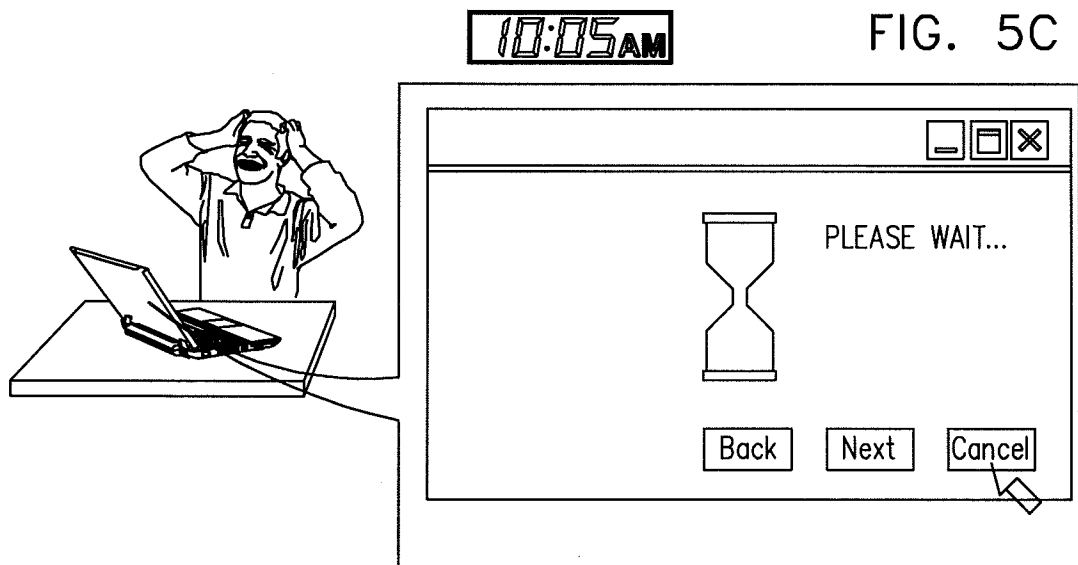
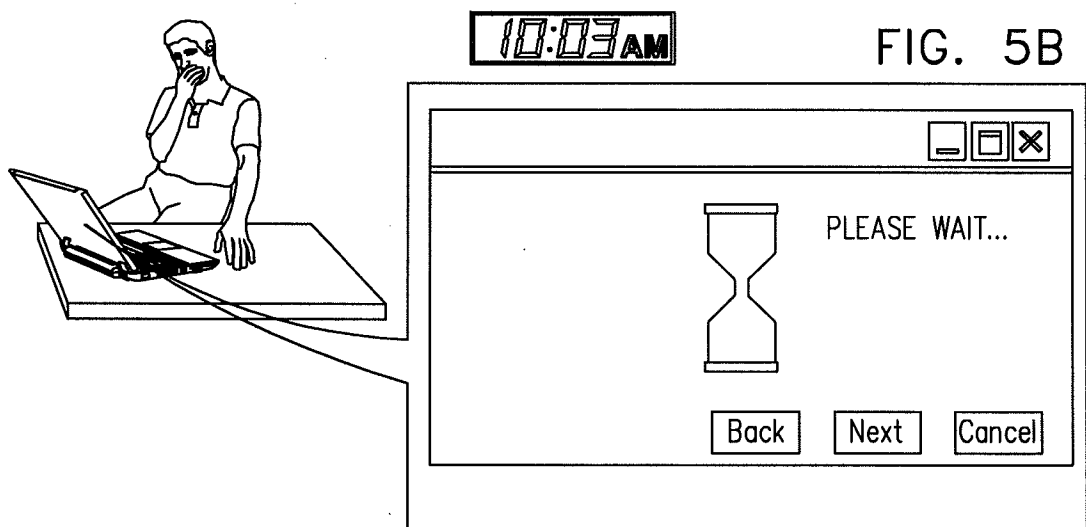
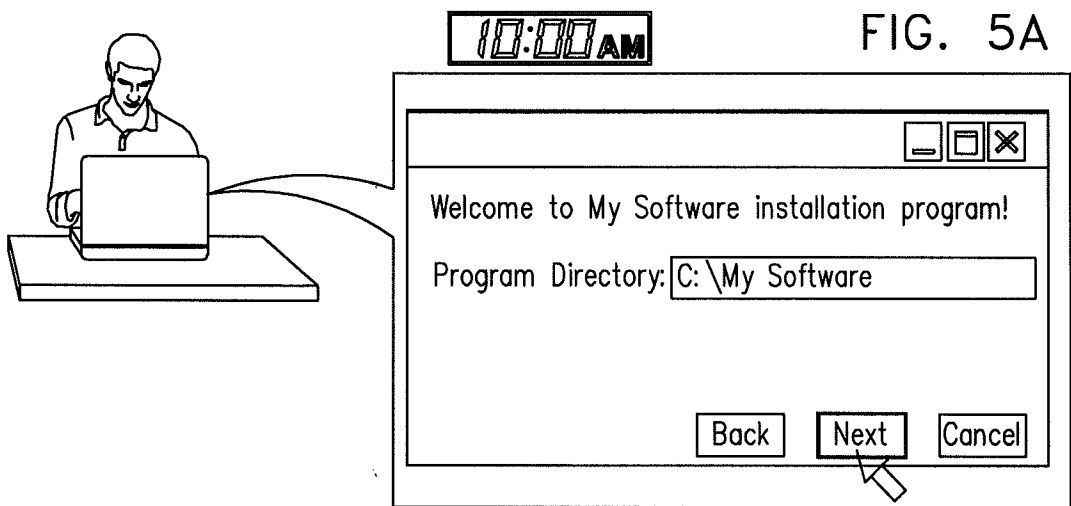


FIG. 5D

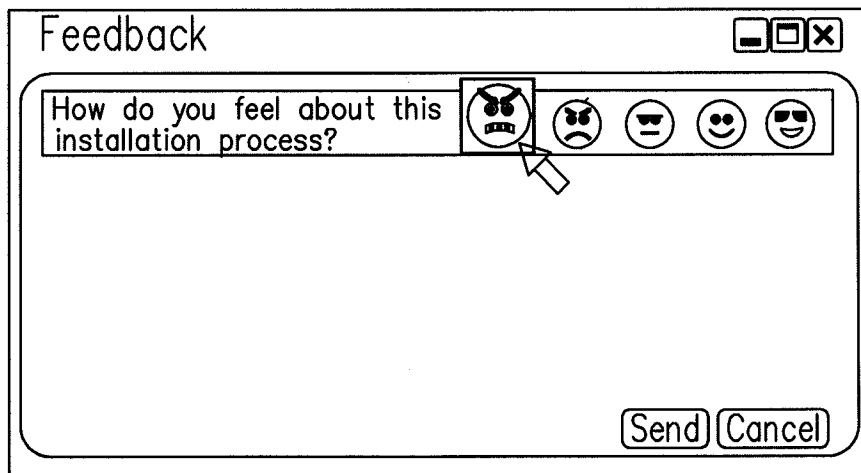
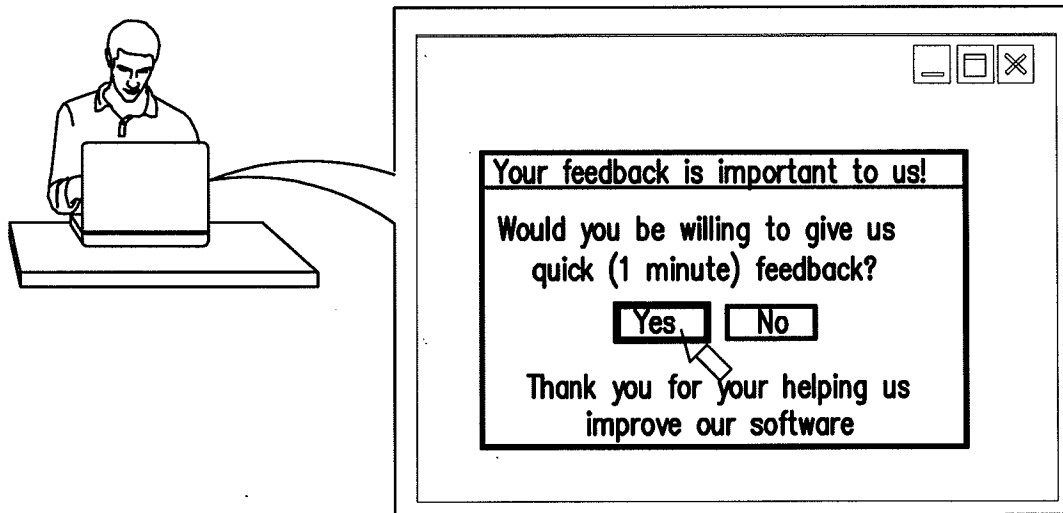


FIG. 5E

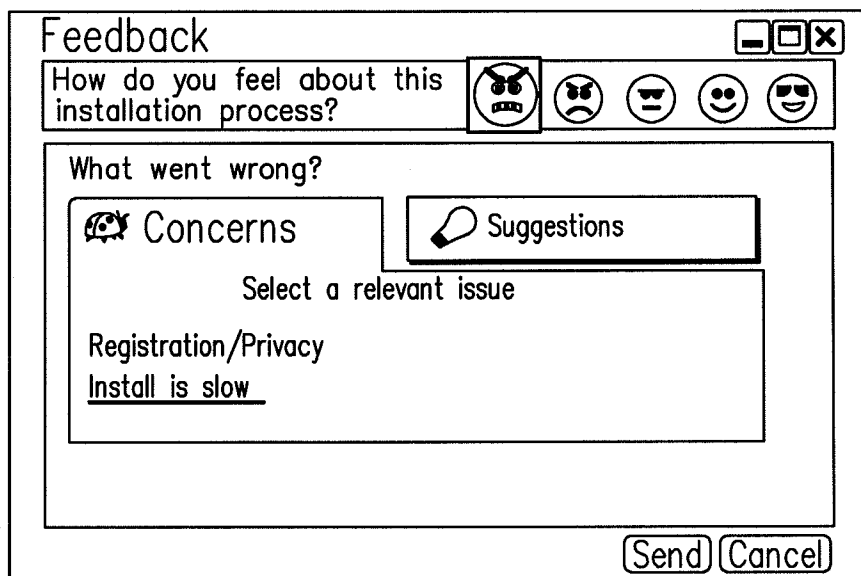
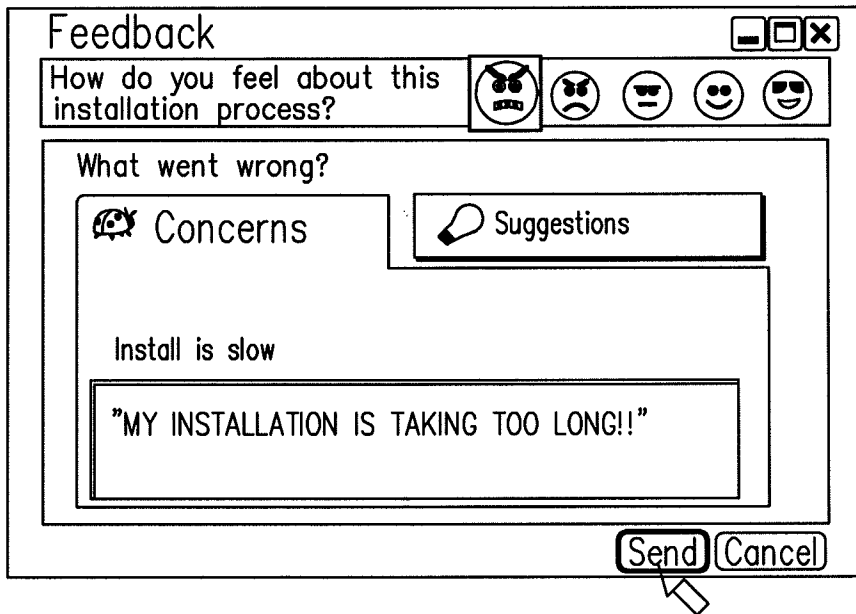


FIG. 5F



Feedback

How do you feel about this installation process?

What went wrong?

Concerns

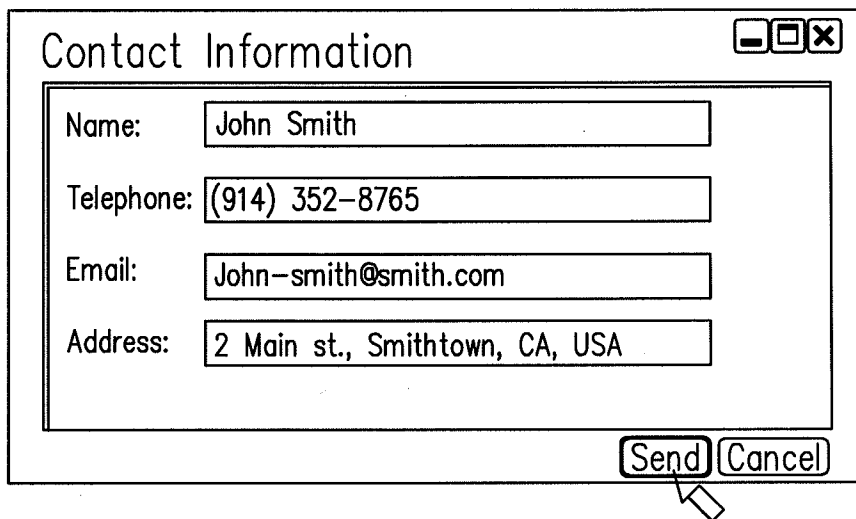
Install is slow

"MY INSTALLATION IS TAKING TOO LONG!!"

Send Cancel

This figure shows a 'Feedback' dialog box. At the top, it asks 'How do you feel about this installation process?' and provides five emoticon options ranging from angry to happy. Below this, a section titled 'What went wrong?' contains two tabs: 'Concerns' (selected) and 'Suggestions'. Under the 'Concerns' tab, the text 'Install is slow' is entered, followed by a text box containing the message 'MY INSTALLATION IS TAKING TOO LONG!!'. At the bottom right, there are 'Send' and 'Cancel' buttons. A mouse cursor is pointing at the 'Send' button.

FIG. 5G



Contact Information

Name: John Smith

Telephone: (914) 352-8765

Email: John-smith@smith.com

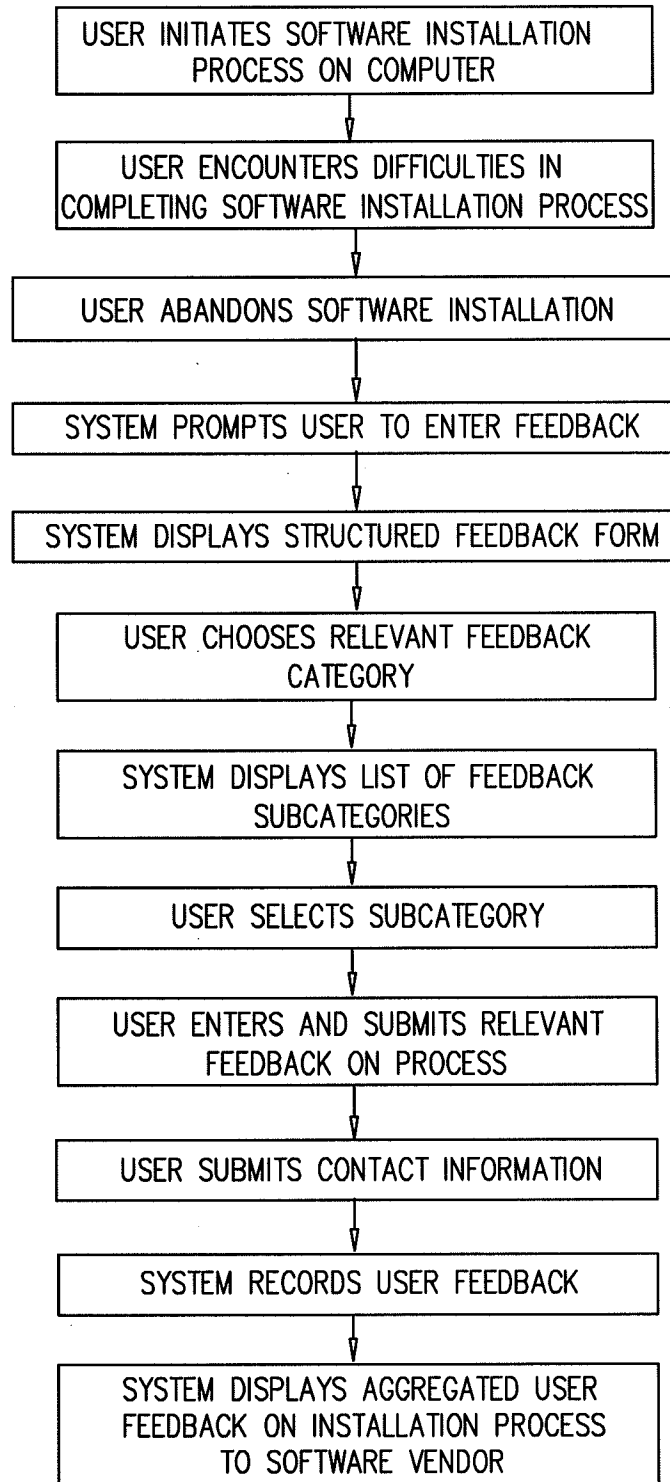
Address: 2 Main st., Smithtown, CA, USA

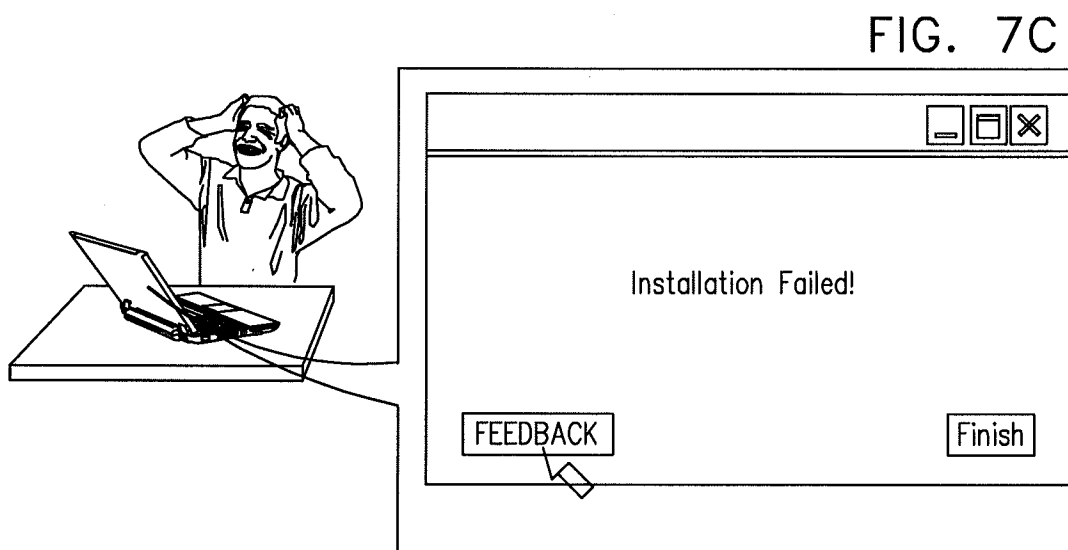
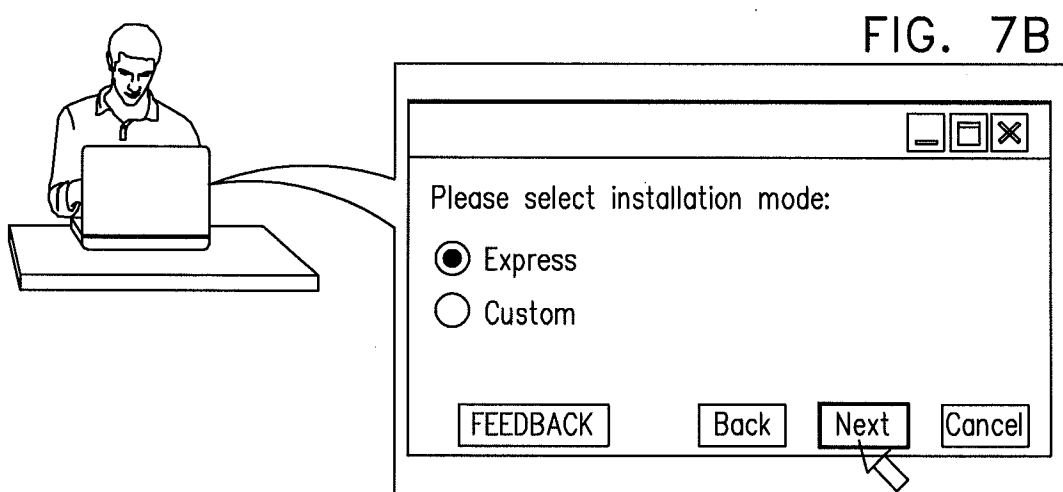
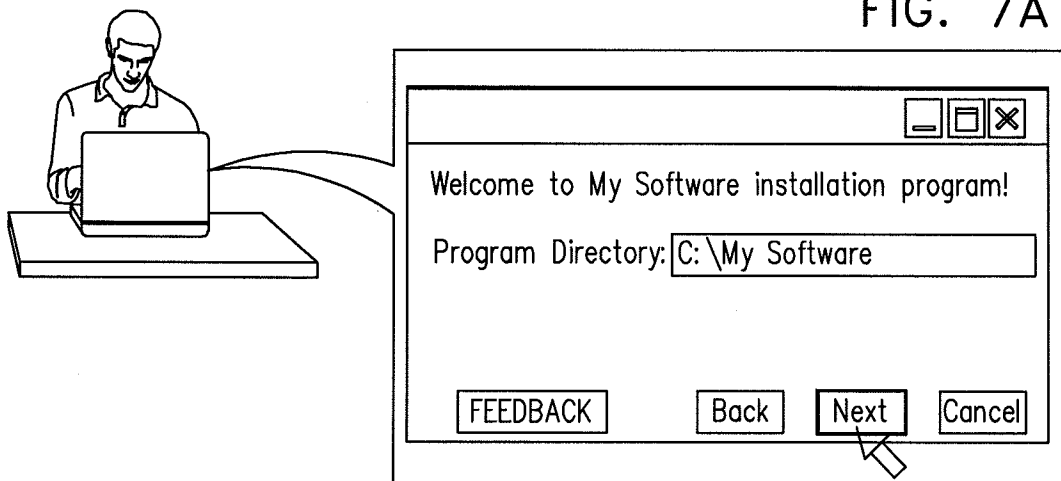
Send Cancel

This figure shows a 'Contact Information' dialog box. It contains four labeled text input fields: 'Name' (John Smith), 'Telephone' ((914) 352-8765), 'Email' (John-smith@smith.com), and 'Address' (2 Main st., Smithtown, CA, USA). At the bottom right, there are 'Send' and 'Cancel' buttons. A mouse cursor is pointing at the 'Send' button.

FIG. 5H

FIG. 6





Feedback

How do you feel about this installation process?

☒
☐
☐
☐
☐

Send Cancel

FIG. 7D

Feedback

How do you feel about this installation process?

☒
☐
☐
☐
☐

What went wrong?

☒ Installation Process
☐ Suggestions

Select a relevant issue

☐ Disk space requirements
☐ Error messages

☐ Registration/Privacy

Send Cancel

FIG. 7E

Feedback

How do you feel about this installation process?

☒
☐
☐
☐
☐

What went wrong?

☒ Installation Process
☐ Suggestions

Error messages

☒ ERROR MESSAGES ARE NOT CLEAR

☒ ERROR MESSAGES ARE NOT DISPLAYED

Send Cancel

FIG. 7F

FIG. 7G

Contact Information

Name: John Smith

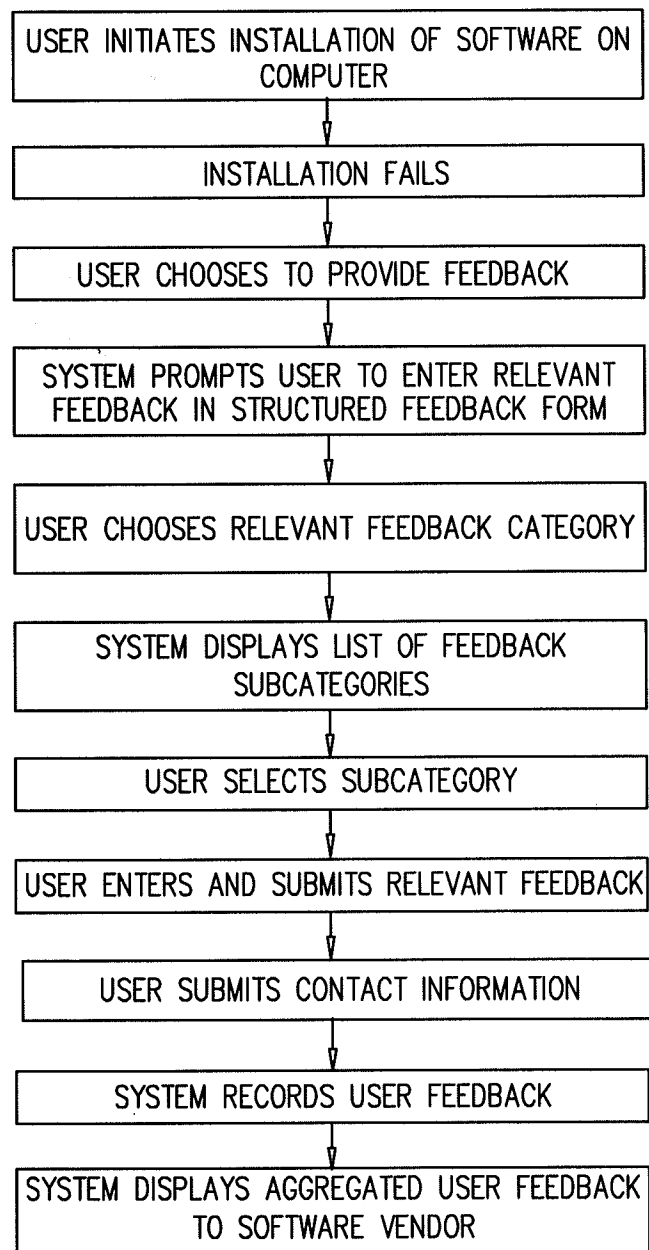
Telephone: (914) 352-8765

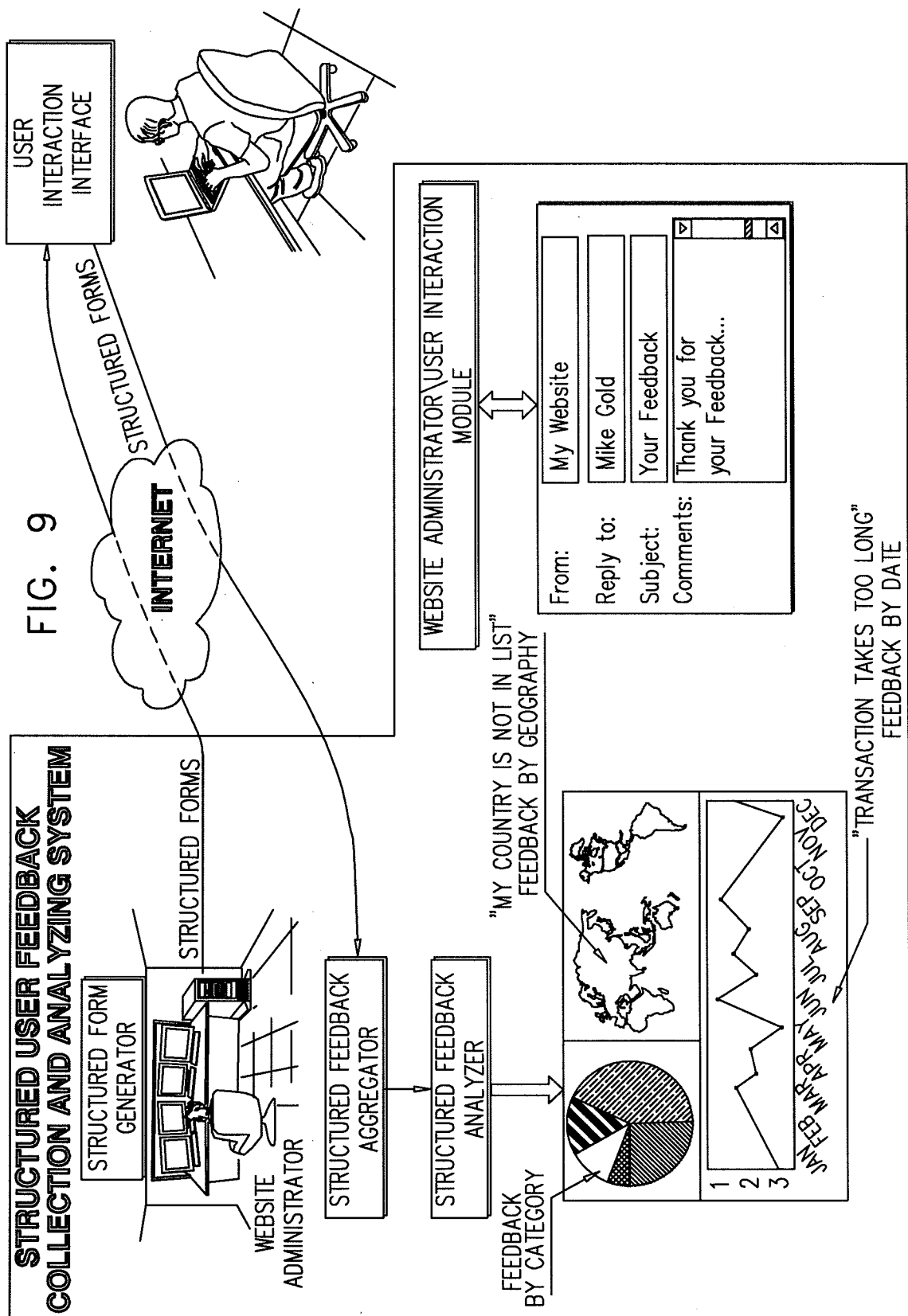
Email: John-smith@smith.com

Address: 2 Main st., Smithtown, CA, USA

Send Cancel

FIG. 8





DECLARATION AND POWER OF ATTORNEY FOR UTILITY OR DESIGN PATENT APPLICATION (37 C.F.R. 1.63)

I hereby declare that: Each inventor's residence, mailing address, and citizenship are as stated below next to their name. I believe the inventor(s) named below to be the original and first inventor(s) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE

the application of which:

☒ is attached hereto OR ☐ was filed on _____ as United States Application Number or PCT International Application Number _____ (Confirmation No. _____), and was amended on _____ (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified application, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 C.F.R. 1.56, including for continuation-in-part application(s), material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application(s) which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application(s) having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date	Priority Claimed?	
			Yes	No
			☐	☐
			☐	☐

I hereby claim domestic priority under 35 U.S.C. 119(e) of any United States provisional application(s) listed below.

Application Number(s)	Filing Date
61/270,369	July 7, 2009

I hereby claim benefit under 35 U.S.C. 120 of any United States application(s) or 365(c) of any PCT international application(s) designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in a listed prior United States or PCT international application in the manner provided by the first paragraph of 35 U.S.C. 112, I acknowledge my duty to disclose any information material to the patentability of this application as defined in 37 C.F.R. 1.56 which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

Prior U.S. or International Application Number(s)	U.S. or International Filing Date	Status
PCT/IL2010/000543	July 7, 2010	Pending

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Authorization To Permit Access To Application by Participating Offices

☒ If checked, the undersigned hereby grants the USPTO authority to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the World Intellectual Property Office (WIPO), and any other intellectual property offices in which a foreign application claiming priority to the above-identified application is filed access to the above-identified patent application. See 37 CFR 1.14(c) and (h). This box should not be checked if the applicant does not wish the EPO, JPO, KIPO, or other intellectual property office in which a foreign application claiming priority to the above-identified application is filed to have access to the application.

In accordance with 37 CFR 1.14(h)(3), access will be provided to a copy of the application-as-filed with respect to: 1) the above-identified patent application-as-filed, 2) any foreign application to which the above-identified application claims priority under 35 USC 119(a)-(d) if a copy of the foreign application that satisfies the certified copy requirement of 37 CFR 1.55 has been filed in the above-identified patent application, and 3) any U.S. application-as-filed from which benefit is sought in the above-identified patent application.

In accordance with 37 CFR 1.14(c), access may be provided to information concerning the date of filing the Authorization to Permit Access to Application by Participating Offices.

- 8 -

POWER OF ATTORNEY: I hereby appoint all attorneys of SUGHRUE MION, PLLC who are listed under the USPTO Customer Number shown below as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office connected therewith, recognizing that the specific attorneys listed under that Customer Number may be changed from time to time at the sole discretion of Sughrue Mion, PLLC, and request that all correspondence about the application be addressed to this address filed under the same USPTO Customer Number.

WASHINGTON OFFICE

23373

CUSTOMER NUMBER

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(202) 293-7060

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NAME OF SECOND INVENTOR:	
Given Name (first and middle, if any) Eran	Family Name or Surname SAVIR
Inventor's signature 	Date 19/10/2010
Residence: Hod Hasharon, Israel	Citizenship Israel
Mailing Address: 10 Ben Zvi Street, Hod Hasharon 45373, Israel	
NAME OF THIRD INVENTOR:	
Given Name (first and middle, if any) Eylon	Family Name or Surname STRINER
Inventor's signature	Date
Residence: Ra'anana, Israel	Citizenship Israel
Mailing Address: 15 HaYovel Street, Ra'anana, Israel	

[Page:2 of 2]

C:\USERS\ORI.YAAPPDATA\LOCAL\MICROSOFT\WINDOWS\TEMPORARY
FILES\CONTENT.OUTLOOK\VC6N0DX\ERAN SAVIR - FINAL WAIVER (WITH #S).DOC

INTERNET

2.6

2.6

DECLARATION AND POWER OF ATTORNEY FOR UTILITY OR DESIGN PATENT APPLICATION (37 C.F.R. 1.63)

I hereby declare that: Each inventor's residence, mailing address, and citizenship are as stated below next to their name. I believe the inventor(s) named below to be the original and first inventor(s) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE

the application of which:

☒ is attached hereto

OR

☐ was filed on _____ as United States Application Number or PCT International Application Number _____ (Confirmation No. _____), and was amended on _____ (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified application, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 C.F.R. 1.56, including for continuation-in-part application(s), material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application(s) which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application(s) having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date	Priority Claimed?	
			Yes	No
			☐	☐
			☐	☐

I hereby claim domestic priority under 35 U.S.C. 119(e) of any United States provisional application(s) listed below.

Application Number(s)	Filing Date
61/270,369	July 7, 2009

I hereby claim benefit under 35 U.S.C. 120 of any United States application(s) or 365(c) of any PCT international application(s) designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in a listed prior United States or PCT international application in the manner provided by the first paragraph of 35 U.S.C. 112, I acknowledge my duty to disclose any information material to the patentability of this application as defined in 37 C.F.R. 1.56 which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

Prior U.S. or International Application Number(s)	U.S. or International Filing Date	Status
PCT/IL2010/000543	July 7, 2010	Pending

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Authorization To Permit Access To Application by Participating Offices

☒ If checked, the undersigned hereby grants the USPTO authority to provide the European Patent Office (EPO), the Japan Patent Office (JPO), the Korean Intellectual Property Office (KIPO), the World Intellectual Property Office (WIPO), and any other intellectual property offices in which a foreign application claiming priority to the above-identified application is filed access to the above-identified patent application. See 37 CFR 1.14(c) and (h). This box should not be checked if the applicant does not wish the EPO, JPO, KIPO, or other intellectual property office in which a foreign application claiming priority to the above-identified application is filed to have access to the application.

In accordance with 37 CFR 1.14(h)(3), access will be provided to a copy of the application-as-filed with respect to: 1) the above-identified patent application-as-filed, 2) any foreign application to which the above-identified application claims priority under 35 USC 119(a)-(d) if a copy of the foreign application that satisfies the certified copy requirement of 37 CFR 1.55 has been filed in the above-identified patent application, and 3) any U.S. application-as-filed from which benefit is sought in the above-identified patent application.

In accordance with 37 CFR 1.14(c), access may be provided to information concerning the date of filing the Authorization to Permit Access to Application by Participating Offices.

[Page 1 of 2]

- 8 -

POWER OF ATTORNEY: I hereby appoint all attorneys of SUGHRUE MION, PLLC who are listed under the USPTO Customer Number shown below as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office connected therewith, recognizing that the specific attorneys listed under that Customer Number may be changed from time to time at the sole discretion of Sughrue Mion, PLLC, and request that all correspondence about the application be addressed to the address listed under the same USPTO Customer Number.

REGISTRATION OFFICE
23373
USPTO CUSTOMER NUMBER

Direct Telephone Calls to:
SUGHRUE MION, PLLC
1703: 293-7000

NAME OF SOLE OR FIRST INVENTOR:	
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Inventor's signature	Date
Residence: Zichron Yaakov, Israel	Citizenship Israel
Mailing Address: 8 Masada Street, Zichron Yaakov 30900, Israel	
NAME OF SECOND INVENTOR:	
Given Name (first and middle (if any)) Eran	Family Name or Surname SAVIR
Inventor's signature	Date
Residence: Hod Hasharon, Israel	Citizenship Israel
Mailing Address: 10 Ben Zvi Street, Hod Hasharon 45373, Israel	
NAME OF THIRD INVENTOR:	
Given Name (first and middle (if any)) Eylon	Family Name or Surname STEINER
Inventor's signature <i>me</i>	Date 25/10/10
Residence: Ra'anana, Israel	Citizenship Israel
Mailing Address: 15 HaYovel Street, Ra'anana, Israel	

[Page 2 of 2]

Electronic Patent Application Fee Transmittal				
Application Number:				
Filing Date:				
Title of Invention:		METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE		
First Named Inventor/Applicant Name:		Ariel FINKELSTEIN		
Filer:		John Michael Bird/sharmeisa wells		
Attorney Docket Number:		Q121866		
Filed as Large Entity				
U.S. National Stage under 35 USC 371 Filing Fees				
Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Basic Filing:				
National Stage Fee	1631	1	330	330
National Stage Search - all other cases	1632	1	540	540
National Stage Exam - all other cases	1633	1	220	220
Pages:				
Claims:				
Miscellaneous-Filing:				
Petition:				
Patent-Appeals-and-Interference:				

Description	Fee Code	Quantity	Amount	Sub-Total in USD(\$)
Post-Allowance-and-Post-Issuance:				
Extension-of-Time:				
Miscellaneous:				
Total in USD (\$)				1090

Electronic Acknowledgement Receipt

EFS ID:	9133135
Application Number:	13001951
International Application Number:	PCT/IL10/00543
Confirmation Number:	5710
Title of Invention:	METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE
First Named Inventor/Applicant Name:	Ariel FINKELSTEIN
Customer Number:	23373
Filer:	John Michael Bird/sharmeisa wells
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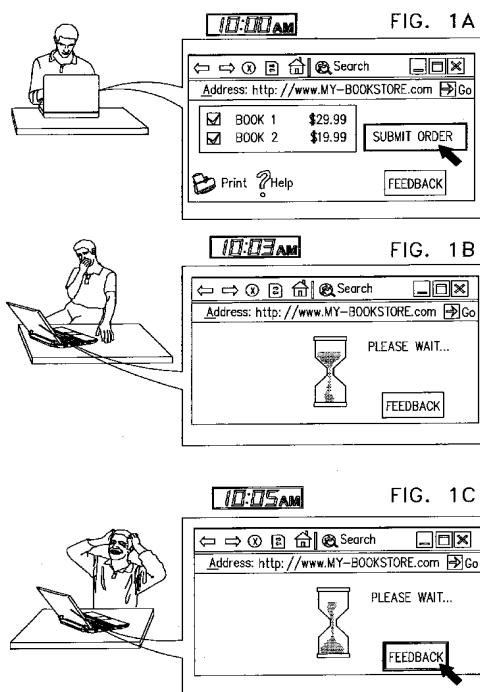
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[Continued on next page]

(54) Title: METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE



(57) Abstract: A system for collecting and analyzing structured user feedback on websites, the system including website user structured feedback form generation functionality operative to generate structured feedback forms for providing website user feedback on website user interaction with a website-based process and website user feedback analyzing functionality operative to automatically collect and analyze website user feedback entered in the structured feedback forms and to provide at least one analysis report based on feedback from a multiplicity of website users.



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METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE

REFERENCE TO RELATED APPLICATIONS

5

Reference is made to U.S. Provisional Patent Application Serial No. 61/270,369, filed July 7, 2009 and entitled "METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE", the disclosure of which is hereby incorporated by reference and priority of which is hereby claimed pursuant to 37 CFR 1.78(a) (4) and (5)(i).

10

FIELD OF THE INVENTION

The present invention relates to systems and methods for collecting and using user feedback on websites and software installations.

15

BACKGROUND OF THE INVENTION

The following patent publications are believed to represent the current state of the art:

20

U.S. Patents 6,421,724; 6,606,581; 6,785,717; 6,928,392; 7,085,820; 7,370,285 and 7,478,121.

SUMMARY OF THE INVENTION

The present invention seeks to provide improved systems and methods
5 for collecting and analyzing user feedback on websites and software installations.

There is thus provided in accordance with a preferred embodiment of the present invention a system for collecting and analyzing structured user feedback on websites, the system including website user structured feedback form generation functionality operative to generate structured feedback forms for providing website user
10 feedback on website user interaction with a website-based process and website user feedback analyzing functionality operative to automatically collect and analyze website user feedback entered in the structured feedback forms and to provide at least one analysis report based on feedback from a multiplicity of website users.

Preferably, the website user structured feedback form generation
15 functionality is operative automatically to provide structured feedback forms whose content depends on a stage in the website-based process currently being executed by the website user. Additionally or alternatively, the website user structured feedback structured form generation functionality is operative to provide a plurality of structured feedback forms which correspond to a plurality of stages in the website-based process.

20 In accordance with a preferred embodiment of the present invention the website user structured feedback form generation functionality includes website specification functionality operative to permit a website administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in the website-based process corresponding to a specific website. Additionally or alternatively,
25 the structured feedback forms include a plurality of website user selectable items, whose selection by a website user indicates specific website user feedback.

Preferably, the structured feedback forms do not include a freetext response item. Alternatively, the structured feedback forms do include a freetext response item.

30 In accordance with a preferred embodiment of the present invention the website user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of website users who provide

various pre-classified types of feedback. Additionally or alternatively, the website user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback at various stages in the website process.

5 Preferably, the website user feedback analyzing functionality is operative automatically to provide contact information for website users providing feedback so as to enable the website administrator to respond to the feedback.

There is also provided in accordance with another preferred embodiment of the present invention a method for collecting and analyzing structured user feedback on websites, the method including generating website user structured feedback forms for receiving website user feedback on website user interaction with a website-based process, automatically collecting and analyzing the website user feedback entered in the structured feedback forms and providing at least one analysis report based on the website user feedback from a multiplicity of website users.

15 Preferably, the generating includes automatically providing structured feedback forms whose content depends on a stage in the website-based process currently being executed by the website user. Alternatively or additionally, the generating includes providing a plurality of structured feedback forms which correspond to a plurality of stages in the website-based process.

20 In accordance with a preferred embodiment of the present invention, the generating includes permitting a website administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in the website-based process corresponding to a specific website. Additionally or alternatively, the structured feedback forms include a plurality of website user selectable items, whose selection by a website user indicates specific website user feedback.

25 Preferably, the structured feedback forms do not include a freetext response item. Alternatively, the structured feedback forms do include a freetext response item.

In accordance with a preferred embodiment of the present invention, the providing at least one analysis report includes automatically providing at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback. Additionally or alternatively, the providing at least one

analysis report includes automatically providing at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback at various stages in the website process.

Preferably, the automatically collecting and analyzing includes
5 automatically providing contact information for website users providing feedback so as to enable the website administrator to respond to the feedback.

There is further provided in accordance with yet another preferred embodiment of the present invention a system for collecting and analyzing structured user feedback on software installations, the system including software installation user
10 structured feedback form generation functionality operative to generate structured feedback forms for providing software installation user feedback on software installation user interaction with a software installation process and software installation user feedback analyzing functionality operative to automatically collect and analyze software installation user feedback entered in the structured feedback forms and to
15 provide at least one analysis report based on feedback from a multiplicity of software installation users.

Preferably, the software installation user structured feedback form generation functionality is operative automatically to provide structured feedback forms whose content depends on a stage in the software installation process currently being
20 executed by the software installation user. Additionally or alternatively, the software installation user structured feedback structured form generation functionality is operative to provide a plurality of structured feedback forms which correspond to a plurality of stages in the software installation process.

In accordance with a preferred embodiment of the present invention the
25 software installation user structured feedback form generation functionality includes software installation specification functionality operative to permit a software installation administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in the software installation process corresponding to a specific software installation. Additionally or alternatively, the structured feedback
30 forms include a plurality of software installation user selectable items, whose selection by a software installation user indicates specific software installation user feedback.

Preferably, the structured feedback forms do not include a freetext response item. Alternatively, the structured feedback forms do include a freetext response item.

5 In accordance with a preferred embodiment of the present invention the software installation user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback. Additionally or alternatively, the software installation user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of
10 software installation users who provide various pre-classified types of feedback at various stages in the software installation process.

Preferably, the software installation user feedback analyzing functionality is operative automatically to provide contact information for software installation users providing feedback so as to enable the software installation administrator to respond to
15 the feedback.

There is yet further provided in accordance with still another preferred embodiment of the present invention a method for collecting and analyzing structured user feedback on software installations, the method including generating software installation user structured feedback forms for receiving software installation user
20 feedback on software installation user interaction with a software installation process, automatically collecting and analyzing the software installation user feedback entered in the structured feedback forms and providing at least one analysis report based on the user feedback from a multiplicity of software installation users.

Preferably, the generating includes automatically providing structured
25 feedback forms whose content depends on a stage in the software installation process currently being executed by the software installation user. Additionally or alternatively, the generating includes providing a plurality of structured feedback forms which correspond to a plurality of stages in the software installation process.

In accordance with a preferred embodiment of the present invention the
30 generating includes permitting a software installation administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in the software installation process corresponding to a specific software installation. Alternatively or

additionally, the structured feedback forms include a plurality of software installation user selectable items, whose selection by a software installation user indicates specific software installation user feedback.

5 Preferably, the structured feedback forms do not include a freetext response item. Alternatively, the structured feedback forms do include a freetext response item.

10 In accordance with a preferred embodiment of the present invention the providing at least one analysis report includes automatically providing at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback. Additionally or alternatively, the providing at least one analysis report includes automatically providing at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback at various stages in the software installation process.

15 Preferably, the automatically collecting and analyzing includes automatically providing contact information for software installation users providing feedback so as to enable the software installation administrator to respond to the feedback.

BRIEF DESCRIPTION OF THE DRAWINGS

The present invention will be understood and appreciated more fully
5 from the following detailed description, taken in conjunction with the drawings in which:

Figs. 1A, 1B, 1C, 1D, 1E, 1F and 1G are simplified pictorial illustrations of steps in using a structured user feedback form for providing feedback on a user interaction session with a website-based process, constructed and operative in accordance with a preferred embodiment of the present invention;
10

Fig. 2 is a simplified flowchart indicating steps associated with using a system which provides structured feedback forms, for providing feedback on a user interaction session with a website-based process;

Figs. 3A, 3B, 3C, 3D, 3E and 3F are simplified pictorial illustrations of steps in using a structured feedback form for providing feedback on another user interaction session with a website-based process;
15

Fig. 4 is a simplified flowchart indicating steps associated with using a system which provides structured feedback forms, for providing feedback on another user interaction session with a website-based process;

Figs. 5A, 5B, 5C, 5D, 5E, 5F, 5G and 5H are simplified pictorial illustrations of steps in using a structured feedback form for providing feedback on a user interaction session with a computer software installation process, constructed and operative in accordance with another preferred embodiment of the present invention;
20

Fig. 6 is a simplified flowchart indicating steps associated with using a system which provides structured feedback forms, for providing feedback on a user interaction session with a computer software installation process;
25

Figs. 7A, 7B, 7C, 7D, 7E, 7F and 7G are simplified pictorial illustrations of steps in using a structured feedback form for providing feedback on another user interaction session with a computer software installation process;

Fig. 8 is a simplified flowchart indicating steps associated with using a system which provides structured feedback forms, for providing feedback on another user interaction session with a computer software installation process; and
30

Fig. 9 is a simplified functional block diagram illustrating the components of a system for collecting and analyzing structured user feedback on websites, constructed and operative in accordance with a preferred embodiment of the present invention.

5

DETAILED DESCRIPTION OF PREFERRED EMBODIMENTS

Reference is now made to Figs. 1A, 1B, 1C, 1D, 1E, 1F and 1G, which are simplified pictorial illustrations of steps in using a structured feedback form for providing feedback on a user interaction session with a website-based process, constructed and operative in accordance with a preferred embodiment of the present invention. The structured feedback form is a particular feature of a system for collecting and analyzing structured user feedback on websites which comprises website user feedback form generation functionality operative to generate structured feedback forms for providing user feedback on user interaction with website-based process, and website user feedback analyzing functionality operative to automatically collect and analyze user feedback entered in the structured feedback forms and to provide at least one analysis report based on feedback from a multiplicity of website users.

Throughout, the term "structured feedback form" is defined to mean a form which includes user selectable feedback messages which do not require freetext. Preferably multiple user selectable feedback messages are provided in a categorized and nested structure. Structured feedback forms may additionally invite freetext comments but provide useful feedback even if no freetext is inserted.

As seen in Fig. 1A, a website user browses a website such as an internet bookstore, and initiates a business transaction process, such as the ordering of books. After selecting the desired books, the user attempts to complete the transaction process at 10:00 AM by clicking on the "submit order" button. As seen in Fig. 1B, at 10:03 AM the website has not yet completed the processing of the transaction. As seen in Fig. 1C, at 10:05 AM the user has still not received confirmation that the transaction has been processed. The user, clearly frustrated, therefore clicks on the "feedback" button, which causes the system to display a feedback form, as shown in Fig. 1D. As seen in Fig. 1D, the user clicks on an angry face icon in order to provide negative feedback regarding his experience with the website-based transaction process.

It is a particular feature of the present invention that the system provides the website administrator with the ability to generate categorized and nested structured feedback forms to be displayed on the website for the purpose of collecting feedback regarding the user's experience while navigating through a website-based process. As

seen in Fig. 1E, responsive to the user providing negative feedback regarding the user experience with the website-based process, the system provides the user with a list of specific negative feedback categories from which he may choose to more precisely describe his experience with the website-based process, such as feedback relating to bugs, website content or general suggestions. The user selects the “Bugs” category, which includes various negative feedback subcategories, as shown in Fig. 1E. The user then selects the “Response time” subcategory as the most relevant to the problems he has experienced.

As seen in Fig. 1F, upon selecting the “Response time” subcategory, the user is presented with various more specific feedback options and may select the specific issue he has encountered, such as the length of time that has elapsed while the website has been processing the transaction. To complete the feedback process, the user clicks on the “send” button, after which the system displays to the user a user contact information form, as seen in Fig. 1G.

The contact information form includes fields for entering user contact details such as name, telephone number, email address and address. The user feedback and user contact details are recorded by the system, and allow the website administrator to contact the website user in reply to his feedback. The user contact details may also be used by the system to provide to the website administrator various statistics regarding user feedback.

It is appreciated that although examples of negative feedback are specifically shown in this example, the system and methodology of the present invention applies equally to both positive and negative feedback.

Reference is now made to Fig. 2 which is a simplified flowchart indicating the steps associated with using a system which provides structured feedback forms, for providing feedback on a user interaction session with a website-based process. As seen in Fig. 2, a user browses a website and initiates a business transaction process on the website. Upon encountering difficulties in completing the transaction process, the user clicks on a “feedback” button. The system then presents the user with a structured feedback form comprising feedback categories predefined by the website administrator. The user, in turn, selects a feedback category, and is preferably presented by the system with a list of feedback subcategories predefined by the website

administrator. The user then selects a feedback subcategory, and submits relevant feedback. The user also submits user contact information. The system records the user's feedback and contact information, and at a later time may display all aggregated user feedback to the website administrator.

5 Reference is now made to Figs. 3A, 3B, 3C, 3D, 3E and 3F which are simplified pictorial illustrations of steps in using a structured feedback form for providing feedback on another user interaction session with a website-based process. As seen in Fig. 3A, a website user browses a website such as an internet bookstore, and initiates a business transaction process such as the ordering of books. After selecting the
10 desired books, the user attempts to complete the transaction process by clicking on the "submit" button. As seen in Fig. 3B, the user is prompted to enter user details such as a credit card number, a name and an address. As seen clearly in Fig. 3B, the user attempts to enter an address in India, however the list of countries provided by the website does not include India. The user therefore decides to terminate the transaction by clicking on
15 the "cancel" button. As shown in Fig. 3C, upon canceling the transaction, the user is prompted by the system which requests that the user fill in a feedback form.

 It is a particular feature of the present invention that the system provides the website administrator with the ability to generate categorized and nested structured feedback forms to be displayed on the website for the purpose of collecting feedback
20 regarding the user's experience while navigating through a website-based process. As seen in Fig. 3D, responsive to the user agreeing to fill in a feedback form, the system displays to the user a structured feedback form, questioning the user regarding the reason for terminating the transaction process, and provides the user with a list of specific feedback categories which he may choose from to more precisely describe his
25 reasons for terminating the transaction process, such as feedback relating to usability issues, security issues or general suggestions. The user selects the "Usability Issues" category which includes various feedback subcategories, as shown in Fig. 3D. The user then selects the "Address form" subcategory as the most relevant to the problems he has experienced.

30 As seen in Fig. 3E, upon selecting the "Address form" subcategory, the user may select the specific issue he has encountered, such as the fact that the list of countries provided by the website does not include the user's country. To complete the

feedback process, the user clicks on the "send" button, after which the system displays a user contact information form to the user, as seen in Fig. 3F.

The contact information form includes fields for entering user contact details such as name, telephone number, email address and address. The user feedback and user contact details are recorded by the system, and allow the website administrator to contact the website user in reply to his feedback. The user contact details may also be used by the system to provide to the website administrator various statistics regarding user feedback.

Reference is now made to Fig. 4 which is a simplified flowchart indicating the steps associated with using a system which provides structured feedback forms, for providing feedback on another user interaction session with a website-based process. As seen in Fig. 4, a user browses a website and initiates a business transaction process on the website. Upon encountering difficulties in completing the transaction process, the user abandons the transaction. The system then prompts the user, requesting the user to submit relevant feedback. Upon agreeing to provide feedback, the system then presents to the user a structured feedback form comprising feedback categories predefined by the website administrator. The user, in turn, selects a feedback category, and is preferably presented by the system with a list of feedback subcategories predefined by the website administrator. The user then selects a feedback subcategory, and submits relevant feedback. The user also submits user contact information. The system records the user's feedback and contact information and at a later time may display all aggregated user feedback to the website administrator.

Reference is now made to Figs. 5A, 5B, 5C, 5D, 5E, 5F, 5G and 5H which are simplified pictorial illustrations of steps in using a structured feedback form for providing feedback on a user interaction session with a computer software installation process, constructed and operative in accordance with another preferred embodiment of the present invention.

Throughout, the term "software installation" is defined to mean the installation of software on a computer and \ or the removal (i.e. uninstall), of software from a computer.

As seen in Fig. 5A, a user initiates a software installation process using a software installation program. After selecting the desired installation directory, the user

attempts to continue the installation process at 10:00 AM by clicking on the “next” button. However, as seen in Fig. 5B, at 10:03 AM the software installation program is still requesting that the user wait for the installation program to continue. As seen in Fig. 5C, at 10:05 AM the software installation process has still not yet been resumed.

5 The user therefore decides to terminate the software installation process by clicking on the “cancel” button. As shown in Fig. 5D, responsive to the user canceling the software installation process, the user is prompted by the software installation program, which requests that the user fill in a feedback form. Upon agreeing to fill in a feedback form, the system displays to the user a structured feedback form, as seen in Fig. 5E.

10 It is a particular feature of the present invention that the system provides the software vendor with the ability to generate categorized and nested structured feedback forms to be displayed in a software installation program for the purpose of collecting feedback regarding the user’s experience while navigating through the software installation process. As seen in Fig. 5F, upon choosing to provide negative
15 feedback regarding the user experience with the software installation process, the software installation program provides the user with a list of specific feedback categories from which he may from to more precisely describe his experience with the software installation process, such as “concerns” or “suggestions”. The user selects the “concerns” category, which includes various feedback subcategories, as shown in Fig.
20 5F. The user then selects the “Install is slow” subcategory as the most relevant to the problems he has experienced.

As seen in Fig. 5G, upon selecting the “Install is slow” subcategory, the user may fill in a text field to describe the specific issue he has encountered, such as the fact the software installation process has been running for too long. To complete the
25 feedback process, the user clicks on the “send” button, after which the system displays a user contact information form to the user, as seen in Fig. 5H. The contact information form includes fields for entering user contact details such as name, telephone number, email address and address. The user feedback and user contact details are recorded by the system, and allow the software vendor to contact the user in reply to his feedback.
30 The user contact details may also be used by the system to provide to the software vendor various statistics regarding user feedback.

It is appreciated that although examples of terminating a software installation process are shown, the system and methodology of the present invention applies equally to both software installation and software removal (uninstall), whereby when executing a software removal process, the system may also request that the user provide feedback regarding the reasons for removing the software and user contact details which are recorded by the system.

Reference is now made to Fig. 6 which is a simplified flowchart indicating the steps associated with using a system which provides structured feedback forms, for providing feedback on a user interaction session with a computer software installation process. As seen in Fig. 6, a user initiates a software installation process on a computer, using a software installation program. Upon encountering difficulties in completing the software installation process, the user abandons the software installation process. The software installation program then prompts the user, requesting the user to submit relevant feedback. Upon agreeing to provide feedback, the software installation program then presents to the user a structured feedback form comprising feedback categories predefined by the software vendor. The user, in turn, selects a feedback category, and is preferably presented by the system with a list of feedback subcategories predefined by the software vendor. The user then selects a feedback subcategory, and submits relevant feedback. The user also submits user contact information. The system records the user's feedback and at a later time may display all aggregated user feedback to the software vendor.

Reference is now made to Figs. 7A, 7B, 7C, 7D, 7E, 7F and 7G which are simplified pictorial illustrations of steps in using a structured feedback form for providing feedback on another user interaction session with a computer software installation process. As seen in Fig. 7A, a user initiates a software installation process using a software installation program. After selecting the desired installation directory, the user continues the installation process by clicking on the "next" button. As seen in Fig. 7B, the user then selects the express mode of installation, and attempts to continue the installation process by clicking on the "next" button. However, as seen in Fig. 7C, the software installation program terminates and notifies the user that the installation program has failed to complete the software installation process, without stating a reason for the failure. The user then clicks on the "feedback" button, which causes the

system to display a feedback form, as shown in Fig. 7D. As seen in Fig. 7D, the user selects to provide negative feedback regarding his experience with the software installation process.

It is a particular feature of the present invention that the system provides the software vendor with the ability to generate categorized and nested structured feedback forms to be displayed in a software installation program for the purpose of collecting feedback regarding the user's experience while navigating through the software installation process. As seen in Fig. 7E, responsive to the user choosing to provide negative feedback regarding the user experience with the software installation process, the software installation program provides the user with a list of specific feedback subcategories from which he may from to more precisely describe his experience with the software installation process, such as feedback relating to installation process or general suggestions. The user selects the "Installation process" category, which includes various feedback subcategories, as shown in Fig. 7E. The user then selects the "Error messages" subcategory as the most relevant to the problems he has experienced.

As seen in Fig. 7F, upon selecting the "Error messages" subcategory, the user may select the specific issue he has encountered, such as the lack of a stated reason for the failure of the software installation process. To complete the feedback process, the user clicks on the "send" button, after which the system displays a user contact information form to the user, as seen in Fig. 7G. The contact information form includes fields for entering user contact details such as name, telephone number, email address and address. The user feedback and user contact details are recorded by the system, and allow the software vendor to contact the user in reply to his feedback. The user contact details may also be used by the system to provide to the software vendor various statistics regarding user feedback.

Reference is now made to Fig. 8 which is a simplified flowchart indicating the steps associated with using a system which provides structured feedback forms, for providing feedback on another user interaction session with a computer software installation process. As seen in Fig. 8, a user initiates a software installation process on a computer. However, the installation process fails to complete successfully, and the user chooses to submit feedback to the software vendor. The software

installation program then presents the user with a structured feedback form comprising feedback categories predefined by the software vendor. The user, in turn, selects a feedback category, and is preferably presented by the system with a list of feedback subcategories predefined by the software vendor. The user then selects a feedback subcategory, and submits relevant feedback. The user also submits user contact information. The system records the user's feedback and at a later time may display all aggregated user feedback to the software vendor.

Reference is now made to Fig. 9 which is a simplified block diagram illustrating the components of a system for collecting and analyzing structured user feedback on websites, constructed and operative in accordance with a preferred embodiment of the present invention. As seen in Fig. 9, the system is preferably managed by a website administrator and comprises a structured form generator which is operative to display structured forms to an end user using an end user interaction interface such as a web browser.

Structured forms that have been completed by the end user are collected by a structured feedback aggregator, and which provides aggregated feedback data to a structured feedback analyzer which is operative to display the aggregated feedback data to the website administrator in a variety of structured reports. The structured reports may be, for example, in the form of pie charts, graphs, tables and maps, and may display, for example, specific, administrator selectable feedback data typically sorted by category, by geographic location of the user or by date.

As seen in Fig. 9, the system also includes a user interaction module, which enables the website administrator to communicate with users who have provided structured feedback, by using the user contact information entered by the user as part of the structured feedback.

It will be appreciated by persons skilled in the art that the present invention is not limited by what has been particularly shown and described hereinabove. Rather the scope of the present invention includes both combinations and subcombinations of the various features described hereinabove as well as modifications thereof which would occur to persons skilled in the art upon reading the foregoing description and which are not in the prior art.

CLAIMS

1. A system for collecting and analyzing structured user feedback on
5 websites, said system comprising:

website user structured feedback form generation functionality operative
to generate structured feedback forms for providing website user feedback on website
user interaction with a website-based process; and

10 website user feedback analyzing functionality operative to automatically
collect and analyze website user feedback entered in said structured feedback forms and
to provide at least one analysis report based on feedback from a multiplicity of website
users.

2. The system of claim 1 and wherein said website user structured feedback
15 form generation functionality is operative automatically to provide structured feedback
forms whose content depends on a stage in said website-based process currently being
executed by the website user.

3. The system according to either of claims 1 and 2 and wherein said
20 website user structured feedback structured form generation functionality is operative to
provide a plurality of structured feedback forms which correspond to a plurality of
stages in said website-based process.

4. The system according to any of the preceding claims and wherein said
25 website user structured feedback form generation functionality includes website
specification functionality operative to permit a website administrator to design a
plurality of structured feedback forms which correspond to a plurality of stages in said
website-based process corresponding to a specific website.

30 5. The system according to any of the preceding claims and wherein said
structured feedback forms include a plurality of website user selectable items, whose
selection by a website user indicates specific website user feedback.

6. The system according to claim 5 and wherein said structured feedback forms do not include a freetext response item.

5 7. The system according to claim 5 and wherein said structured feedback forms do include a freetext response item.

8. The system according to any of the preceding claims and wherein said website user feedback analyzing functionality is operative automatically to provide at
10 least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback.

9. The system according to any of the preceding claims and wherein said website user feedback analyzing functionality is operative automatically to provide at
15 least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback at various stages in said website process.

10. The system according to any of the preceding claims and wherein said website user feedback analyzing functionality is operative automatically to provide
20 contact information for website users providing feedback so as to enable said website administrator to respond to said feedback.

11. A method for collecting and analyzing structured user feedback on websites, said method comprising:
25 generating website user structured feedback forms for receiving website user feedback on website user interaction with a website-based process;
automatically collecting and analyzing said website user feedback entered in said structured feedback forms; and
providing at least one analysis report based on said website user feedback
30 from a multiplicity of website users.

12. The method of claim 11 and wherein said generating comprises automatically providing structured feedback forms whose content depends on a stage in said website-based process currently being executed by the website user.

5 13. The method according to either of claims 11 and 12 and wherein said generating comprises providing a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process.

10 14. The method according to any of the preceding claims 11 - 13 and wherein said generating includes permitting a website administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in said website-based process corresponding to a specific website.

15 15. The method according to any of the preceding claims 11 - 13 and wherein said structured feedback forms include a plurality of website user selectable items, whose selection by a website user indicates specific website user feedback.

16. The method according to claim 15 and wherein said structured feedback forms do not include a freetext response item.

20

17. The method according to claim 15 and wherein said structured feedback forms do include a freetext response item.

18. The method according to any of the preceding claims 11 - 17 and
25 wherein said providing at least one analysis report comprises automatically providing at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback.

19. The method according to any of the preceding claims 11 - 18 and
30 wherein said providing at least one analysis report comprises automatically providing at least one analysis report which indicates proportions of website users who provide various pre-classified types of feedback at various stages in said website process.

20. The method according to any of the preceding claims 11 - 19 and wherein said automatically collecting and analyzing comprises automatically providing contact information for website users providing feedback so as to enable said website administrator to respond to said feedback.

21. A system for collecting and analyzing structured user feedback on software installations, said system comprising:

software installation user structured feedback form generation functionality operative to generate structured feedback forms for providing software installation user feedback on software installation user interaction with a software installation process; and

software installation user feedback analyzing functionality operative to automatically collect and analyze software installation user feedback entered in said structured feedback forms and to provide at least one analysis report based on feedback from a multiplicity of software installation users.

22. The system of claim 21 and wherein said software installation user structured feedback form generation functionality is operative automatically to provide structured feedback forms whose content depends on a stage in said software installation process currently being executed by the software installation user.

23. The system according to either of claims 21 and 22 and wherein said software installation user structured feedback structured form generation functionality is operative to provide a plurality of structured feedback forms which correspond to a plurality of stages in said software installation process.

24. The system according to any of the preceding claims 21 and wherein said software installation user structured feedback form generation functionality includes software installation specification functionality operative to permit a software installation administrator to design a plurality of structured feedback forms which

correspond to a plurality of stages in said software installation process corresponding to a specific software installation.

25. The system according to any of the preceding claims 21 - 24 and wherein
5 said structured feedback forms include a plurality of software installation user selectable items, whose selection by a software installation user indicates specific software installation user feedback.

26. The system according to claim 25 and wherein said structured feedback
10 forms do not include a freetext response item.

27. The system according to claim 25 and wherein said structured feedback forms do include a freetext response item.

15 28. The system according to any of the preceding claims 21 - 27 and wherein said software installation user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback.

20 29. The system according to any of the preceding claims 21 - 28 and wherein said software installation user feedback analyzing functionality is operative automatically to provide at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback at various stages in said software installation process.

25 30. The system according to any of the preceding claims 21 - 29 and wherein said software installation user feedback analyzing functionality is operative automatically to provide contact information for software installation users providing feedback so as to enable said software installation administrator to respond to said
30 feedback.

31. A method for collecting and analyzing structured user feedback on software installations, said method comprising:

generating software installation user structured feedback forms for receiving software installation user feedback on software installation user interaction with a software installation process;

automatically collecting and analyzing said software installation user feedback entered in said structured feedback forms; and

providing at least one analysis report based on said user feedback from a multiplicity of software installation users.

32. The method of claim 31 and wherein said generating comprises automatically providing structured feedback forms whose content depends on a stage in said software installation process currently being executed by the software installation user.

33. The method according to either of claims 31 and 32 and wherein said generating comprises providing a plurality of structured feedback forms which correspond to a plurality of stages in said software installation process.

34. The method according to any of the preceding claims 31 - 33 and wherein said generating includes permitting a software installation administrator to design a plurality of structured feedback forms which correspond to a plurality of stages in said software installation process corresponding to a specific software installation.

35. The method according to any of the preceding claims 31 - 33 and wherein said structured feedback forms include a plurality of software installation user selectable items, whose selection by a software installation user indicates specific software installation user feedback.

36. The method according to claim 35 and wherein said structured feedback forms do not include a freetext response item.

37. The method according to claim 35 and wherein said structured feedback forms do include a freetext response item.

38. The method according to any of the preceding claims 31 - 37 and wherein said providing at least one analysis report comprises automatically providing at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback.

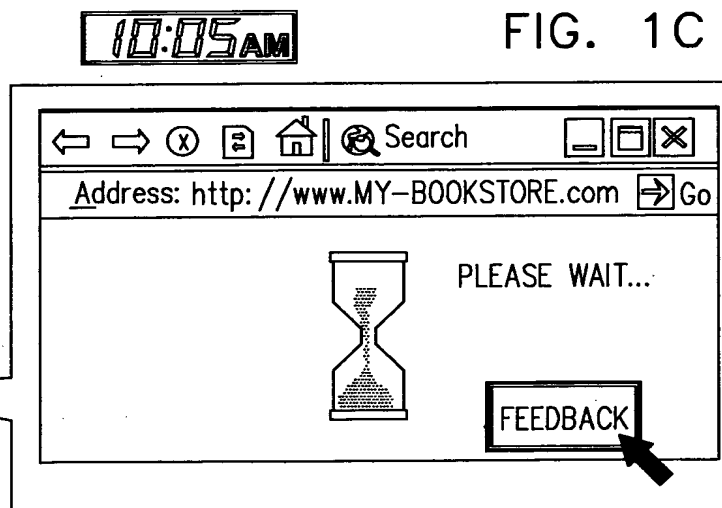
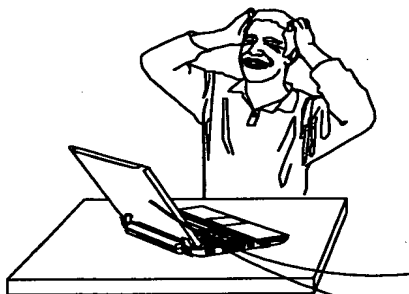
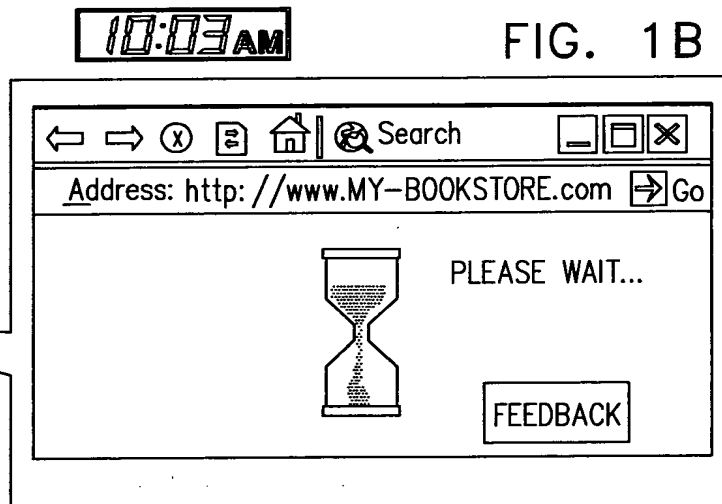
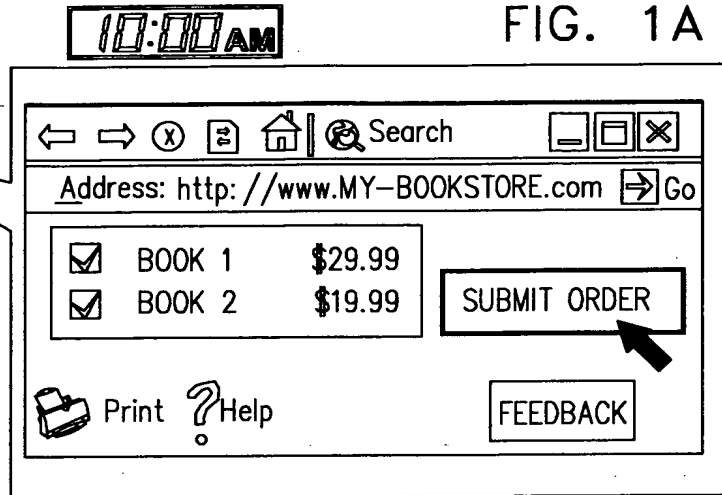
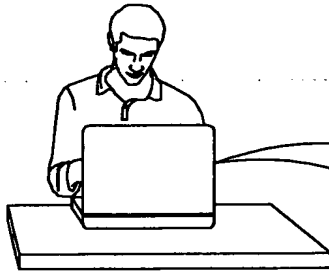
39. The method according to any of the preceding claims 31 - 38 and wherein said providing at least one analysis report comprises automatically providing at least one analysis report which indicates proportions of software installation users who provide various pre-classified types of feedback at various stages in said software installation process.

40. The method according to any of the preceding claims 31 - 39 and wherein said automatically collecting and analyzing comprises automatically providing contact information for software installation users providing feedback so as to enable said software installation administrator to respond to said feedback.

20

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FIG. 1A



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Feedback

How do you feel about this process?

Send Cancel

FIG. 1D

Feedback

How do you feel about this process?

What went wrong?

Bugs Site content Suggestions

Select a relevant issue

Browser not supported Registration/Privacy

Can't log in Response time

Site content Objectionable Content

Send Cancel

FIG. 1E

Feedback

How do you feel about this process?

Bugs Site content Suggestions

Response time

☒ TRANSACTION TAKES TOO LONG

☐ SCREEN REFRESHES SLOWLY

Send Cancel

FIG. 1F

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FIG. 1G

Contact Information

Name: John Smith

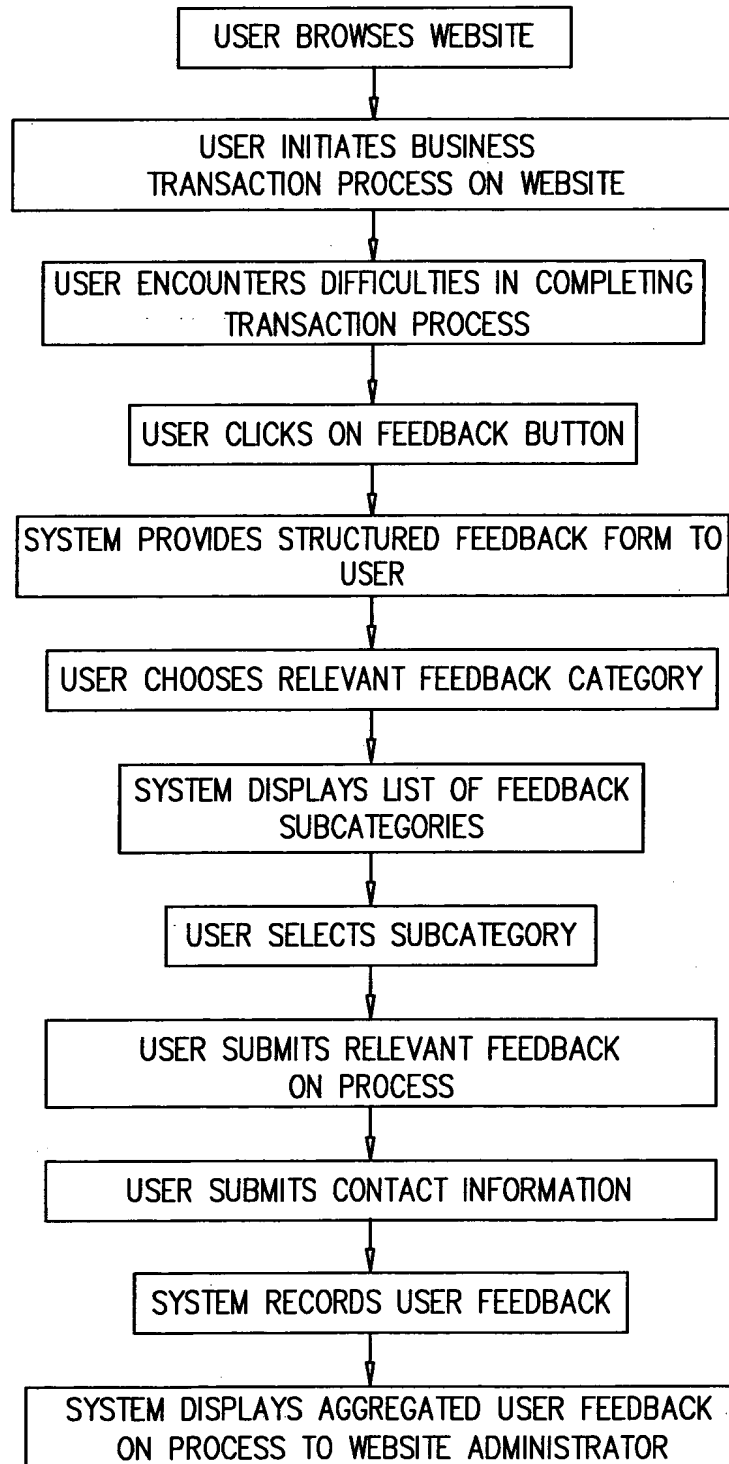
Telephone: (914) 352-8765

Email: John-smith@smith.com

Address: 2 Main st., Smithtown, CA, USA

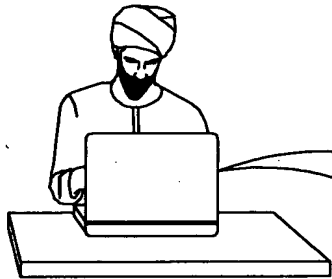
Send Cancel

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FIG. 2

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FIG. 3A



Navigation icons: back, forward, stop, home, search, window, close.

Address: <http://www.MY-BOOKSTORE.com> Go

☒	BOOK 1	\$29.99
☒	BOOK 2	\$19.99

Print ? Help **SUBMIT** CANCEL



FIG. 3B

Navigation icons: back, forward, stop, home, search, window, close.

Address: <http://www.MY-BOOKSTORE.com> Go

Name: Credit Card:

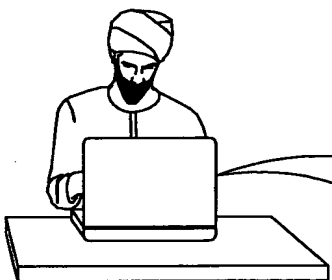
Street:

City:

Country:

SUBMIT **CANCEL**

FIG. 3C



Navigation icons: back, forward, stop, home, search, window, close.

Address: <http://www.MY-BOOKSTORE.com> Go

Your feedback is important to us!

Would you be willing to give us quick (1 minute) feedback?

☒ Yes ☐ No

Thank you for your helping us improve our website

SUBMIT **CANCEL**

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FIG. 3D

Feedback

Why did you cancel the transaction process?

☒ Usability Issues ☐ Security Issues ☐ Suggestions

Select a relevant issue

Browser not supported Address form
Can't log in
Site content

FIG. 3E

Feedback

☒ Usability Issues ☒ Site content ☐ Suggestions

Address form

☒ MY COUNTRY IS NOT IN THE LIST OF COUNTRIES
☐ ADDRESS FORM DOES NOT ALLOW FOR PROVIDING A POST OFFICE BOX

FIG. 3F

Contact Information

Name:

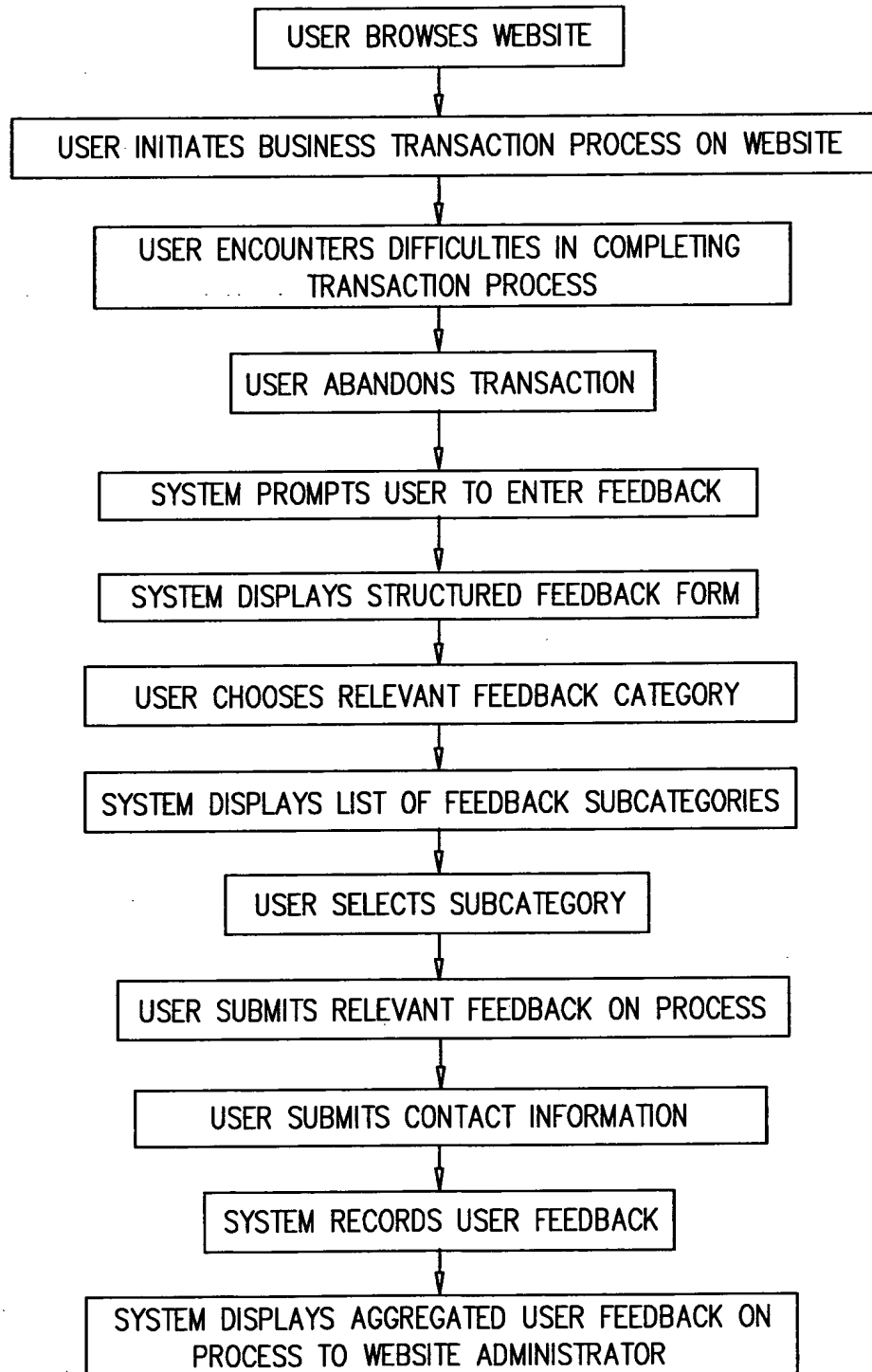
Telephone:

Email:

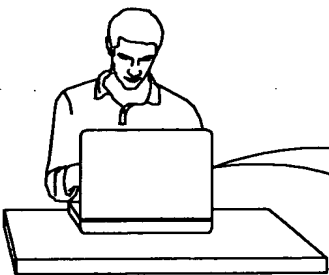
Address:

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FIG. 4

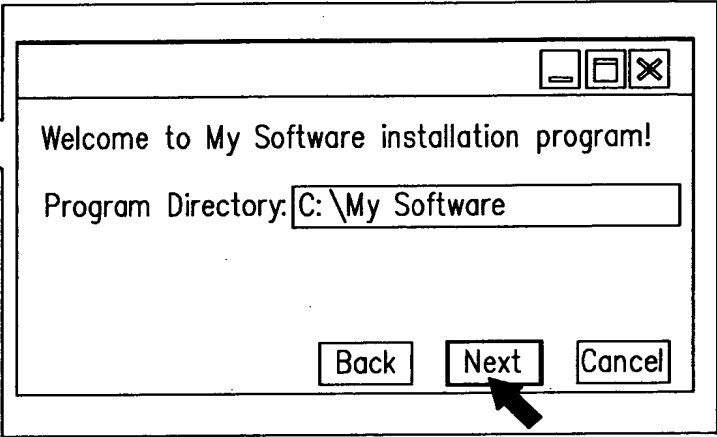


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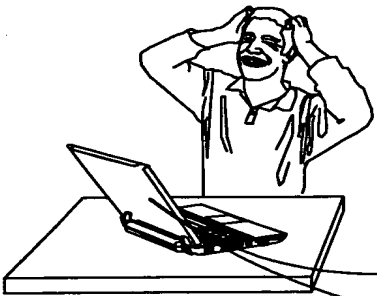
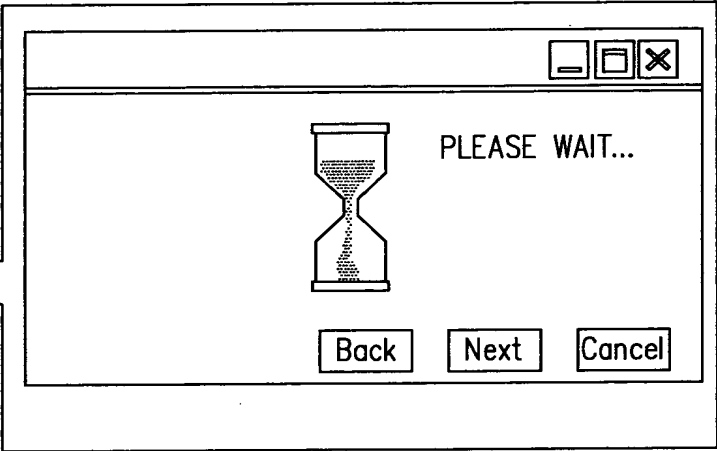
10:00 AM

FIG. 5A



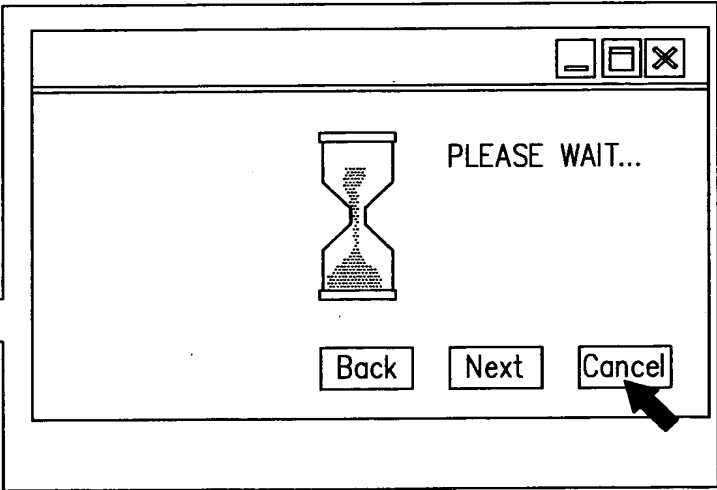
10:03 AM

FIG. 5B



10:05 AM

FIG. 5C



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FIG. 5D

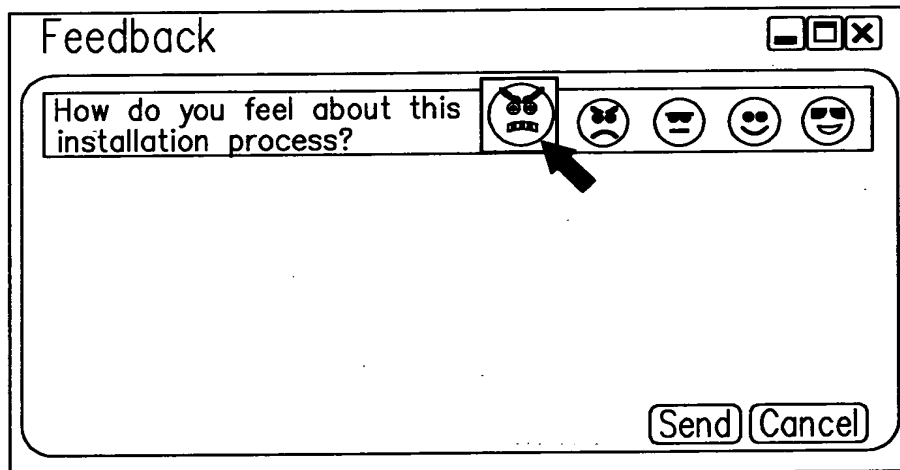
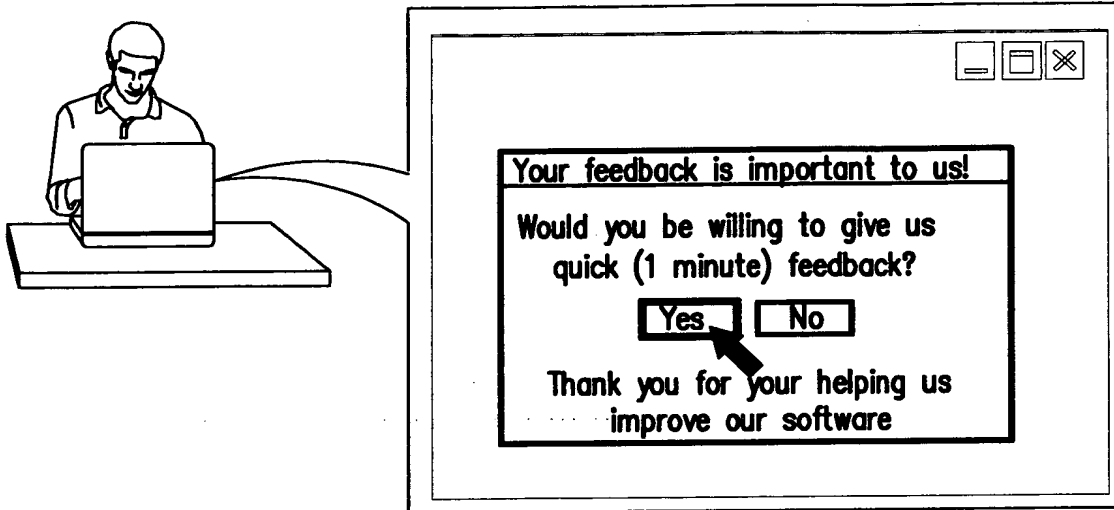


FIG. 5E

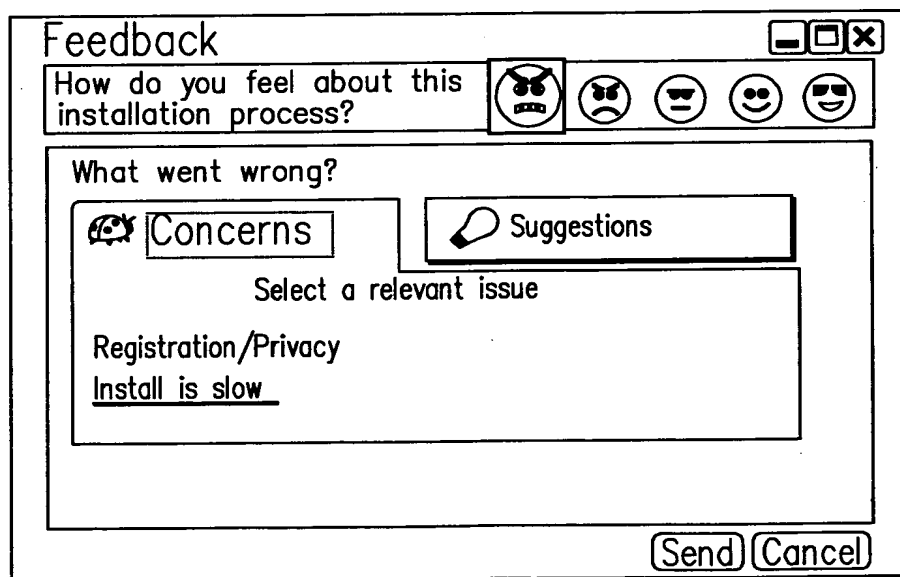
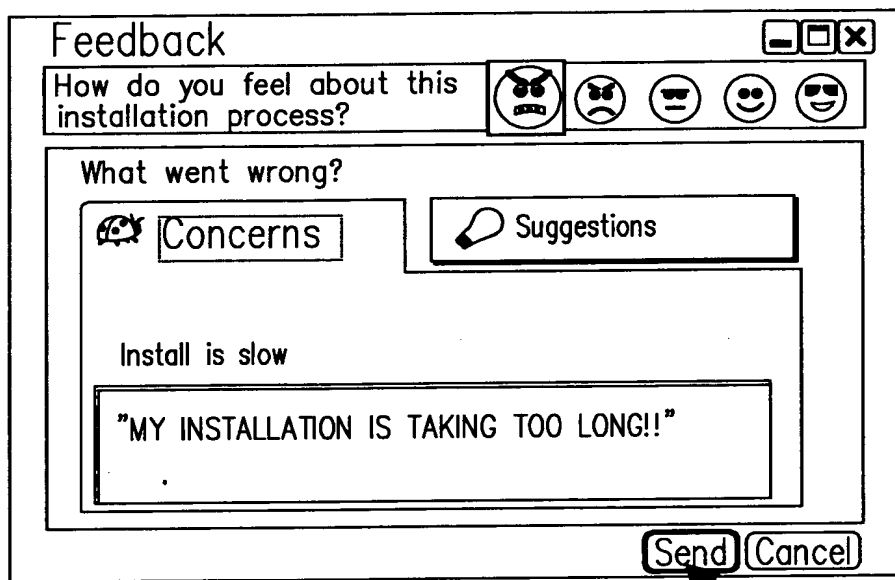


FIG. 5F

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Feedback

How do you feel about this installation process?

What went wrong?

Concerns Suggestions

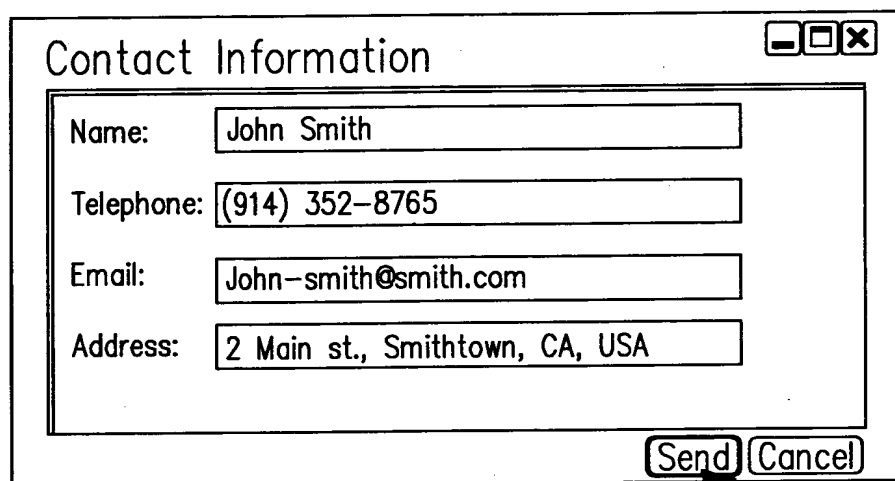
Install is slow

"MY INSTALLATION IS TAKING TOO LONG!!"

Send Cancel

The dialog box has a title bar with 'Feedback' and standard window controls. Below the title bar is a row of five smiley face icons representing different levels of satisfaction, with the first (angry) icon selected. The main content area is titled 'What went wrong?' and contains two tabs: 'Concerns' (selected) and 'Suggestions'. Under the 'Concerns' tab, there is a text input field containing 'Install is slow' and a larger text area containing the text '"MY INSTALLATION IS TAKING TOO LONG!!"'. At the bottom right are 'Send' and 'Cancel' buttons, with an arrow pointing to the 'Send' button.

FIG. 5G



Contact Information

Name: John Smith

Telephone: (914) 352-8765

Email: John-smith@smith.com

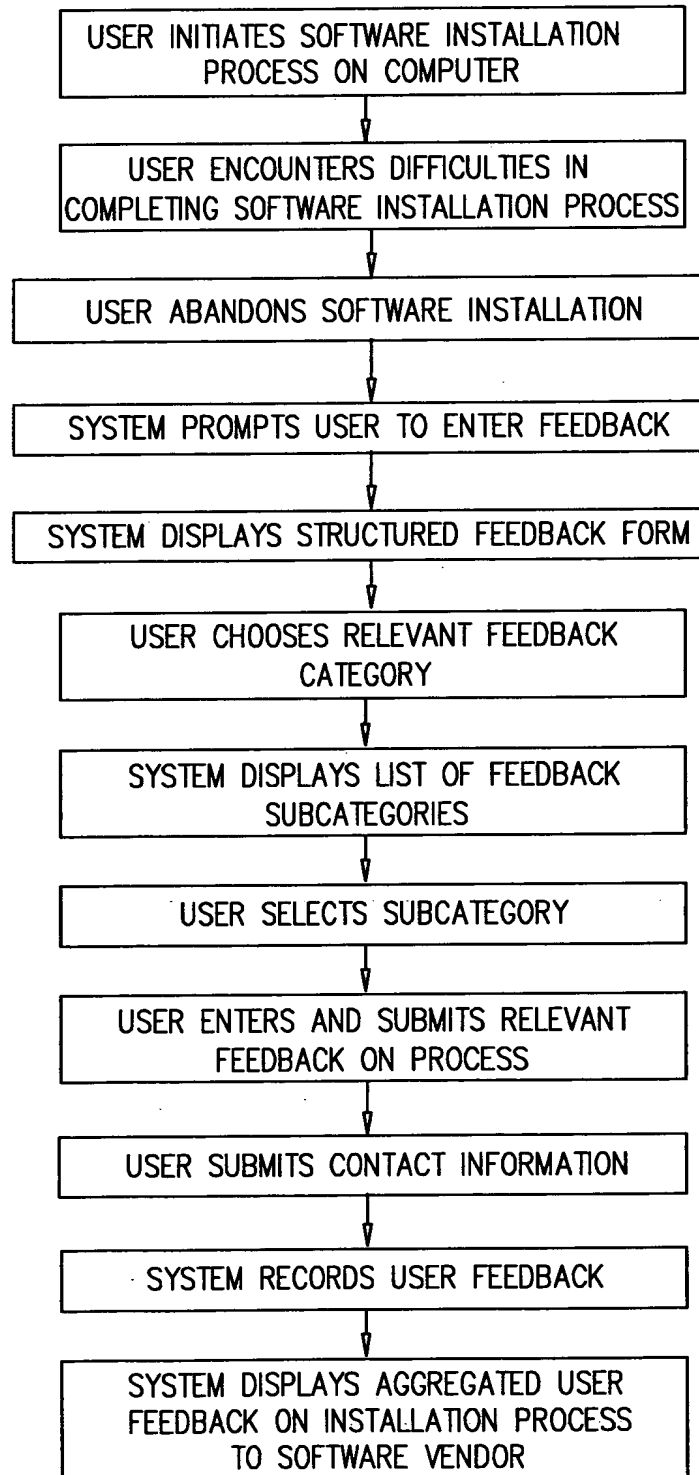
Address: 2 Main st., Smithtown, CA, USA

Send Cancel

The dialog box has a title bar with 'Contact Information' and standard window controls. The main content area contains four labeled text input fields: 'Name' with 'John Smith', 'Telephone' with '(914) 352-8765', 'Email' with 'John-smith@smith.com', and 'Address' with '2 Main st., Smithtown, CA, USA'. At the bottom right are 'Send' and 'Cancel' buttons, with an arrow pointing to the 'Send' button.

FIG. 5H

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FIG. 6

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FIG. 7A

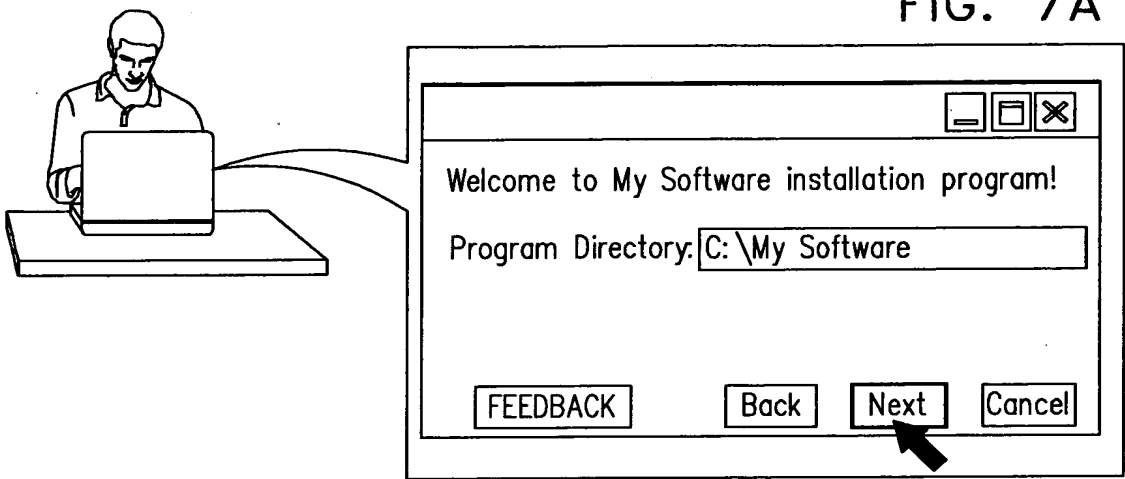


FIG. 7B

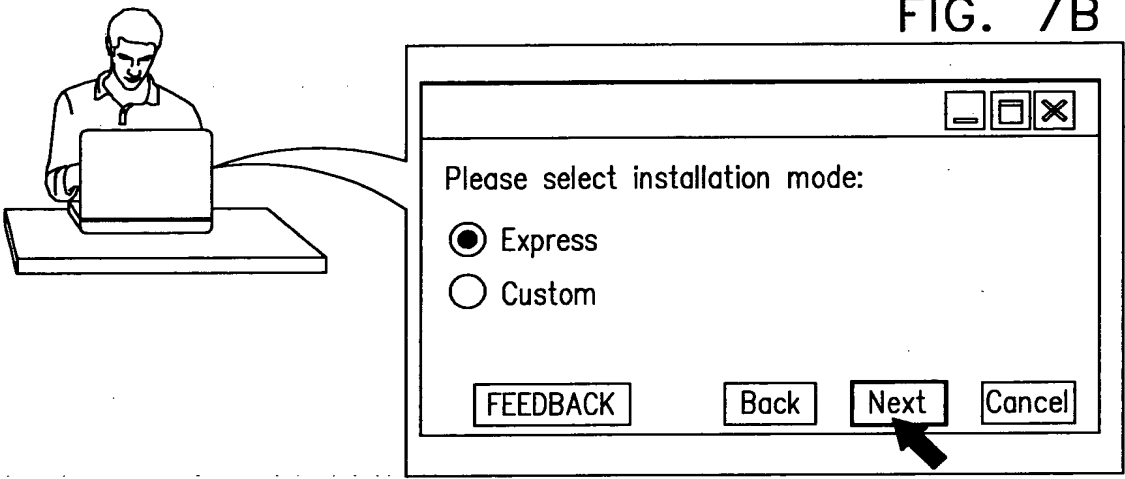
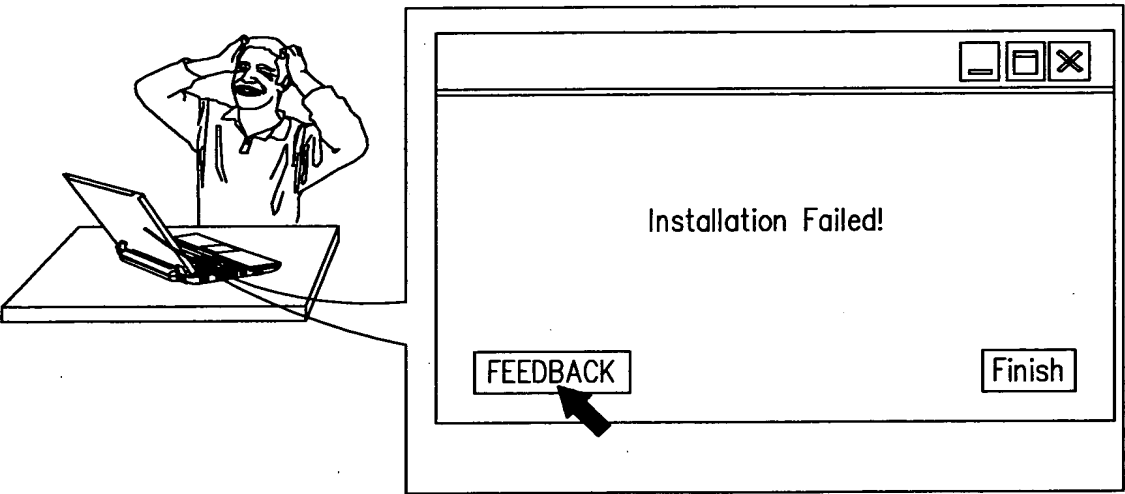


FIG. 7C



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Feedback

How do you feel about this installation process?

Five rating icons: angry, sad, neutral, happy, very happy. The first icon (angry) is selected, indicated by a black arrow.

Send Cancel

FIG. 7D

Feedback

How do you feel about this installation process?

Five rating icons: angry, sad, neutral, happy, very happy. The first icon (angry) is selected.

What went wrong?

Installation Process Suggestions

Select a relevant issue

Disk space requirements Error messages

Registration/Privacy

Send Cancel

FIG. 7E

Feedback

How do you feel about this installation process?

Five rating icons: angry, sad, neutral, happy, very happy. The first icon (angry) is selected.

What went wrong?

Error messages

Installation Process Suggestions

☒ ERROR MESSAGES ARE NOT CLEAR

☒ ERROR MESSAGES ARE NOT DISPLAYED

Send Cancel

FIG. 7F

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FIG. 7G

Contact Information

Name: John Smith

Telephone: (914) 352-8765

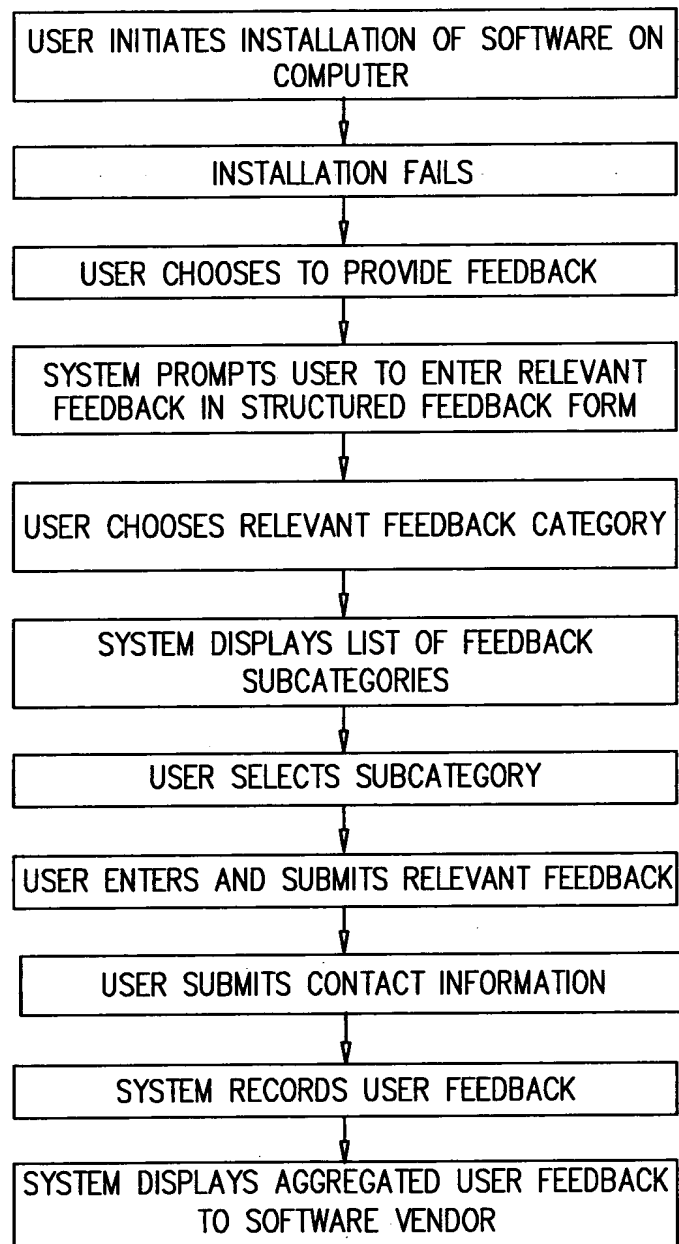
Email: John-smith@smith.com

Address: 2 Main st., Smithtown, CA, USA

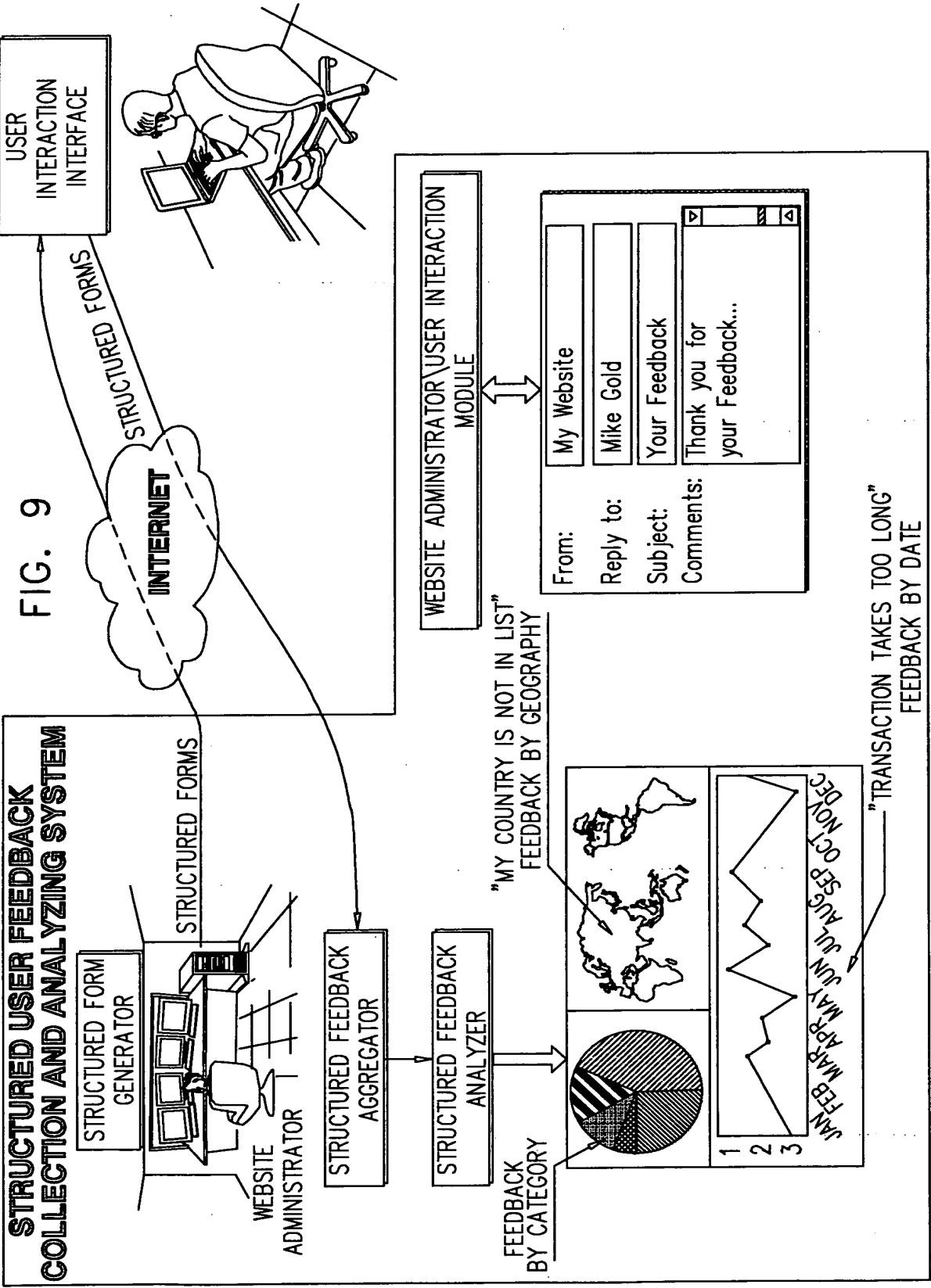
Send Cancel

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FIG. 8



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PCT REQUEST

Original (for SUBMISSION)

0	For receiving Office use only	PCT/IL 2010/000543
0-1	International Application No.	
0-2	International Filing Date	07 JUL 2010 (07.07.2010)
0-3	Name of receiving Office and "PCT International Application"	ISRAEL PATENT OFFICE PCT International Application
0-4	Form PCT/RO/101 PCT Request	
0-4-1	Prepared Using	PCT-SAFE [EASY mode] Version 3.51.045.221 MT/FOP 20100401/0.20.5.18
0-5	Petition The undersigned requests that the present international application be processed according to the Patent Cooperation Treaty	
0-6	Receiving Office (specified by the applicant)	Israel Patent Office (RO/IL)
0-7	Applicant's or agent's file reference	71460
I	Title of Invention	METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE
II	Applicant	
II-1	This person is	Applicant only
II-2	Applicant for	All designated States except US
II-4	Name	KAMPYLE LTD.
II-5	Address	7 Abba Hillel Street 52522 Ramat Gan Israel
II-6	State of nationality	IL
II-7	State of residence	IL
III-1	Applicant and/or inventor	
III-1-1	This person is	Applicant and inventor
III-1-2	Applicant for	US only
III-1-4	Name (LAST, First)	FINKELSTEIN, Ariel
III-1-5	Address	8 Masada Street 30900 Zichron Yaakov Israel
III-1-6	State of nationality	IL
III-1-7	State of residence	IL

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PCT REQUEST

Original (for SUBMISSION)

III-2	Applicant and/or inventor	
III-2-1	This person is	Applicant and inventor
III-2-2	Applicant for	US only
III-2-4	Name (LAST, First)	SAVIR, Eran
III-2-5	Address	10 Ben Zvi Street 45204 Hod Hasharon Israel
III-2-6	State of nationality	IL
III-2-7	State of residence	IL
III-3	Applicant and/or inventor	
III-3-1	This person is	Applicant and inventor
III-3-2	Applicant for	US only
III-3-4	Name (LAST, First)	STEINER, Eylon
III-3-5	Address	8 Hamelitz Street, Apt. 5 63295 Tel Aviv Israel
III-3-6	State of nationality	IL
III-3-7	State of residence	IL
IV-1	Agent or common representative; or address for correspondence	
	The person identified below is hereby/ has been appointed to act on behalf of the applicant(s) before the competent International Authorities as:	Agent
IV-1-1	Name	SANFORD T. COLB & CO.
IV-1-2	Address	P.O. Box 2273 76122 Rehovot Israel
IV-1-3	Telephone No.	972-8-9455122
IV-1-4	Facsimile No.	972-8-9454556
IV-1-5	e-mail	colbpat@stc.co.il
IV-1-5(a))	E-mail authorization The receiving Office, the International Searching Authority, the International Bureau and the International Preliminary Examining Authority are authorized to use this e-mail address, if the Office or Authority so wishes, to send notifications issued in respect of this international application:	as advance copies followed by notifi- cations
IV-2	Additional agent(s)	additional agent(s) with same address as first named agent
IV-2-1	Name(s)	COLB, Sanford, T.; ISRAEL, Aaron; GOLDSTEIN, Daniel; FISHMAN, Benjamin; ROSENSWEIG, Anat; GINSBURG, Hershel; WEISROSE, Stuart; LEV-HESS, Tiffany D.; BEIDER, Joel; STRICHMAN-ALMASHANU, Liora; SCHNECK, Daniel; SOMJEN, Giora

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PCT REQUEST

Original (for SUBMISSION)

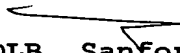
V	DESIGNATIONS		
V-1	The filing of this request constitutes under Rule 4.9(a), the designation of all Contracting States bound by the PCT on the international filing date, for the grant of every kind of protection available and, where applicable, for the grant of both regional and national patents.		
VI-1	Priority claim of earlier national application		
VI-1-1	Filing date	07 July 2009 (07.07.2009)	
VI-1-2	Number	61/270,369	
VI-1-3	Country	US	
VI-2	Incorporation by reference : where an element of the international application referred to in Article 11(1)(iii)(d) or (e) or a part of the description, claims or drawings referred to in Rule 20.5(a) is not otherwise contained in this international application but is completely contained in an earlier application whose priority is claimed on the date on which one or more elements referred to in Article 11(1)(iii) were first received by the receiving Office, that element or part is, subject to confirmation under Rule 20.6, incorporated by reference in this international application for the purposes of Rule 20.6.		
VII-1	International Searching Authority Chosen	United States Patent and Trademark Office (USPTO) (ISA/US)	
VIII	Declarations	Number of declarations	
VIII-1	Declaration as to the identity of the inventor	—	
VIII-2	Declaration as to the applicant's entitlement, as at the international filing date, to apply for and be granted a patent	—	
VIII-3	Declaration as to the applicant's entitlement, as at the international filing date, to claim the priority of the earlier application	—	
VIII-4	Declaration of inventorship (only for the purposes of the designation of the United States of America)	—	
VIII-5	Declaration as to non-prejudicial disclosures or exceptions to lack of novelty	—	
IX	Check list	Number of sheets	Electronic file(s) attached
IX-1	Request (including declaration sheets)	4	✓
IX-2	Description	16	—
IX-3	Claims	7	—
IX-4	Abstract	1	✓
IX-5	Drawings	16	—
IX-7	TOTAL	44	

71460

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PCT REQUEST

Original (for SUBMISSION)

	Accompanying Items	Paper document(s) attached	Electronic file(s) attached
IX-8	Fee calculation sheet	✓	-
IX-18	PCT-SAFE physical media	-	✓
IX-20	Figure of the drawings which should accompany the abstract	1	
IX-21	Language of filing of the international application	English	
X-1	Signature of applicant, agent or common representative	 COLB, Sanford, T.	
X-1-1	Name (LAST, First)		
X-1-2	Name of signatory		
X-1-3	Capacity		

FOR RECEIVING OFFICE USE ONLY

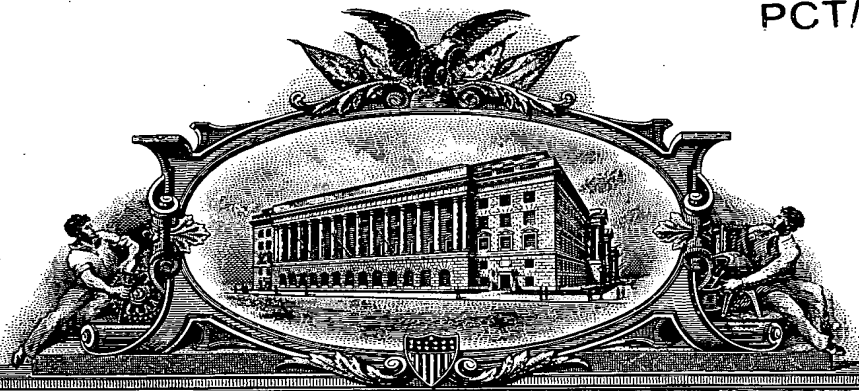
10-1	Date of actual receipt of the purported international application	07 JUL 2010 (07.07.2010)
10-2	Drawings:	✓
10-2-1	Received	
10-2-2	Not received	
10-3	Corrected date of actual receipt due to later but timely received papers or drawings completing the purported international application	
10-4	Date of timely receipt of the required corrections under PCT Article 11(2)	
10-5	International Searching Authority	ISA/US
10-6	Transmittal of search copy delayed until search fee is paid	✓

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APPLICATION THAT MET THE REQUIREMENTS TO BE GRANTED A
FILING DATE UNDER 35 USC 111.**

APPLICATION NUMBER: 61/270,369

FILING DATE: July 07, 2009

**THE COUNTRY CODE AND NUMBER OF YOUR PRIORITY
APPLICATION, TO BE USED FOR FILING ABROAD UNDER THE PARIS
CONVENTION, IS US61/270,369**

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E. BORNETT

Certifying Officer

070709



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07/07/2009

PROVISIONAL APPLICATION FOR PATENT COVER SHEET

This is a request for filing a PROVISIONAL APPLICATION FOR PATENT under 37 CFR 1.53(c).

INVENTOR(S)					
Given Name (first and middle (if any))		Family Name or Surname		Residence (City and either State or Foreign Country)	
Ariel		FINKELSTEIN		Zichron Yaakov, Israel	
☒ Additional inventors are being named on the <u>1</u> separately numbered sheets attached hereto.					
TITLE OF THE INVENTION (280 characters max)					
METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE					
Direct all correspondence to: CORRESPONDENCE ADDRESS					
☒ Customer Number <u>38,137</u>					
OR Type Customer Number here					
☐ Firm or Individual Name					
Address					
Address					
City		State		Zip	
Country		U.S.A.	Telephone	(212) 949-9022	Fax (212) 949-9190
ENCLOSED APPLICATION PARTS (check all that apply)					
☒	Specification	Number of Pages (Incl. Drawings)	<u>160</u>	☐	CD(s), Number <u></u>
☐	Drawing(s)	Number of sheets	<u></u>	☐	Other (specify) <u></u>
☐	Application Data Sheet. See 37 CFR 1.76				
METHOD OF PAYMENT OF FILING FEES FOR THIS PROVISIONAL APPLICATION FOR PATENT (check one)					
☒	Applicant claims small entity status. See 37 CFR 1.27.				FILING FEE AMOUNT (\$) <u>\$380.00</u>
☒	A check or money order is enclosed to cover the filing fees				
☒	The Commissioner is hereby authorized to charge filing fees or credit any overpayment to Deposit Account Number: <u>01-0035</u>				
☐	Payment by credit card. Form PTO-2038 is attached.				
The invention was made by an agency of the United States Government or under a contract with an agency of the United States Government.					
☒	No.				
☐	Yes, the name of the U.S. Government agency and the Government contract number are: <u></u>				

Respectfully submitted,

SIGNATURE

TYPED or PRINTED NAME

TELEPHONE

(212) 949-9022

Date

July 7, 2009

REGISTRATION NO.

(if appropriate)

Docket Number

24,156

210,457

USE ONLY FOR FILING A PROVISIONAL APPLICATION FOR PATENT

PROVISIONAL APPLICATION COVER SHEET

Additional Page

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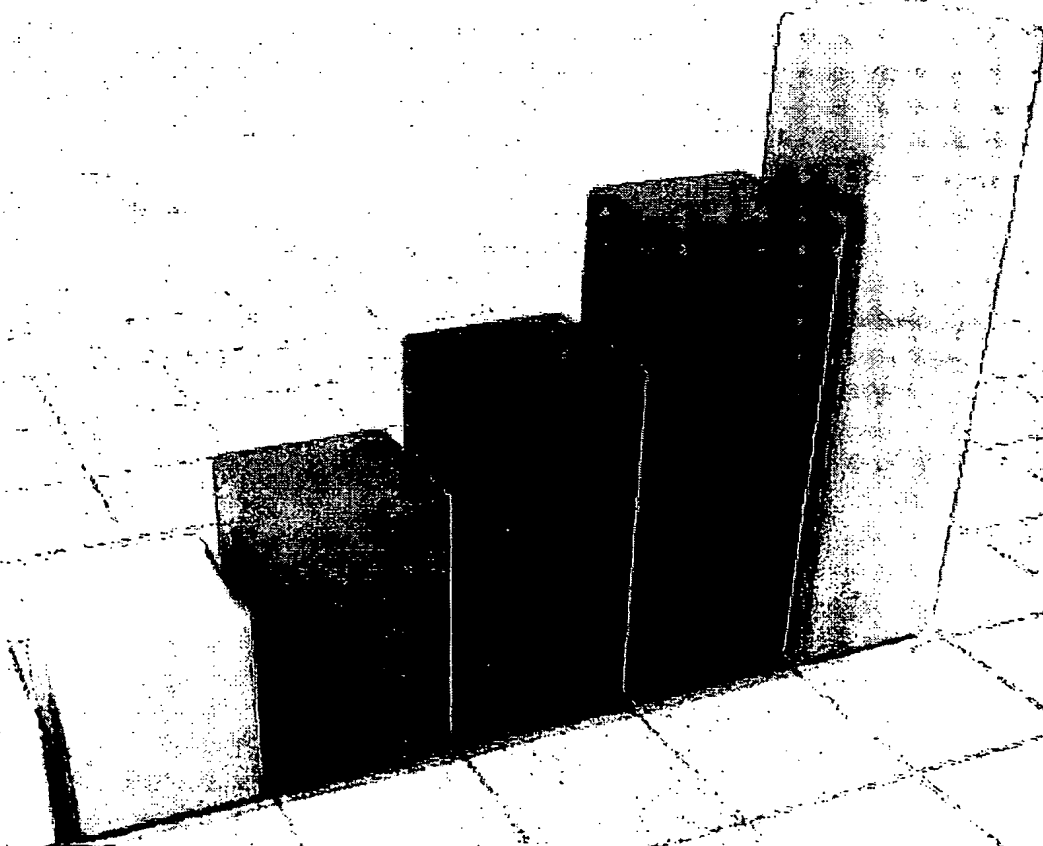
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

Docket Number		210,457
INVENTOR(S) APPLICANT(S)		
Given Name (first and middle (if any))	Family or Surname	Residence (City and either State or Foreign Country)
Eran	SAVIR	Hod Hasharon, Israel
Eylon	STEINER	Tel-Aviv, Israel

Number 2 of 2



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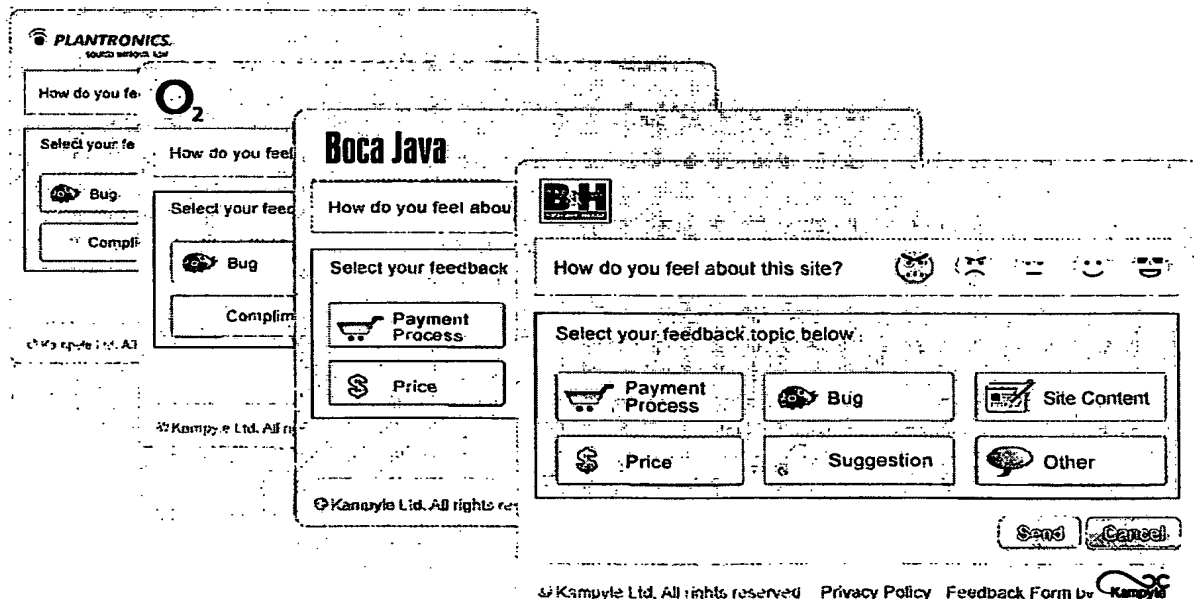
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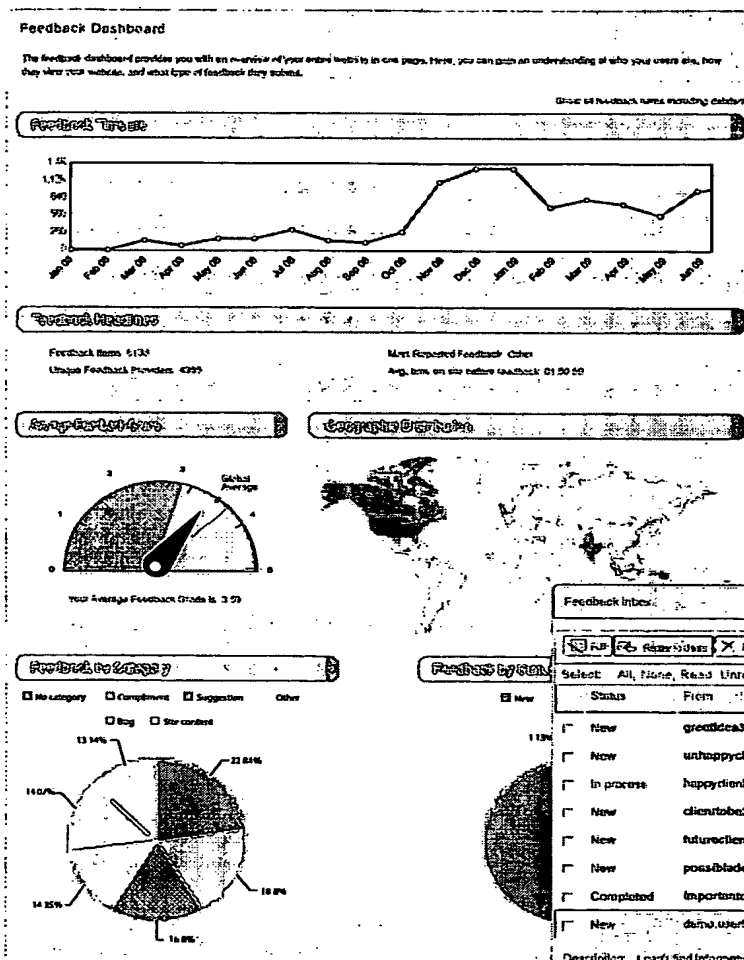
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Feedback Item: 5134

Feedback by Status: New

Status	From	Description	Date
New	greatidea3@kam...	It would be great if you added a "Favorite a..."	Jan 13, 09, 4:40 am
New	unhappyclient@...	It is the third time that I don't get the pr...	Jan 08, 09, 3:38 am
In process	happyclient@ka...	Your new feature is great!	Dec 25, 08, 4:10 am
New	clientto2@ka...	I couldn't find my favorite product. It's a...	Dec 22, 08, 6:25 am
New	futureclient1@...	It took me a long time to find the product...	Nov 25, 08, 3:46 am
New	possibleclient@...	Problems with several browsers.	Nov 23, 08, 3:35 am
Completed	importantclient...	It was very confused by the help instructions...	Nov 04, 08, 4:56 am
New	demo.user54@ka...	I can't find information about shipping procedures	Nov 04, 08, 4:55 am

Description: I can't find information about shipping procedures
URL: http://www.how-doyou-feel-about-this-site.com
User: webinfo.user@mail.com
Category: Site content > Missing Content
Grade: 3
Submitted: Feedback Button
Item ID: 105
Priority: Medium

User Info:
User: kyo
Browser: Firefox 2
OS Platform: Windows Vista
IP Location: United States
IP Address: 64.113.125.66
Browser Lang: English
Screen Resolution: 1280x1024
Color Depth: 32
Cookies Enabled: yes

Reply To User | Edit | Delete

In Process	Potentialuser2...	a lot of things don't work with by usual bro...	Nov 04, 08, 4:53 am
New	Potentialuser1...	I can't figure out the registration process...	Nov 04, 08, 4:52 am

10/29 Feedback count: 8 unread
1 | 2 | 3 | 4 | Next
Go to page: 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 | 101 | 102 | 103 | 104 | 105 | 106 | 107 | 108 | 109 | 110 | 111 | 112 | 113 | 114 | 115 | 116 | 117 | 118 | 119 | 120 | 121 | 122 | 123 | 124 | 125 | 126 | 127 | 128 | 129 | 130 | 131 | 132 | 133 | 134 | 135 | 136 | 137 | 138 | 139 | 140 | 141 | 142 | 143 | 144 | 145 | 146 | 147 | 148 | 149 | 150 | 151 | 152 | 153 | 154 | 155 | 156 | 157 | 158 | 159 | 160 | 161 | 162 | 163 | 164 | 165 | 166 | 167 | 168 | 169 | 170 | 171 | 172 | 173 | 174 | 175 | 176 | 177 | 178 | 179 | 180 | 181 | 182 | 183 | 184 | 185 | 186 | 187 | 188 | 189 | 190 | 191 | 192 | 193 | 194 | 195 | 196 | 197 | 198 | 199 | 200 | 201 | 202 | 203 | 204 | 205 | 206 | 207 | 208 | 209 | 210 | 211 | 212 | 213 | 214 | 215 | 216 | 217 | 218 | 219 | 220 | 221 | 222 | 223 | 224 | 225 | 226 | 227 | 228 | 229 | 230 | 231 | 232 | 233 | 234 | 235 | 236 | 237 | 238 | 239 | 240 | 241 | 242 | 243 | 244 | 245 | 246 | 247 | 248 | 249 | 250 | 251 | 252 | 253 | 254 | 255 | 256 | 257 | 258 | 259 | 260 | 261 | 262 | 263 | 264 | 265 | 266 | 267 | 268 | 269 | 270 | 271 | 272 | 273 | 274 | 275 | 276 | 277 | 278 | 279 | 280 | 281 | 282 | 283 | 284 | 285 | 286 | 287 | 288 | 289 | 290 | 291 | 292 | 293 | 294 | 295 | 296 | 297 | 298 | 299 | 300 | 301 | 302 | 303 | 304 | 305 | 306 | 307 | 308 | 309 | 310 | 311 | 312 | 313 | 314 | 315 | 316 | 317 | 318 | 319 | 320 | 321 | 322 | 323 | 324 | 325 | 326 | 327 | 328 | 329 | 330 | 331 | 332 | 333 | 334 | 335 | 336 | 337 | 338 | 339 | 340 | 341 | 342 | 343 | 344 | 345 | 346 | 347 | 348 | 349 | 350 | 351 | 352 | 353 | 354 | 355 | 356 | 357 | 358 | 359 | 360 | 361 | 362 | 363 | 364 | 365 | 366 | 367 | 368 | 369 | 370 | 371 | 372 | 373 | 374 | 375 | 376 | 377 | 378 | 379 | 380 | 381 | 382 | 383 | 384 | 385 | 386 | 387 | 388 | 389 | 390 | 391 | 392 | 393 | 394 | 395 | 396 | 397 | 398 | 399 | 400 | 401 | 402 | 403 | 404 | 405 | 406 | 407 | 408 | 409 | 410 | 411 | 412 | 413 | 414 | 415 | 416 | 417 | 418 | 419 | 420 | 421 | 422 | 423 | 424 | 425 | 426 | 427 | 428 | 429 | 430 | 431 | 432 | 433 | 434 | 435 | 436 | 437 | 438 | 439 | 440 | 441 | 442 | 443 | 444 | 445 | 446 | 447 | 448 | 449 | 450 | 451 | 452 | 453 | 454 | 455 | 456 | 457 | 458 | 459 | 460 | 461 | 462 | 463 | 464 | 465 | 466 | 467 | 468 | 469 | 470 | 471 | 472 | 473 | 474 | 475 | 476 | 477 | 478 | 479 | 480 | 481 | 482 | 483 | 484 | 485 | 486 | 487 | 488 | 489 | 490 | 491 | 492 | 493 | 494 | 495 | 496 | 497 | 498 | 499 | 500 | 501 | 502 | 503 | 504 | 505 | 506 | 507 | 508 | 509 | 510 | 511 | 512 | 513 | 514 | 515 | 516 | 517 | 518 | 519 | 520 | 521 | 522 | 523 | 524 | 525 | 526 | 527 | 528 | 529 | 530 | 531 | 532 | 533 | 534 | 535 | 536 | 537 | 538 | 539 | 540 | 541 | 542 | 543 | 544 | 545 | 546 | 547 | 548 | 549 | 550 | 551 | 552 | 553 | 554 | 555 | 556 | 557 | 558 | 559 | 560 | 561 | 562 | 563 | 564 | 565 | 566 | 567 | 568 | 569 | 570 | 571 | 572 | 573 | 574 | 575 | 576 | 577 | 578 | 579 | 580 | 581 | 582 | 583 | 584 | 585 | 586 | 587 | 588 | 589 | 590 | 591 | 592 | 593 | 594 | 595 | 596 | 597 | 598 | 599 | 600 | 601 | 602 | 603 | 604 | 605 | 606 | 607 | 608 | 609 | 610 | 611 | 612 | 613 | 614 | 615 | 616 | 617 | 618 | 619 | 620 | 621 | 622 | 623 | 624 | 625 | 626 | 627 | 628 | 629 | 630 | 631 | 632 | 633 | 634 | 635 | 636 | 637 | 638 | 639 | 640 | 641 | 642 | 643 | 644 | 645 | 646 | 647 | 648 | 649 | 650 | 651 | 652 | 653 | 654 | 655 | 656 | 657 | 658 | 659 | 660 | 661 | 662 | 663 | 664 | 665 | 666 | 667 | 668 | 669 | 670 | 671 | 672 | 673 | 674 | 675 | 676 | 677 | 678 | 679 | 680 | 681 | 682 | 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1586 | 1587 | 1588 | 1589 | 1590 | 1591 | 1592 | 1593 | 1594 | 1595 | 1596 | 1597 | 1598 | 1599 | 1600 | 1601 | 1602 | 1603 | 1604 | 1605 | 1606 | 1607 | 1608 | 1609 | 1610 | 1611 | 1612 | 1613 | 1614 | 1615 | 1616 | 1617 | 1618 | 1619 | 1620 | 1621 | 1622 | 1623 | 1624 | 1625 | 1626 | 1627 | 1628 | 1629 | 1630 | 1631 | 1632 | 1633 | 1634 | 1635 | 1636 | 1637 | 1638 | 1639 | 1640 | 1641 | 1642 | 1643 | 1644 | 1645 | 1646 | 1647 | 1648 | 1649 | 1650 | 1651 | 1652 | 1653 | 1654 | 1655 | 1656 | 1657 | 1658 | 1659 | 1660 | 1661 | 1662 | 1663 | 1664 | 1665 | 1666 | 1667 | 1668 | 1669 | 1670 | 1671 | 1672 | 1673 | 1674 | 1675 | 1676 | 1677 | 1678 | 1679 | 1680 | 1681 | 1682 | 1683 | 1684 | 1685 | 1686 | 1687 | 1688 | 1689 | 1690 | 1691 | 1692 | 1693 | 1694 | 1695 | 1696 | 1697 | 1698 | 1699 | 1700 | 1701 | 1702 | 1703 | 1704 | 1705 | 1706 | 1707 | 1708 | 1709 | 1710 | 1711 | 1712 | 1713 | 1714 | 1715 | 1716 | 1717 | 1718 | 1719 | 1720 | 1721 | 1722 | 1723 | 1724 | 1725 | 1726 | 1727 | 1728 | 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1872 | 1873 | 1874 | 1875 | 1876 | 1877 | 1878 | 1879 | 1880 | 1881 | 1882 | 1883 | 1884 | 1885 | 1886 | 1887 | 1888 | 1889 | 1890 | 1891 | 1892 | 1893 | 1894 | 1895 | 1896 | 1897 | 1898 | 1899 | 1900 | 1901 | 1902 | 1903 | 1904 | 1905 | 1906 | 1907 | 1908 | 1909 | 1910 | 1911 | 1912 | 1913 | 1914 | 1915 | 1916 | 1917 | 1918 | 1919 | 1920 | 1921 | 1922 | 1923 | 1924 | 1925 | 1926 | 1927 | 1928 | 1929 | 1930 | 1931 | 1932 | 1933 | 1934 | 1935 | 1936 | 1937 | 1938 | 1939 | 1940 | 1941 | 1942 | 1943 | 1944 | 1945 | 1946 | 1947 | 1948 | 1949 | 1950 | 1951 | 1952 | 1953 | 1954 | 1955 | 1956 | 1957 | 1958 | 1959 | 1960 | 1961 | 1962 | 1963 | 1964 | 1965 | 1966 | 1967 | 1968 | 1969 | 1970 | 1971 | 1972 | 1973 | 1974 | 1975 | 1976 | 1977 | 1978 | 1979 | 1980 | 1981 | 1982 | 19

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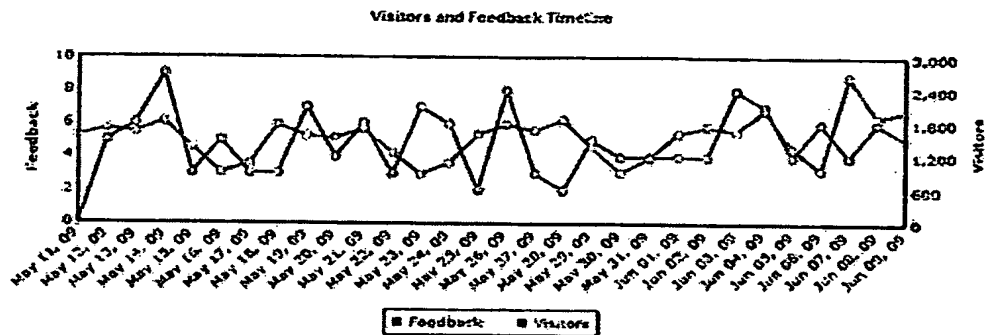
Kampyle Google Analytics Integration: Turbo-Charge Your Web Analytics with User Feedback!

This week, Kampyle has launched a new feature that is sure to make waves: Google Analytics Integration. This new feature uses Google's recently published API to integrate web-analytics data with valuable feedback analytics data, providing never-before seen insights on user behavior.

The benefits of web-analytics have been demonstrated far and wide, and the many millions of sites using GA speak for themselves. But the more evident the importance of Web-Analytics was, the more apparent it became that while knowing what your users did on your website is very important, knowing WHY they did it is what you need in order to understand your clients, and increase sales and revenues. This can only be achieved with the combination of feedback data and Web-Analytics, turning the information to *actionable analytics*.

Kampyle's Integration with Google Analytics was designed to create an actionable, intelligent combination between 2 data sources that meet at specific, crucial intersections. These points of contact are shown in a simple, intuitive interface inside Kampyle's Feedback Analytics section.

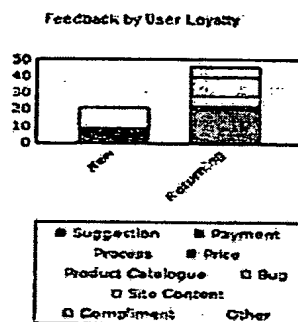
Visitors and Feedback Timeline



Alerts

Description	Most Reported Feedback	Date	Show Details
No. of visitors has decreased by 23.6%, avg. feedback grade has decreased by 25%.	Bug > Can't log in	Jun 05, 09 - Jun 06, 09	>>
Number of visitors has decreased by 27.6%	-	Jun 07, 09 - Jun 08, 09	-
Number of visitors has increased by 173.3%	-	Jun 08, 09 - Jun 09, 09	-
No. of visitors has increased by 173.3%, avg. feedback grade has increased by 11.1%.	Site Content > Missing Content	Jun 08, 09 - Jun 09, 09	>>

Feedback by User Loyalty



Feedback Conversion by Country



Top 5 Feedback

Page	Avg. Grade	Most Reported Feedback
http://www.example.com	2.9	Site Content > Missing Content
http://www.example.com/faq	3.1	Bug > Can't Register
http://www.example.com/products	3.3	Products > Missing Information
http://www.example.com/products	4.1	Compliment > Site Content
http://www.example.com/register	3.7	Bug > Slow server response

Top 5 Feedback

Page	Avg. Grade	Most Reported Feedback
http://www.example.com	2.9	Site Content > Missing Content
http://www.example.com/shipping	3.4	Shipping > Shipping Fees
http://www.example.com/shipping	3.3	Shipping > Shipping Destinations
http://www.example.com/suggestions	4.0	Suggestion > Inaccurate Content
http://www.example.com/search	3.7	Search > Not Relevant Results

Using Kampyle's GA integration, you can now:

- Benefit from Kampyle's smart alerts, highlighting important information based on integrated data such as declines in traffic and/or feedback submission.
- Quickly identify regional issues, by showing the countries where the most customer feedback was reported in comparison to general traffic.
- Quickly find out what the average grade and most reported issues were for the top landing and exit pages of your website.

....and much more!

Getting this crucial information is now possible using Kampyle's Google Analytics Integration. Kampyle's GA Integration solves the challenges associated with web analytics, while providing the only website feedback solution fully integrated with Google Analytics' API.

You can start enjoying the benefits of Kampyle's Google Analytics Integration today: no additional implementations or installations are necessary!

The GA integration feature is available for Silver service packages and higher. Click [here](#) to see it now, or [here to upgrade](#)!

[Click here](#) to register on Kampyle.

(P.S.)

We've only just released it, and there is already an important buzz around this new feature! Here are some of the things written about it on the web:

- "[Q&A: Ariel Finkelstein on Kampyle and the future of analytics](#)" (Econsultancy)
- "[Customer Feedback Tool Integrates Google Analytics Data](#)" (MediaPost)
- "[Kampyle Adds User Feedback To Google Analytics \(CEO Interview\)](#)" (VCCafe)
- "[Kampyle offers reasons consumers abandon shopping carts](#)" (BizReport)



Kampyle's new Advanced Reporting: Feedback Like you've Never Seen Before.

06.11.2009 | Posted in [Feedback Analytics](#) | Author: [Kampyle](#) | [No Comments](#) »

This week, Kampyle has launched some of the most amazing features ever introduced in the world of Feedback Analytics. "Advanced Feedback Reporting" is the general name describing over 12 new Analytics pages that allows website owners to get more, better and faster insight into their customers' needs.

Kampyle's latest additions to the already impressive array of feedback analytics tools come in two sections: **General Feedback Info**, and **Users' Info**.

The General Feedback Info contains information about the content of the submitted feedback itself, while the Users' Info section contains information about the users who have submitted the feedback.

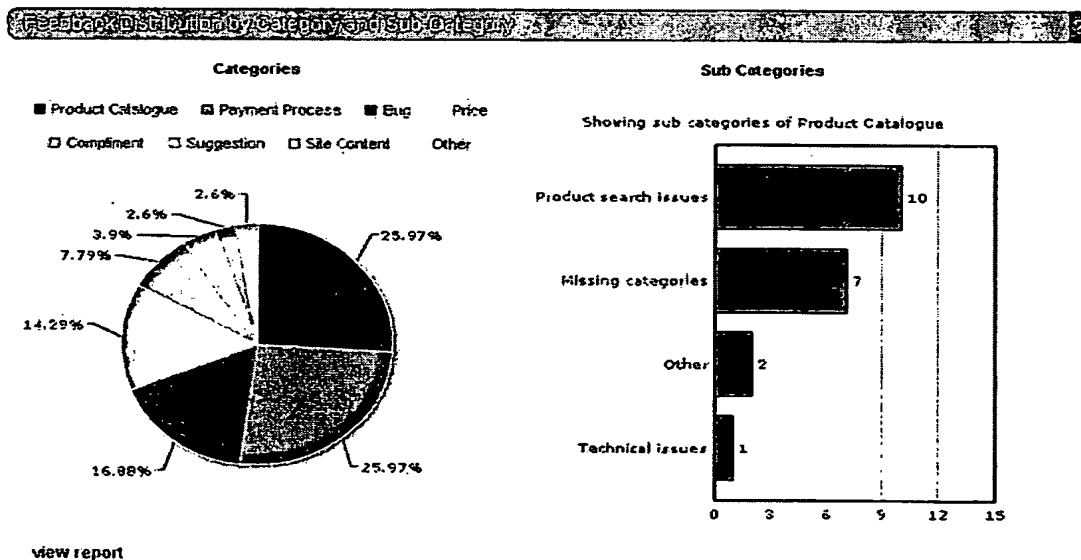
Here is some more detailed information about each new section, and its uses:

General Feedback Info

The General Feedback Info section provides website owners with the clear, detailed, and accessible data about the content of the collected feedback. Using the different pages of this section, website owners are able to save valuable time, getting the most elusive insights in seconds. The sub-menus of this section are:

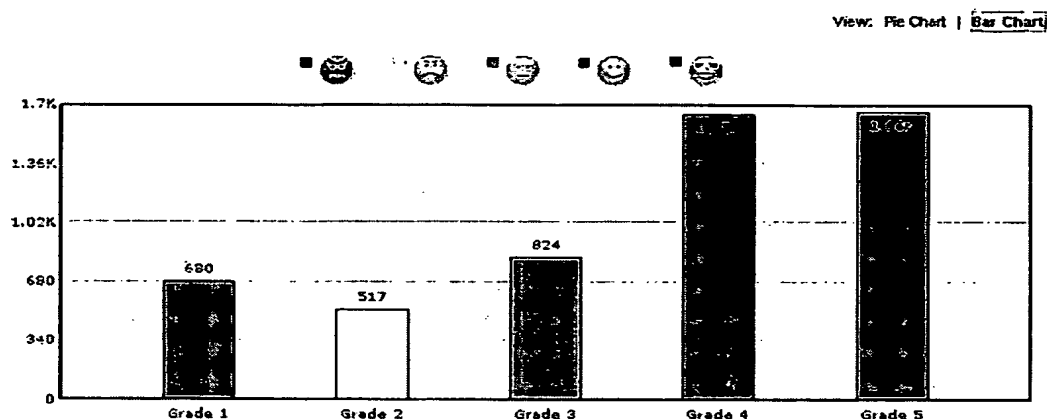
Overview: provides the website owner with the main feedback "headlines" with regard to the content of the feedback. With detailed analysis of feedback over time, this section allows to quickly identify trends and changes.

Categorization: Lets website owners find out which feedback categories and sub-categories were most reported, and the average grades for each of these, thus identifying problems points in seconds.



Grade: Allows website owners to learn which issues are associated with the lowest grades to find and solve the most urgent problems.

Feedback: Distribution by Grade



Feedback Forms: Websites using multiple feedback forms are able to find out which issues were the most prevalent in each of the feedback forms in use.

Languages: Websites using multiple language feedback forms can now quickly learn which issues are most common within each feedback form language in use, in order to identify country-related issues in seconds.

Users' Info

The Users' Info section gives the website owner the ability to quickly locate and understand the causes that lay behind the feedback submitted by users. By analyzing the data relating to the users who submitted feedback, website owners can gain tremendous insights on their users, and the ability to understand and fix problems in record time. The sub-menus of this section are:

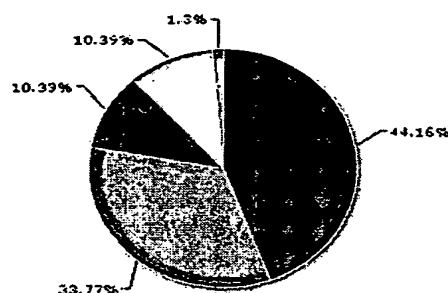
Country: Allows website owners to find the connection between the feedback submitted and the location of the users who submitted it. Any issues of a regional nature will be quickly identified using this feature.

Browser: Allows website owners to instantly identify whether some issues reported by users are browser-related, making possible to solve them as quickly as possible.

Feedback: Reported by Browser

View: Pie Chart | Bar Chart

Internet Explorer 6 Internet Explorer 7 Firefox 2 Firefox 3 Safari 3



Feedback: Reported by Browser - Details

Browser Name	Avg. Grade	Feedback Items	Most Reported Feedback	Show Details
Internet Explorer 6	2.8	34	Bug > Browser not supported	>>
Internet Explorer 7	3.2	26	Product Catalogue > Missing categories	>>
Firefox 2	2.8	8	Product Catalogue > Missing categories	>>
Firefox 3	3.5	6	Compliment > Usability and Design	>>
Safari 3	2.0	1	Product Catalogue > Missing categories	>>

Operating System: Lets website owners find out if certain reported issues are related to the operating systems in use by their users.

Browser Language: Using this tool, website owners can quickly find out whether issues reported are related to the browser language settings configured by users who reported feedback.

Screen Resolution: Lets website owners instantly identify whether issues reported by users are related to their screen resolution settings.

Color Depth: Allows website owner to quickly find out if issues reported by users are related to the color depth configuration of the users who reported them.

Cookies: This tool allows website users to instantly learn whether issues reported by users are related to their cookies settings.

These new analytics capabilities give Kampyle users amazing insights into the thoughts and needs of their customers, and are sure to help them understand customers, and increase sales and customer satisfaction.

Kampyle's new Advanced Reporting features are available for Silver Premium account owners and higher. [Click here to upgrade now!](#)

In addition to these amazing new features, Kampyle will be rolling out new, more powerful features in the near future. So stay tuned for more updates and impressive Feedback Analytics features!

Come See Us at the Upcoming IRCE 2009 Event!

06.03.2009 | Posted in [Feedback Analytics](#) | Author: [Kampyle](#) | [No Comments »](#)



We'll be heading to Boston soon to exhibit Kampyle at the [Internet Retailer 2009 Conference and Exhibition](#) (IRCE). IRCE 2009 is the world's largest online retailing conference, and Kampyle is very happy to be a part of it.

Kampyle will be the proud owner of **booth number 450** at the **Boston Convention & Exhibition Center**, where IRCE 2009 will be held this year, on **June 15-18**.

Want to schedule a meeting with us? [Shoot us an email!](#)

Please drop by and pay us a visit – we will be thrilled to meet you.

See you there!

The Kampyle Team.

Reduce Churn Rates with Feedback Alerts to your Email!

05.14.2009 | Posted in [Feedback Analytics](#) | Author: [Kampyle](#) | [No Comments »](#)

This week, Kampyle has released its latest development for Premium accounts: **Automatic Feedback Forwarding**.

How does it work? The Automatic Feedback Forwarding feature, as its name suggests, allows Kampyle users to have feedback items received on Kampyle automatically forwarded to email addresses: each feedback that arrives in Kampyle is simply forwarded to the email address of your choice, allowing you to keep up to date and read your users' feedback in real time, all the time. This incredibly useful feature will give you and your company the flexibility you need to manage feedback as efficiently as possible.

In addition to the simple forwarding options, Automatic Feedback Forwarding allows Kampyle clients to easily create rules by which feedback items of specific characteristics are automatically forwarded to specific email addresses.

The Feedback Forwarding rule editor is simple and straight forward: for each rule that you create, you can select the **feedback categories** that you wish to forward, the **email addresses** you wish to forward it to, and the **frequency** in which you want Kampyle to forward the data (real time/ daily/weekly/monthly).

Automatic Feedback Forwarding

This page allows you to manage Kampyle's email settings. Kampyle's email settings allow to customize elements on the emails sent from Kampyle to your users.

Create new rule for automatic forwarding

General

Rule Description:

Which feedback items would you like to forward?

Categories:

☒ All

- ☒ Bug
 - ☒ Browser not supported
 - ☒ Can't log in
 - ☒ Disability enquiries
 - ☒ Site content
 - ☒ Registration / Privacy
 - ☒ Usability and Design
 - ☒ Objectional Content
 - ☒ Other problem
- ☒ Site content
- ☒ Suggestion
- ☒ Compliment
- ☒ Other

More options...

What would you like to do with the feedback items?

Forward the items to:

This list is populated with all email addresses previously verified in this account. Click here to add/remove emails from this list

Frequency:

☐ Mark forwarded items as read (in your Kampyle Feedback Inbox).

In other words: you decide **what** feedback items you wish to forward, **when** you wish to forward them, and **who** you wish to forward them to, and Kampyle takes care of it for you.

There are even more advanced possibilities: if you click on the “**more options**” link, new forwarding options will be displayed. These options allow you to:

- Forward only feedback items coming from specific **feedback form instances**.
- Forward only feedback items coming from specific feedback form **languages**.

- Forward only items with/without **descriptions**.
- Forward only items with/without the user's **email**.
- Forward only items submitted through the **feedback button**, or through **active request** (push).
- Forward only items that received certain **grades** from users.
- Forward only items that were submitted on specific **URLs**.

You can also **configure the alert's content and settings** to include the feedback provider's data in the email, and to allow replying directly to him.

Less options...

Feedback coming from:	All instances My Feedback Form	Hold Ctrl to select several items Hold Shift to select a range
Languages:	All languages English	Hold Ctrl to select several items Hold Shift to select a range
Description:	All items	
Email:	All items	
Submission Method:	All items	
Grade:	All items	
URL:	All items	

Configure the alert's content and settings

☒ Include user information in email (Browser, OS Platform, IP Address, etc.)

☒ Enable direct-reply to users.

Less options...

Here are just a few examples of what you can do with Automatic Feedback Forwarding:

- Configure Kampyle to send all feedback items received under a certain category (e.g.: "Bugs"), directly to the team who knows how to deal with these issues (e.g.: development team).

Or...

- Have the most important feedback, the kind you want to read in real time (such as feedback submitted on your sites' shopping cart), forwarded to your personal email.

Or...

- Have feedback with low grading sent to your email, to quickly identify and deal with unsatisfied customers.

...the options are virtually limitless.

This new feature is very easy to use: simply go to the “Auto Feedback Forwarding” section of the “Settings” menu. Once there, you will just need to create a new forwarding rule using our user-friendly interface. In just a few minutes, you will have your new Automatic Forwarding rule up and running.

We would love to get your feedback and impressions on our newest development – so login, try it, and use the feedback button!

Not a Premium User? Upgrade your Kampyle account today and enjoy the benefits of Automatic Feedback Forwarding!

If you have any questions on this feature, or other issues related to Kampyle, don't hesitate to contact our support team at support@kampyle.com.

[Click here](#) to register on Kampyle.

Kampyle's new, enhanced Feedback Dashboard is ready. Login and enjoy it today!

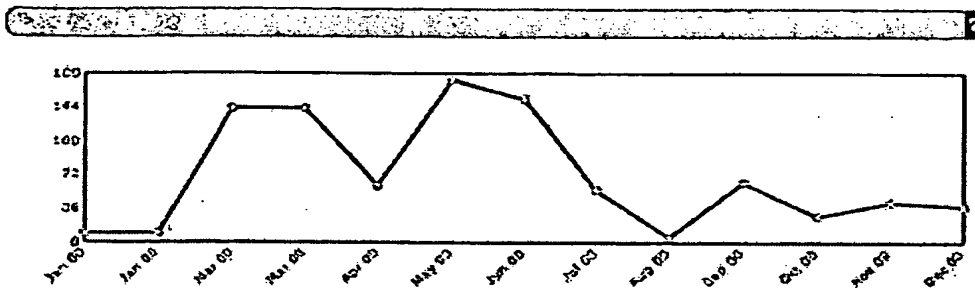
04.30.2009 | Posted in [Feedback Analytics](#), [Feedback Form Features](#), [Kampyle Features](#), [Tips and Advice](#) | Author: [Kampyle](#) | [No Comments »](#)

Kampyle is happy to announce the launch of the new **Feedback Dashboard**, which **all** of our users can already enjoy and benefit from as we speak. The new dashboard is the product of in-depth research into our users' needs, hard work, and – of course – lots of feedback, for which we'd like to thank our customers. In the near future, we'll be rolling out many new and exciting Feedback Dashboard enhancements for our Premium users – this one is only the beginning!

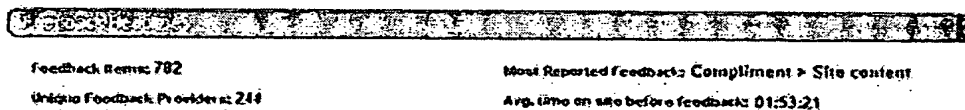
Here are some of the enhancements that you will encounter in the new Feedback Dashboard:

Feedback Timeline: This new chart will allow you to get an instant overview of the feedback status on your website. The chart displays the number of feedback items received on continuous timeline. One quick glance and you'll be able to tell how many feedback items you have receive last month, compare to previous or the current months, indentify trends, and much more. With the Feedback Timeline, you'll be able to measure

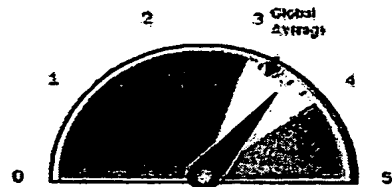
your users' sensitivity to changes in your website: new designs, new products, changes in the layout or even in service will quickly be reflected in this chart.



Feedback Headlines: Kampyle wants to help you get the important data without having to work hard for it. The Feedback Headlines do just that by bringing you 4 key figures in a clear, prominent display. Quickly learn the total number of feedback items received by your website, and the number of (unique) users who reported it. This will allow you to learn how active your website's users are (on average) with regard to feedback. Using the Most Reported Feedback section, you can learn which issue seems to be the most dominant among your users. Lastly, use the Average Time on Site Before Feedback will help you to learn what kind of users submit feedback on your site. For instance, a very short average time on site before giving feedback may indicate, among other things, that users quickly are identifying a specific issue on your site within seconds of entering it.



Average Feedback Grade



Your Average Feedback Grade is: 3.55

Average Feedback Grade: Learn what is the current average grade that was given by your website's users, in answer to the opening question on your feedback form. As a general measure of customer satisfaction, the Average Grade chart also shows you where you site stands in comparison to others by also displaying the global average grade of all websites using Kampyle. Use the Average Feedback Grade to see whether your website's users are happy with your site or not, in just one instant.

Geographic Distribution: This interactive map intuitively displays the geographic distribution of users who have provided feedback on your website (darker shades represent higher feedback numbers). Place the cursor above a country to find out exactly

how many feedback items were received from users from that location. The Geographic Distribution chart can help you, for instance, to immediately identify issues of a regional nature that have been reported by individual users.

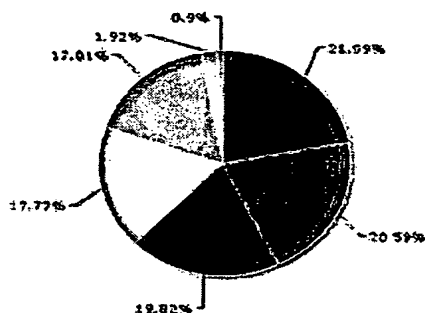
Geographic Distribution



Feedback Pie Charts: Our new pie charts help you to quickly get more information about the feedback your website has received, and how it is being managed. On the left, the "Feedback by Category" pie chart will show you the distribution of feedback by categories. On the right, The "Feedback by Status" chart will help learn how the feedback received is being managed – how many feedback items have or are being dealt with, and how many are still "new". Using this tool, you will now be able to manage your feedback better than ever, by easily finding out whether you are up to date, or need to catch up on your feedback.

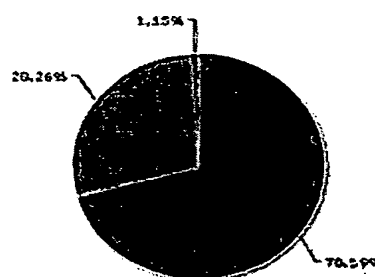
Feedback by Category

■ Computers ■ Bug ■ Suggestion ■ Other
 ■ Site content ■ Product info ■ Usability



Feedback by Status

■ New ■ In process ■ Completed

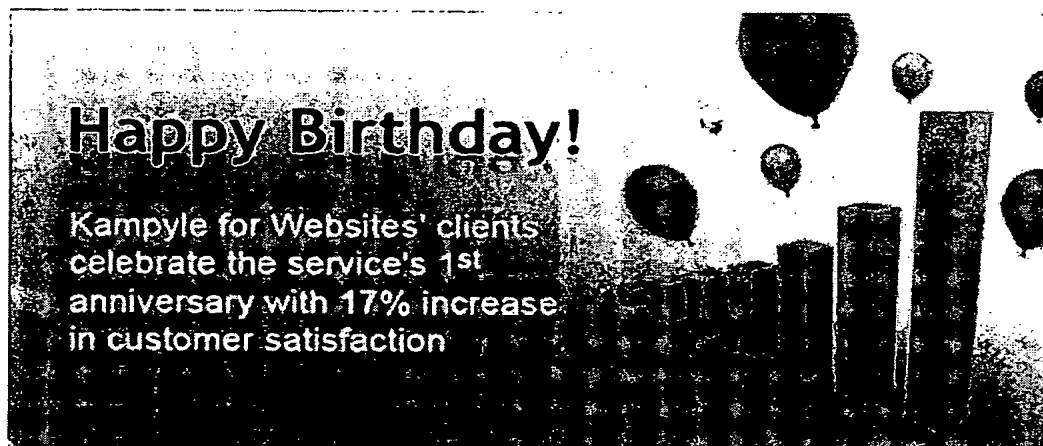


Are you a Premium Customer? Stay tuned! This latest change is only the beginning. Over the coming weeks, Kampyle will be making some great additions in the Feedback Dashboard...

[Click here](#) to login to your Kampyle account and enjoy these exiting new features now! Kampyle Premium Customers enjoy many more amazing features. [Click here](#) to upgrade your Kampyle account.

Kampyle Website Feedback Analytics Celebrates 1st Anniversary

04.02.2009 | Posted in [Feedback Analytics](#), [Kampyle Features](#), [Partnerships](#) | Author: [Kampyle](#) | [No Comments »](#)



Kampyle's flagship product – Website Feedback Analytics is celebrating its 1st anniversary, and there is a lot to celebrate!

Only one year after the launch, thousands of websites are using feedback analytics as a way to improve customer satisfaction, and increase conversion and ROI. And these aren't just slogans – Kampyle feedback reports show that overall user satisfaction from websites using Kampyle has increased by 17% during the last year!

We've served over 5 million feedback forms over the past year, to users in 191 countries. Website owners from over 100 countries are using Kampyle's feedback form in 18 languages. Kampyle's more than 10000 customers, operating in over 20 industries have used Kampyle to improve their websites.

Over the past year Kampyle has partnered up with some of the web's most respected companies such as Amdocs, GoDaddy, Constant Contact, Bronto, oDesk and A2 Hosting.

Responding to increasingly high demand for new features, we have recently launched our line of Premium Services which will be gradually introduced over the next few months. Although our clients already regard Kampyle as a “must-have” service, we are planning new features that will have online businesses come to see Kampyle as a cornerstone of communication with clients.

Kampyle’s first anniversary is a great opportunity for us to thank you, our customers, for choosing Kampyle, and to reaffirm our commitment to you: to keep providing you with the best Feedback Analytics service available on the web.

To login to Kampyle click [here](#).

Kampyle is Partnering with Constant Contact

03.11.2009 | Posted in [Feedback Analytics](#), [Partnerships](#) | Author: [Kampyle](#) | [1 Comment](#)
»



Kampyle is happy to announce its new partnership with leading email marketing tools provider Constant Contact. Kampyle has been making important steps forward creating valuable new partnerships for the benefit of our clients, and this new partnership is without a doubt yet another step in that direction.

Constant Contact helps small businesses, associations, and nonprofits connect with their customers, clients, and members. Constant Contact champions the needs of small organizations and provides them with an easy and affordable way to build successful, lasting customer relationships.

This is why Kampyle and Constant Contact are natural partners: both companies provide their clients with a new, efficient communication channel with their customers. Many of Kampyle’s clients are SMBs who need new, innovative, and efficient solutions to stay in touch with their customers. Kampyle is always committed to provide its customers with an ever improving set of services and features, so we are happy to provide them with a great and affordable option, specialized in the needs of small businesses, associations, and nonprofits. With that in mind, Kampyle is glad to offer Constant Contact’s capabilities to enhance the suite of features and services enjoyed by our customers, and their ability to communicate and dialogue with clients.

[Click here](#) to read more about Constant Contact

[Click here](#) to register on Kampyle.

Kampyle's Premium Services: For People who Mean Business

02.16.2009 | Posted in [Feedback Analytics](#), [Feedback Form Features](#), [Kampyle Features](#), [Tips and Advice](#) | Author: [Kampyle](#) | [No Comments »](#)

Sometimes you need more than a really good service. When it comes down to your business, you need the extra "edge" that will provide you with real competitive advantages. Kampyle's newest services, available with our Premium Service Packages have been created with this exact goal in mind, creating a full service that will help you maximize your website's potential. We have been eagerly listening to our users' needs, requirements and feedback, and after careful evaluation, we've been able to create our Premium Services Package offering that will take your business to the next level, enabling a personal communication with your users.

These are the first features, but there are more to come very soon. [Upgrade](#) your account now and let your business benefit from Kampyle's advanced application.



Special Launch Promotion:
Prepay for 1 year and receive 2 months FREE
Upgrade now..

Here is a list of the new premium services being released today. Over the next few weeks we will release additional services and functionalities. [Upgrade](#) your account now to enjoy the current and future benefits of the Premium Service Packages. If you are already a Kampyle premium customer, just [login](#) to your account and start enjoying the premium services in your premium service package

1. New Premium Services:

- a. **'From' name configuration:** You set the name that will appear in the "from" field of emails being sent from Kampyle to your users.
- b. **'Reply to' email address configuration:** You set the "reply-to" address of emails sent from Kampyle to your users, allowing you to direct your users' responses to the correct recipients within your company.

Default From Name: Your Company Ltd.

Choose the name that will appear in the 'From' field of emails sent from Kampyle to your users.

Reply To email:

Your users' replies to Kampyle emails will go to this email address.

+ Add Email

Email Address and Status				
Default	Email Address	Status	As of	Action
☐	youraddress1@yourcompany.com	Verification Pending (resend)	Feb 16, 09	X
☐	youraddress2@yourcompany.com	Verification Pending (resend)	Feb 16, 09	X
☐	youraddress3@yourcompany.com	Verification Pending (resend)	Feb 16, 09	X
☒	yourcompanyname1@gmail.com	Address Verified	Feb 16, 09	X

Refresh

All you need to do is enter the email address to which you want to direct replies to, and verify them using Kampyle's verification email.

Find it on: 'Settings' (on the left navigation menu) > 'Email Settings'.

c. Auto-reply email customization: Write your own auto-reply email, and make it fit your exact needs. This new feature lets you manage multilingual emails, and match specific auto-reply emails to specific feedback forms, allowing you, for example, to send different emails to users who left feedback on different pages.

From Name	Your Company Ltd	Use a name that your users can instantly recognize, such as your company name.
Reply to Email	you@companyname1@gmail.com	Your users' replies will go to this email address. Click here to update your email address.
Subject	Thank you for your feedback! Dear ##USER_EMAIL##, Thank you for submitting feedback on ##SHORT_URL##. Your feedback is highly appreciated. The ##SHORT_URL## team.	Enter a subject for the email that will be sent to your users. Up to 40,000 characters. Use ##SHORT_URL## to have the users' email address automatically inserted into the email. Use ##SHORT_URL## to have your website URL added automatically. Use ##CODE## to enter a link.
Return to default email text		
☒ Enable the auto reply email response for this Feedback Form ☐ Advanced - Use multilingual feedback forms and I want to configure a different email for each language.		

Simply choose your emails' subject and body text then save the changes you've done. You can also insert useful links using html code. Just above the email's text configuration, for example, you'll be able to choose your emails "From Name" settings, and have your company's name appear in the "from" field.

Find it on: 'Feedback Form' (on the left navigation menu) > 'Feedback Form Customization', and press the 'Auto Reply Email' link next to your feedback form.

d. Set minimum time on site before asking for feedback: this new feature will allow you to choose how long you wish to wait before actively asking your users for feedback using Kampyle's push mechanism. You are able to choose, for instance, to wait 1 minute from the time a user has entered your site before prompting him for feedback.

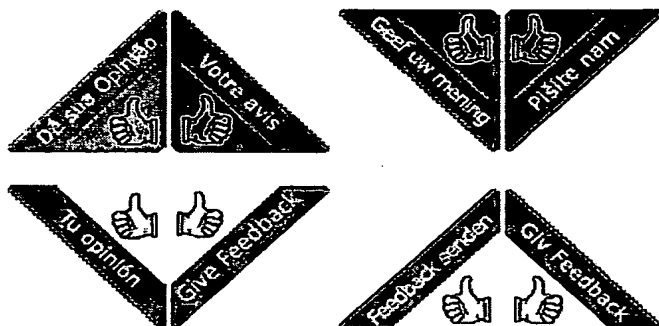
1 30 % of the users will be actively asked if they want to provide feedback before they navigate away from your website Do not ask for feedback if the user was on the website for less than 60 seconds Learn more about our advanced settings in our Forum

This feature couldn't be simpler to use: choose a time period from a dropdown list in the embed URL section of the customization wizard, and that's it. You will need to recopy the code into your website after choosing a value from the dropdown list.

Find it on: 'Feedback Form' (on the left navigation menu) > 'Feedback Form Customization', and press the 'Embed URL' link next to your feedback form.

e. **Feedback button language selection:** Want to ask your users for feedback in their own language? Kampyle offers you a selection of feedback buttons that match the language you've selected for your feedback form. Selecting your feedback form's language in the customization wizard will automatically allow you to choose from a variety of feedback buttons in the chosen language.

Here is a small sample:



f. **Advanced Account Settings:**

- **Time zone configuration:** you can now set the appropriate time zone for your area, allowing you to know the precise time in which feedback was received.
- **Privacy Protection:** In accordance with local legislation, choose whether you wish your users' IP numbers to be collected and displayed.

Time Zone

Defines the time zone of your Feedback Analytics account

(GMT+02:00) Israel Standard Time (Asia/Jerusalem) ▼

Stored Personal Data

☐ Do not store users' IP address upon feedback submission

Find it on: 'Settings' (on the left navigation menu) > 'Advanced Settings'.

g. **View Filter:** Filter the items in the Feedback Inbox showing items with or without descriptions and emails. You can also filter items based on the form of submission (did the user press the feedback button or did he provide feedback upon your explicit request)

Filter Feedback

☒ Do not filter items in the Feedback Inbox

☐ Filter the items in Feedback Inbox showing :

Description: ☐ All items ☐ Only items with description ☐ Only items without description

Email: ☐ All items ☐ Only items with email ☐ Only items without email

Submission: ☐ All items ☐ Only items submitted as a result of request ☐ Only items submitted from the feedback button

OK Cancel

Find it on: 'Feedback Inbox' > Top right corner of the Feedback Inbox.

2. Coming next on our Premium Package: Kampyle will soon be adding additional features that have not yet been released. Here are few of them:

- a. Forward feedback item from within the inbox
- b. User Management
- c. Manage multiple websites on one account
- d. Feedback Form Analytics page - analyze the performance of your feedback form and feedback button
- e. Feedback Inbox folder management
- f. "Canned" responses in 'Reply to Users'
- g. And more...

3. Some of our new features have been designed for all Kampyle users:

- a. **Re-organization of the menu:** new, more intuitive left menu allows you to navigate Kampyle with greater ease and speed. Find exactly what you need in a single click.
- b. **Actively ask for Feedback - 'Remind me later':** Your users can now choose to be reminded later to submit feedback, if the feedback prompting mechanism has appeared in an uncomfortable time.
- c. **Form of submission:** Did the user press the Feedback Button or respond to your explicit request for feedback? In each item in the Feedback Inbox there is a new property called 'Submission'. 'Feedback Button' for feedback resulting from user's pressing on the Feedback Button and 'Active Request' for feedback resulting from explicit request for feedback.

d. **Send Implementation code to webmaster:** Easily ask your webmaster to implement Kampyle on your website by sending him the implementation code and instructions by email, through a simple link in the last page of the customization wizard.

With this set of new features Kampyle has taken Feedback Analytics to the next level, providing the usability, efficiency, and flexibility that businesses need. You can benefit from these new features today by upgrading your Kampyle account to one of our premium service packages. Simply [click here](#), to choose the best service package for your business needs, and follow the simple payment instructions.

With Business Premium Packages starting at \$99 per month, you can find the best package that meets your business needs. [Click here](#) to learn more about the different Premium Packages and upgrade your Kampyle service package now (not a Kampyle customer? Register [here](#)).

Upgrade your Kampyle account today, and *start turning customer feedback to customer satisfaction, loyalty and conversion.*

Kampyle Partners Up With oDesk

02.15.2009 | Posted in [Feedback Analytics](#), [Partnerships](#) | Author: [Kampyle](#) | [No Comments »](#)



Kampyle is always seeking powerful new partnerships with companies that share our passion for unique, professional services. That is why we are very proud of our new partnership with [oDesk](#). An industry leader, oDesk is a marketplace for online workteams, with the best business model for buyers and providers.

oDesk is a true asset as a partner, exposing Kampyle to buyers and providers in the world of online workteams that will be able to make great use of Kampyle in their present and future projects. For these buyers and providers, Kampyle is a great professional tool and a true competitive advantage in the form of a unique added value service.

In addition, here at Kampyle, we can now recommend oDesk as a great solution for some of the issues reported by users. As Kampyle customers know, some issues reported by users in Kampyle's feedback forms are of a technological nature. Small and medium sized websites do not always have the resources needed to regularly answer all technical requirements and feature requests of their clients. oDesk is a perfect solution for those businesses, allowing them to find the best solutions, one project at a time.

We are sure that our partnership with oDesk will result in many satisfied customers on both sides.

[Click here](#) to read more about oDesk

[Click here](#) to register on Kampyle.

So what IS the difference between Feedback and Surveys?

02.11.2009 | Posted in [Feedback Analytics](#), [Feedback Form Features](#), [Kampyle Features](#), [Tips and Advice](#) | Author: [Kampyle](#) | [4 Comments »](#)

Many conversations we have had over the past year have revealed to us that there is a certain amount of confusion among website owners regarding the feedback tools available to them on the web. Many of them feel confused, or are not aware of the differences between the various services such as “Voice of Customer”, “Surveys”, “Feedback Analytics” etc. That’s why we thought they could benefit from a post explaining the available methodologies to collect the website users’ subjective data and the differences between them.

More and more website owners today understand the importance of knowing “Why”: “*Why* did the user behave as he did on my website?”

Measuring a website with analytics tools (objective data) just isn’t enough, because it leaves the website owner with too much guess work to do. There are too many possible reasons for each of the user’s actions, and there is a great need for tools that can help you make the best choices. For instance, why did a user abandon the shopping cart? Was it the price? Shipping issues? Or was it bugs; missing information; usability issues...the list goes on.

The big question is: what are the available methodologies to collect the subjective user-data and which one better fits your site’s needs?

Here at Kampyle, we usually see these as divided into 3 categories: Feedback, Surveys and Polls, and Idea Management. Here is a quick description of each one:

1. Feedback Analytics – (Kampyle Feedback Analytics) Provides website owners with the ability to create feedback forms that can be customized to fit the website and placed on all pages, so that website users can submit feedback in case they run into a problem, do not find something, have an idea, etc. A feedback button is visible all the time on each of the sites pages. Feedback analytics will provide you with page level and website level high quality (i.e. specific comments) and actionable data, allowing you to read and manage feedback and also get back to the users. The feedback will be accessible to you (the website owner) only, therefore protecting your brand, and making Feedback

Analytics suitable for all lines of businesses. Feedback analytics also gives you the ability to prioritize feedback collection: you can choose to actively ask your users to submit feedback in the pages in which you feel that you need it the most, using a pop up mechanism (you might want to use this option in your site's shopping carts for instance). The ability to choose the location as well as the frequency of this pop-up makes this a very non-intrusive approach. The data can also be integrated with Web Analytics, allowing you to understand both the 'What' and the 'Why'. This flexibility makes it suitable for all lines of business.

2. Surveys and Polls – (Most popular tools: SurveyMonkey, 4Q, OpinionLab) by using these methods you will get high level understanding of what's going on your website. You can ask your users to answer 5/10/25 questions that you've composed in advance and get a statistical review of their answers. You can use this option to ask 'site level' questions such as: "Where did you hear about our site", "What are you looking for", "How old are you", etc. The answers to those questions can help you to know your users better, but will not necessarily help you to find problems in your shopping cart, missing information and products etc. The fact that the data is ultimately statistical might cause the solution to be relevant mainly to large websites with a lot of traffic. This means that not all lines of businesses can benefit equally from it. Some issues need to be addressed, such as how to initiate the survey without annoying your users.

3. Idea Management – (Most popular tools: GetSatisfaction, UserVoice, SuggestionBox) Have users suggest ideas, report problems, vote for other users' ideas and have them made publicly available to all. This solution resembles live forum with an open discussion about your products. It can be very helpful to reduce support efforts, since in some cases people will see that their comment, problem or solution has been reported previously. It may also be useful for businesses looking to use their users to publicly vote for their next development steps. This solution can, however, damage your brand, in cases where lots of users report complaints, and others see them. This makes this solution less suitable for certain businesses for which this would be a sensitive issue.

For the benefit of our busiest readers, here is all that information in one "Executive Summary" table:

Solution	Feedback Analytics	Surveys and Polls	Idea management
Website Level Feedback	✓	✓	✓
Page / Product Level Feedback	✓	✗	✗
Non intrusive	✓	✗	✓
Brand Protection	✓	✓	✗
Feedback Follow up	✓	✗	✓
Fits websites of all sizes	✓	✗	✗
Integration with Web Analytics	✓	✗	✗
Fits all amounts of data	✓	✗	✗

For those of you who wish to go into further details, we've prepared the following table which contains an in-depth comparison of the various subjective data collection services available. The table is divided into categories representing characteristics of the services (*General, Submission, Results*), and sub categories representing specific features:

	Feedback Analytics	Surveys	Idea Management
General			
Feedback level	Website and page level	Website level	Website level
Best used for	Get quality feedback about products, services and user experience as well as high level understanding of customer satisfaction on a	Get high level understanding about your website and answers to specific questions.	Get new ideas, have users share data and rate ideas, save time on support as data is shared. Good as a support forum.

	site/page level. Can also serve for <u>targeted</u> <u>usability testing</u> .		
Size of website	Fits websites of all sizes, as qualitative data can be achieved from small or large amount of users.	Fits large websites because results are statistical.	Fits large websites, since prioritization largely depends on many users voting.
Amount of data	Fits Small and large amounts of data. Allows analysis of all data, as well as reading specific feedback items. The system also prioritizes tasks.	Fits when large amounts of data can be collected, since results are statistically based.	Fits when small amounts of data are collected. Difficult to handle when there are many different topics in the forum, and the administrator must read every post.
Required Planning	Simple customization process. The feedback form can be modified in seconds without problems, categories can be added and removed without consequences at any point and time.	The questions asked in the survey need to be carefully thought through in order to be effective in the long term.	Not relevant
Submission			
Where is it launched?	From all pages. Especially helpful to solve painful issues or processes.	From a landing page or home page.	From all pages.
Adjust the questions to	Different forms for different	One survey on one page of the	One form for the entire website.

different website locations	areas of the website, e.g. Home page, Shopping cart, Search, etc.	website.	
Data is collected by	New pop up window on top of the existing page. Does not remove the user from the website.	Usually on a new page.	Usually on a new page or starts with a floating window and takes the user to a new page.
Time required from the user	1 minute	5-10 minutes	5 minutes
Form of collection	Free text and categories of feedback.	5/10/25/... questions	Free text and ability to rate or vote for others' comments.
Results			
Results you'll get	Feedback about processes, products, services, pages as well as overall high level view. Ability to win back customers by communicating back to their feedback.	Statistical analysis based on the answers to the questions asked.	Comments about products, brand and services.
Data is visible to	Website owner	Website owner	Public, visible to all
Management Application	Dashboards, Charts and CRM like application to manage the data and get back to the users.	Dashboards and Charts	Similar to Forum management
Communicate with your users	You can get back to the reporting users who provided email	Usually anonymous and getting back to users isn't relevant.	Communication is public, and open for all to see.

Integration with Web Analytics to combine the 'What' with the 'Why'	<u>Available</u>	Not relevant	Not relevant

We hope that this explanation will have clarified several issues for website owners searching for subjective data collection solutions.

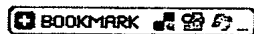
[Click here](#) to register on Kampyle now.

Customer Feedback with Kampyle on Magento

Our friends at **Magento**, one of the web's leading e-commerce platforms, have recently published a blog post about getting customer feedback using Kampyle's feedback form on Magento's e-commerce website. You can read all about it [here](#). We are delighted to take this opportunity to invite Magento users, as well as other e-commerce website owners to join Kampyle and enjoy the great benefits of Feedback Analytics.

[Click here](#) to read Magento's post about Kampyle

The Kampyle Team



Kampyle: the Perfect Holiday Readiness Tool

11.27.2008 | Posted in [Feedback Analytics](#), [Feedback Form Features](#), [Kampyle Features](#), [Tips and Advice](#) | Author: [Kampyle](#) | [No Comments »](#)

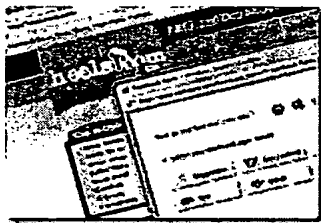
Kampyle's Holiday Readiness Tips

The holiday season is within sight: time for e-commerce retailers to prepare for the most important sales period of the year. These are times when more than ever, every sale counts and every customer matters. Product search, product placement, and usability – these are issues with constant room for improvement that translates to added revenue. This means that in the world of online retail, there is no such thing as “ready enough”. Always improving and listening to your customers are key to maintain a loyal customer base and increase sales, and that is exactly what Kampyle is all about! Are you running an e-commerce website? Now is the perfect time to give you some valuable Kampyle tips that can go a long way in helping you to prepare your online business to work at full capacity.

Tip 1: Create Multiple Feedback Forms

- Questions such as “why are users leaving shopping carts?” and “how can I increase conversion rates?” are never more relevant than now, and they can be answered by your own users – simply by asking them for feedback! In a business lacking direct customer contact, Kampyle is a great way to make sure that you always know what your users need. Use different feedback forms for different areas of your website; create special categories to direct your users towards what you really want to know about the most important areas of your site. Planning changes? Place Kampyle's feedback forms in strategic locations, and minimize risks by learning how your users react to the changes you want to introduce. With Kampyle, you'll be able to know how your users feel about

your site and why, in real time. Here is a great way to go about this: place a feedback form on your homepage, to serve as a more general feedback source, and other, specialized feedback forms in important areas such as shopping carts or payment pages. You will later be able to filter feedback results by feedback form instance, and identify your site's strengths and weaknesses by page, or area.

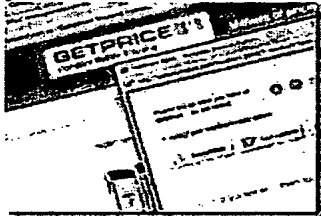


"Kampyle.com feedback application is a must have for any online business that cares about its customers. The feedback you learn is invaluable..."

Eric McCoy, Founder and CEO, of Heels.com

Tip 2: Let Your Users Know You've Acted

Kampyle isn't just about viewing your customers feedback, or acting on it: it's also about letting your users know that you listen. Over 60% of users submit their real e-mail in Kampyle's feedback form when asked. In addition Kampyle gives you the ability to get back to multiple customers with a simple click. Let your customers know that you have listened to them, and win them back by telling how you've acted on their needs. These users will be much more likely to pay you a visit the next time they shop online.



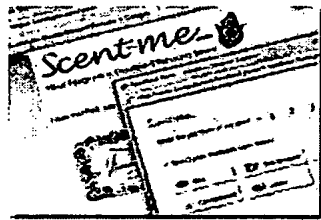
"The greatest experts are your users, and Kampyle provides you today with the best tool out there to gather data on what your users think about you, and what they would like you to do in order to improve your site..." Jared Oken, CIO,

GetPrice.com.au ([read case study](#))

Tip 3: Pay Attention to Compliments

The feedback received from your users will greatly assist you in improving your site and the services it provides. These improvement will not be ignored by potential customers in such a highly competitive market. But you will also get a lot of complimenting feedback telling you what your strengths are. Read it - it is just as important to know what needs to be changed, as to know what should remain the same.

Knowing what your users love about your site will help you not to make costly mistakes.



"Fantastic tool for businesses like our perfume store. I can't praise Kampyle enough!" Nick Fehlberg, ScentbyMe.com

Tip 4: Join Kampyle!

This last tip is directed at those of you still haven't joined us. There could be no better time than now to join Kampyle, giving yourself the necessary time to listen to your customers and react. Kampyle can help you to get your business to the level of readiness you need, when it matters most. See for yourself - [Register on Kampyle](#) today!

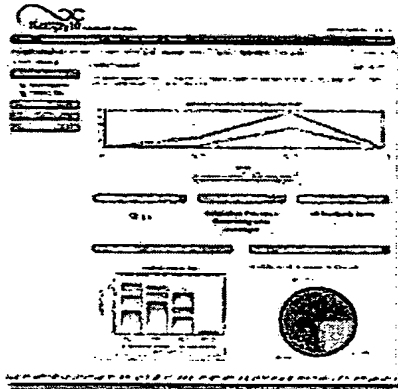
(If you have any questions on Kampyle, please write us at support@kampyle.com, and we will respond promptly.)

Happy Holidays from the Kampyle Team!

Kampyle for Software - New Product on Kampyle Feedback Analytics Platform

10.07.2008 | Posted in [Feedback Analytics](#), [Kampyle Features](#), [Tips and Advice](#) | Author: [Kampyle](#) | [1 Comment](#) »

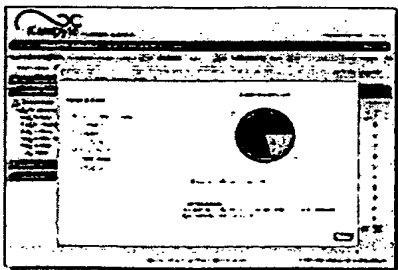
Kampyle is proud to announce the launch of a new application that targets a new segment of customers: software providers. This innovative new product is one of a kind and was developed exclusively by Kampyle to allow software providers to receive, manage and analyze feedback received from their users on their product, when and where it is most needed: when the users uninstall the software, or when they decide to abort the installation process before completion. The result is an innovative and efficient way for the software provider to improve his software, win back those users and reduce the loss of others.



Kampyle's aim has always been to give users a voice, and service providers the ability to hear it, act upon it, improve their service, and keep their customers loyal and happy. With Kampyle's know-how in the field of Feedback Analytics, the Kampyle software application now also allows software providers to benefit from the world of Feedback Analytics, giving them the insights and information necessary to maintain a stable, satisfied customer base and helping them understand their users and their needs.

Asking the users to provide feedback at these critical points gives the software provider access to critical information about his users and his product, in order to answer simple questions that all software providers ask: "**Where, why, and how many** users abort the installation or uninstall my software?". The Software Installation Feedback Analytics application operates on the same formula as its predecessor, Website Feedback Analytics, and in which Kampyle firmly believes: allowing software providers to put the pieces of the puzzle together by combining the '**WHAT**' with the '**WHY**':

- **WHAT** are your users doing: how many uninstalls and installation cancellations have the users performed, as well as where in the installation process do they tend to abort
- **WHY** are they doing it – learn why your users do what they do, based on their own feedback.



This application is a great way for the software provider to win back the trust and loyalty of those users, while understanding their specific needs and reduce the loss of

additional users. Kampyle can help the software provider realize, for example, that many of his users cancel the installation process in the 3rd step of the installation procedure, while at the same time reporting in the feedback form that this step of the installation generates errors. With this insight in hand, the software provider, can then drill down and see that all these users have the same Operating System. In such a case, fixing an OS support problem will result in less installation cancellations, while informing those users that reported the feedback that the problem has been fixed could regain the trust of lost customers.

Implementation

Implementing Software Installation Feedback Analytics for your software is quick and simple. It consists of adding a call to open a browser with a landing page's URL to your software's code. After implementation, software users that decide to uninstall the software, or choose to cancel the software's installation mid-process, will be taken to the landing page, where they will be asked to provide feedback on the software or its installation process. Users will also be able to provide their email if they wish to follow up on their feedback. As in previous Kampyle applications, the clients will be able to customize feedback forms as well as the landing page to meet their needs, brand, standards and goals.

This exciting new addition to Kampyle is a further step towards reinforcing Kampyle's position as the leading vendor of Feedback Analytics, and one of many additional steps to come. We are convinced that software providers of all kinds and sizes will greatly benefit from this great product.

To register to this new service, [click here](#).

(If you have any questions on the Kampyle for Software application, or on any other subject, please write us at support@kampyle.com, and we will respond promptly.)

Improved Inbox Release

09.07.2008 | Posted in [Feedback Analytics](#), [Kampyle Features](#) | Author: [Kampyle](#) | [No Comments »](#)

The Kampyle team is happy to announce the release of the new inbox, upgraded and improved based on the feedback that we've received from our clients.

The inbox has been carefully designed to be easier to use, more intuitive and time saving.

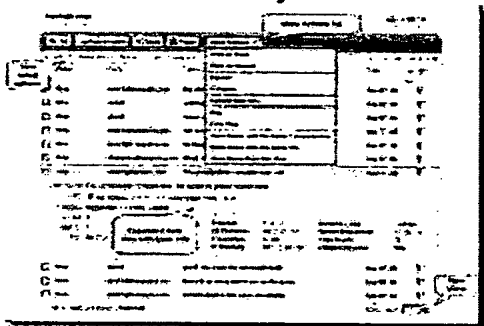
What's New?

New Inbox View:

In order to make the Inbox easier to read, manage and respond to large amounts of feedback we have changed the old design. You will find that there is only one view in the Inbox. When selecting a feedback item it will not open a new view at the bottom of the page as it used to be. From today it is much easier to view information regarding specific feedback items and selected items:

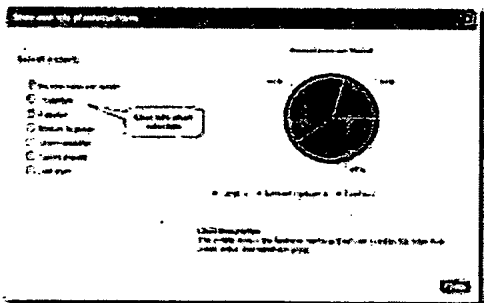
No more automatic grouping: the new inbox gives you the ability to find feedback items that are similar in parameters you care about! As explained in the sections below, you will find that with the new inbox, you can now actively search and find feedback items coming from the same user, the same URL, the same categories as well as other parameters.

One click Feedback: In the new inbox, feedback items are easy to access, in just one click. You can now view all the details of a feedback item or several selected items in one click. You can select your own view: choose Expand All or Collapse All to view the Inbox in the way that is most convenient for you.



Adjustable row view: Management of large quantities of feedback requires a greater degree of control of the viewed data. We have added the possibility to control the number of feedback items displayed at once. Using the new option "Show rows", you can select between views of: 10, 25, 50 or 100 items in a page view.

Read / Unread marking: In the new inbox, users have full control of which feedback items are displayed as read or unread. This new addition has been requested to allow for a more efficient separation and identification of new and old feedback.



Comparative User Information: Though User Information has been available on Kampyle for a while, it can now be used comparatively: the new inbox allows you to view and compare the User Info for any number of feedback items you select, in one user-friendly view.

New Functionalities:

Flagging: The possibility of marking feedback items for the purpose of feedback prioritizing and management is now available. High priority feedback can now be marked using flags.

More Actions: with this new list of actions you are able to select any amount of feedback items and act on them by selecting one of the available options such as:

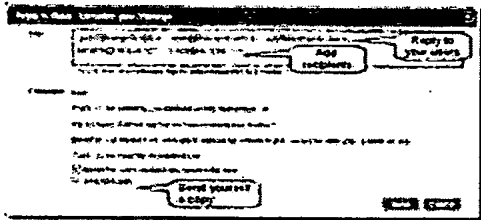
Expand – expands all the selected feedback items and allows you to view the feedback item's information in a quick and easy way.

Explore User Info – This new option allows you to select specific feedback items and compare their user information: browser name and version, IP location, Screen resolution and much more interesting info.

Show Items with same URL – allows you to find feedback items submitted on the same page of your site.

Show items from this user – View all the feedback items coming from selected users.

New Select Options: use the select options when seeking to get a quick view of specific feedback items. The select options include: All, None, Read, Unread, Flagged and Unflagged.



Reply to users: We have added the ability to view the users' email addresses and to add or delete email recipients when replying to feedback. Furthermore, you are now able to send yourself a copy of any email too.

Feedback search (Coming soon): A search bar will be added to the inbox, in order to allow our users to quickly find what they are looking for with free-text feedback search.

We are sure you will find the new inbox highly effective and helpful. As always, we would be very happy to receive your comments and suggestions about this latest development, so send us your feedback!

The entire Kampyle team would like to thank our users for all the valuable feedback that they have provided us over time. We intend to continue proving to them that we listen to their needs and suggestions.

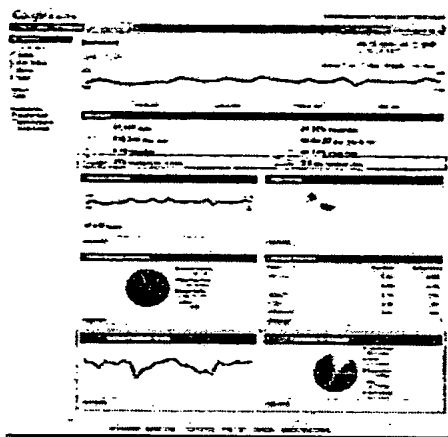
To register on Kampyle, [click here](#).

If you have any questions on the new inbox, or on any other subject, please write us at support@kampyle.com, and we will respond promptly.

Google Analytics Integration: Kampyle raises your Google Analytics to a new level

07.28.2008 | Posted in [Feedback Analytics](#), [Kampyle Features](#), [Partnerships](#), [Tips and Advice](#) | Author: [Kampyle](#) | [6 Comments »](#)

We are happy to announce the launch of our brand new innovative service: Google Analytics Integration. This new service integrates Kampyle's Feedback Analytics data and Google Analytics' Service into one view, allowing you, all our clients, to receive Kampyle's analyzed feedback data directly in Google Analytics' interface.



Kampyle's Google Analytics integration allows you to know **WHAT** your users do on your site, as well as **WHY** they do it. Combining these two different data sources into one view on Google Analytics allows for a holistic and powerful insight into the online customer experience, giving you a better understanding of your online customers and increasing customer satisfaction and revenues. You can now learn how many of your users abandoned your shopping cart, catalog or homepage, as well as understand **WHY** they did so. Stop guessing and start reading the feedback they gave at those points.

The Kampyle 'Google Analytics Integration' is an exceptional way of getting to know your users' needs on both the general view and for more targeted needs. By being able to monitor the number of feedbacks submitted, the user satisfaction grade and main issues reported on your site, all on your Google Analytics Dashboard, you are given a general overview of where you stand with your users. At the same time, you'll be able to view the number of feedbacks, the average grade, and the most reported feedback, at a more targeted level, for each page on your website. You can access additional information on that page by clicking on the Kampyle button that will redirect you to your account on Kampyle to view specific feedbacks per page. Kampyle 'Google Analytics Integration' feature is a great new way in which Kampyle allows you to increase your customers' satisfaction, site conversion rates and revenues.

TechCrunch

TechCrunch has just published an article about this exciting latest addition on Kampyle - Read the [TechCrunch article here](#).

Implementation is simple and easy. All you have to do is go to the Partners Setting section in 'Administration' (in the left navigation menu). Once there, simply enable Google Analytics Integration by marking the indicated check-box. You are then required to download the necessary Firefox extension, and that's it! The Partners Settings page contains detailed instructions that will guide you through each and every stage, allowing you to implement the feature and have it up and running in no time!

If you already have a Kampyle account, enable Google Analytics integration by [clicking here](#).

If you don't own a Kampyle account yet, click [here](#) to [register](#)!

Kampyle Tips and Tricks

06.24.2008 | Posted in [Feedback Analytics](#), [Feedback Form Features](#), [Kampyle Features](#), [Tips and Advice](#) | Author: [Kampyle](#) | [No Comments](#) »



In several conversations we have held with Kampyle clients, we found that many of them, while certainly not doing anything wrong, aren't using our system as well as they can. So I thought we'd give our clients a few small tips on using Kampyle in the most effective way. Some of these tips may seem inconsequential, but trust me, they can go a long way to get your website more feedbacks from your users, and make each feedback more valuable to you.

Choosing the right button

"Location, Location, Location" as they say in the Real Estate business. Place your button in an area of your website that contains the small amounts of information, yet highly visible. For instance, if your site contains a major menu on the top left side (like Kampyle.com does), place your button in the inverse location: the bottom right side (like Kampyle.com does). You shouldn't make the feedback button the centerpiece of your website, but you should make it clear to your users that you are very interested in them clicking on that little button.

Button on every page

Installing the feedback button on your homepage just isn't enough. Make sure that the feedback button appears in every page in your website for which you are interested in receiving feedback. Don't expect your users to click 3 times "back" just to get to the page in which they remember they saw a feedback button.

Push mechanism

Sometimes waiting for feedback just isn't enough. Using the JS Push Mechanism allows you to ask your users to leave feedback just before they leave your site (and possibly giving you important insight as to why they are leaving...). The Push Mechanism also has the advantage of prompting your users to leave their general impressions of your site, as opposed to allowing them to point out specific issues. This will allow you to get a different and very useful type of feedback. For more information [click here](#).

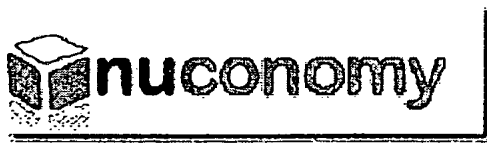
Customize

Customize your Feedback Form! Make it relevant specifically to your site, and even to the page it is in. Feedback Form Customization allows you to ask your users the right questions, the answers to which are important to you. Your users will be much more likely to provide useful feedback if the feedback categories and sub categories are well suited to your website. In addition, you can let your users participate in your website's development process: did you add a new feature to your site? Add a category on the subject to see how your users feel about it! Customizing your feedback form is not only easy and quick., but also a highly effective tool. For more information [click here](#).

I hope you'll find these tips effective and useful. If you need any additional advice on using Kampyle, please write us to support@kampyle.com, and we'll be glad to help. You'll also find more useful tips and instructions in our [Forum](#). [See you there!](#)

Kampyle is partnering up with Nuconomy

06.24.2008 | Posted in [Feedback Analytics](#), [Kampyle Features](#), [Partnerships](#), [Tips and Advice](#) | Author: [Kampyle](#) | [No Comments](#) »



In the [previous post](#) we have told you about Kampyle's Web Analytics Data Integration feature, which consists of a mutually beneficial combination of Feedback Analytics data with web analytics data. As we have promised to update you on all our new partnerships, here it is: we are very happy to announce that we have recently joined forces with Nuconomy, a great web analytics company. Nuconomy, a leading web analytics vendor, enables its customers to measure user engagement on their sites, helping you understand your users' activities and their interaction with the various features of your site. This great combination between Kampyle's and Nuconomy's sets of data takes your site's customer service to a new level. For example- Nuconomy's tools allow website owners to clearly define their site's most important users based on certain simple parameters. By combining both our sets of data, when your site receives a feedback, Kampyle can now to notify you not only that you have received a feedback, but also that you have received a feedback from your most important user. This capability can be of invaluable benefit, since it allows you, the website owner, to identify the feedback, and give the required attention and priority to your most loyal clients. Such a level of customer service is surely a step in the right direction on the way to higher conversion rates and customer satisfaction. Using the feature is easy: you will first need to [register](#) with [Nuconomy](#). Then, [sign in](#) to [Kampyle](#) and select Nuconomy in the appropriate check-box of the partner setting page on your Kampyle account .

We hope to see many of you enjoying Kampyle's new partnership with Nuconomy.

If you have any questions on the implementation of Nuconomy and Kampyle's data integration partnership or any other subject, please write us at support@kampyle.com, and we will respond promptly.

Complete The Feedback Loop: Exclusive Interview With Kampyle's CEO on VC Cafe

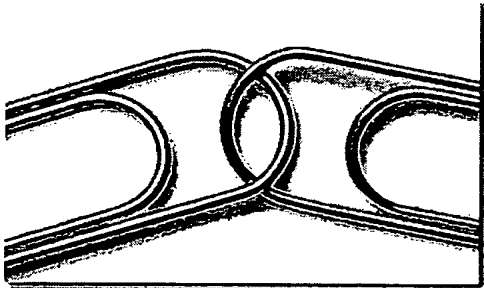
06.24.2008 | Posted in [Feedback Analytics](#) | Author: [Kampyle](#) | [No Comments](#) »

Eze Vidra from [VC Cafe](#) has recently published an interesting interview with Kampyle CEO and co-founder Ariel Finkelstein. The article is entitled "Complete the Feedback Loop: Exclusive interview with Kampyle's CEO". The interview contains many interesting details about Kampyle's past, present and Future. Here's an excerpt:

“Why are users leaving your site? Why are they leaving full shopping carts and going else where? Is there something wrong with your fonts and Firefox 3 beta 5? Those are questions that many site owners ask themselves daily. Until recently, there were not too many tools available to extract that kind of insight, but Israel-based Kampyle is changing that. A couple of months ago, Kampyle introduced a free, customizable feedback platform for site owners. VC Cafe tries the product and takes a deeper look in a long distance talk with Ariel Finkelstein, Kampyle’s CEO.” (Click [here](#) to read the full article).

WHAT users do and WHY - Integration with Web Analytics

06.24.2008 | Posted in [Feedback Analytics](#), [Kampyle Features](#), [Partnerships](#) | Author: [Kampyle](#) | [No Comments »](#)



Kampyle always strives to bring its customers the most powerful and innovative services. We are currently working on combining our Feedback Analytics data with web analytics data. This unique combination will enable our customers to benefit from the best of both worlds: the user-subjective data coming from the on-line feedback reported by actual website users, as well as the user-objective data coming from Web analytics.

Web analytics tools tell you where your users came from and what they did on your site (e.g.: many shopping carts mid-transaction abandonments,). Kampyle, the Feedback analytics platform, tells you what users say when they do it (why they abandoned). We intend to bring our customers a White Labeled solution: You tell us which web analytics service you are working with, and we will combine the data. Kampyle’s vision is to be able to provide its customers with full Web Analytics Integration with the web’s most important Web Analytics vendors, and we have already started to work with several web analytics companies.

Adding Web Analytics Integration to your Kampyle account is easy. You are simply required to select your Web Analytics vendor from a list. You can do this very simply in the Kampyle Management Application: go to the Partners Setting section in the Administration tab and select the vendor you work with. In the coming posts and newsletters we will make sure to update you on the latest Web Analytics Integration developments, and inform you of each web analytics partner that joins our service.

If you have any questions on Web Analytics Data Integration on Kampyle, or on any other subject, please write us at support@kampyle.com, and we will respond promptly.

Know Your users - User Integration

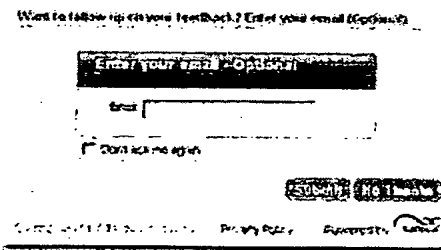
06.24.2008 | Posted in [Feedback Analytics](#), [Kampyle Features](#), [Tips and Advice](#) | Author: [Kampyle](#) | [No Comments](#) »

Tags: [integration](#), [UI](#), [User integration](#)

A new and important feature has been added to Kampyle lately. This feature will allow website owners to get the most out of their feedbacks, while giving more to their users: "Closing the Feedback Loop".

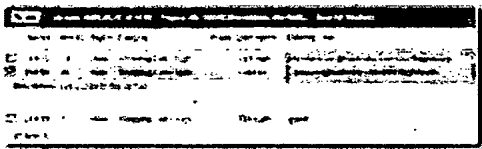
We have recently received recurring feedback from several clients, outlining what really matters to many website owners: getting feedback from their most important customers, as well as being able to get back to them. For a website owner, the ability to receive feedback is crucial, but knowing who the feedback is from and being able to respond to it is equally so. There is a great deal of difference between different types of customers. In the same way, there can be great differences in the meaning and repercussions of their Feedback. That is why the ability to know more about the users who submitted feedbacks

would be a great analytics tool, and that is what User Integration is!



Kampyle has several ways of responding to that need. The first way is to ask each user that submits a feedback to leave his e-mail before submitting his feedback. Sending the e-mail address, is, of course optional. If a user decides not to submit his e-mail address, his feedback will be registered as a "Guest" feedback. If he decides to submit, his e-mail will be available to the website owner.

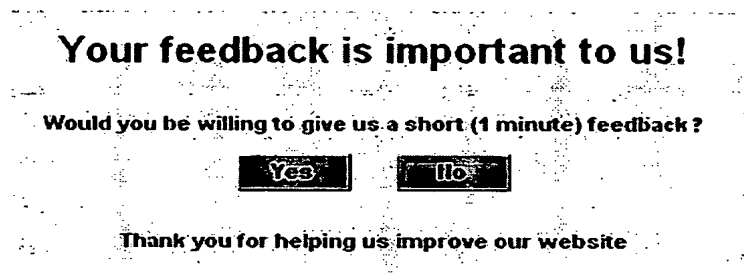
With User Integration, users that are logged in to your website are automatically recognized by Kampyle. In this way, when your users provide feedback while logged in to your website, Kampyle can let you know that feedback was submitted by one of your own users. You will then not only be able to give the feedback the required attention, but you will also be able to contact your client, informing him of the status of his feedback: that's "Closing the Feedback Loop"!



Obviously, Kampyle lets you choose exactly which information you would like to share, so as not to violate your users' privacy. You configure what information is sent and how! Implementation of User Integration is simple, quick and easy: no more than a few minutes of work. So if you are interested in knowing what your most important and loyal users think of your website, visit our [forum](#) and get all the information you need. If you require any assistance to set up the User Integration feature, or on any other subject, contact us at support@kampyle.com.

Actively ask for feedback - “Push” Mechanism

The Kampyle team has been putting a lot of focus on improving the quality of the feedbacks that website owners receive from their users. We have now decided to focus on another angle which has important repercussions for you, the website owner: quantity. As with many other things in life, in the case of quality user feedback – more is better. The Kampyle Feedback button gets the job done as far as allowing users to submit their feedback at any given point in your website, when they have a specific feedback. But not all users will encounter a situation that compels them to click the button and submit feedback. So how can you get your users to submit more feedback, letting you improve your site to suite their needs? Simply ask them for it! We’ve created a feature that allows you to prompt a certain percentage of your users to leave a feedback before they leave your site: a kind of “push mechanism”.



As usual in Kampyle, you decide how, when and where. All you have to do is create a feedback form instance in the Customization Wizard, and in the last page, choose how often you would like the system to ask the users to leave feedback before they leave the page. We have found that many of our clients chose to implement the Push Mechanism with different percentages, depending on the page: higher percentages in critical areas such as shopping carts and download pages, and lower percentages for pages of lesser priority.

After choosing the required percentage, a section of Javascript code will appear: paste the code section into you website’s code as instructed in the wizard, and that’s it!

Obviously, we're not out to annoy your users...only the chosen percentage of them will be asked to submit a feedback, and the ones that are asked are only asked once.

Using Kampyle's push mechanism is a great way to receive more feedbacks. Its effectiveness is proven: Kampyle clients that use the push mechanism receive substantially larger amounts of feedback.

So what are you waiting for? Get the push mechanism for your website now!

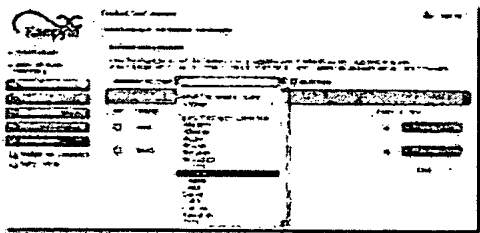


Listen to your users in 60 languages - Feedback Form Translation

06.24.2008 | Posted in [Feedback Analytics](#), [Feedback Form Features](#), [Kampyle Features](#), [Tips and Advice](#) | Author: [Kampyle](#) | [No Comments »](#)

Tags: [multilingual](#), [translation](#)

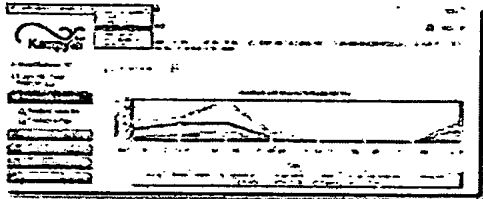
In today's world, Internet sites of all kinds must, increasingly, be able to provide services for clients from all corners of the world. Implementing this insight ourselves, Kampyle can now offer its clients the ability to do the same. If your site's content is in one language, why should your Feedback Form be in another? You can now translate any given Feedback Form Instance to over 60 languages. Kampyle will remember your translation, thereby assisting you in the creation and translation of future Feedback Form instances. Is your website multi-lingual? Use the Feedback Form Translation feature to make sure that your users can access a feedback form in each page of your site, in the specific page's language!



The Translation feature was designed so that translated categories can still be identified by Kampyle as the original-language categories,

allowing you to view them in the Feedback Inbox in a single language of your choosing: in effect, the original and the translated feedback forms are the same instance.

More than just receive feedbacks, Kampyle gives you the ability to manage them. An important tool in that aspect is the Instance Filter, which allows you to filter your feedback results by feedback form instance.



Some of our clients who employ multi-lingual support centers have created a feedback form instance for each language, then use the Instance Filter to allow each support team to only view

feedbacks in their relevant language. You can also use the Feedback by Page section to view feedbacks sorted by the pages of your website in which they were submitted. Kampyle is all about giving your users the opportunity to voice their opinion, and giving you, the website owner, a powerful tool to hear it as well as respond to it: "Closing the feedback loop". The new Feedback Form Customization and Translation Features help us in achieving just that, and I am sure that all our clients can greatly benefit from them.

Translate your Feedback Form by logging in to Kampyle, then proceed to the Management Application > Administration > Feedback Form Customization, and press the link 'Translate' next to the relevant Feedback Form instance.

Customize Your Feedback Form!

06.22.2008 | Posted in [Feedback Analytics](#), [Feedback Form Features](#), [Kampyle Features](#), [Tips and Advice](#) | Author: [Kampyle](#) | [2 Comments](#) »
Tags: , [customization](#), [customize](#)

Hello there Kampyle users,

It's been quite hectic here at Kampyle lately, and many things have changed. A lot of website owners have been joining us, and are now using Kampyle on a daily basis. Meanwhile, we have been working very hard to incorporate new and exciting features on Kampyle, as well as to 'fine tune' some existing functionalities.

Unfortunately, as a result we haven't had time to update the blog on a regular basis for a while, but that is about to change. We thought we would restart our blog with a series of posts on Kampyle's newest features, keeping you, our users, up to date on the latest changes and additions. We will publish a new post every few days, each time on another Kampyle functionality. We will start with the present post on Feedback Form Customization, followed by posts on Feedback Form Translation, User Integration and Push Mechanism. We hope that you will enjoy and benefit from them.

Feedback Form Customization

One of the most important features we have added lately is the Feedback Form Customization option, which allows our users to create a feedback form that is 'tailored' to their specific needs. The Customization option is one of the things that make Kampyle stand out as a feedback Analytics Platform among other services available on the net. Surveys and polls services can go a long way, but Kampyle is about more than just information; it's about communication with your clients. Now, with the Customization feature, you can get the most relevant feedbacks from your clients, view and manage them in the way that suits you best, and notify your customers of the actions taken.

While working with our users, we have come to understand that since every website naturally targets a specific audience, it would only make sense that every website owner should want feedback on specific topics and areas of his site. It is this realization that drove us to develop a tool that allows them to do just that! As a Kampyle user, you can now create a feedback form that looks and feels just the way you need it to: choose the colors, choose the icons, choose the feedback button that matches your users, your site, and your web page .

More importantly, the customization feature allows you to create feedback categories and sub-categories that correspond exactly to your web site's user's needs. Tailoring the Feedback Form to your specific needs is an important step towards receiving better, high quality feedbacks as well as managing them with greater efficiency .

We've already received some great feedback from our users. Several e-commerce websites have told us that the Customization feature is a great way to pinpoint and solve problems reported by users, on the spot and where it counts. Some of them created

separate feedback forms for the homepage, the product catalogue pages, and the shopping cart page. This opens the possibility to create fitting categories that address issues regarding each section specifically, enducing the users to submit their reactions. In this way, they were able to look for, and find some answers to their site's most painful questions: "why do users leave shopping carts mid-purchase?", and "what makes users decide to stop the registration process?" are some prominent examples.

The image displays four examples of customized feedback forms, each with a unique layout and set of feedback topics. Each form includes a rating scale at the top, a selection of feedback topics in the middle, and 'Send' and 'Cancel' buttons at the bottom.

- Form 1 (Top Left):** Features a rating scale from 1 to 5. Feedback topics include 'Suggestion', 'Compliment', 'Site content', 'Bug', and 'Other'.
- Form 2 (Top Right):** Features a rating scale from 1 to 5. Feedback topics include 'Suggestion', 'Compliment', 'Online Payment', and 'Other'.
- Form 3 (Bottom Left):** Features a rating scale from 1 to 5. Feedback topics include 'Suggestion', 'Compliment', 'Shipping', 'Shopping Cart', and 'Other'.
- Form 4 (Bottom Right):** Features a rating scale from 1 to 5. Feedback topics include 'Suggestion', 'Compliment', 'Shopping Cart', 'Online Payment', 'Shipping', and 'Other'.

The Feedback Form Customization feature has a real impact on the feedback you get. Many of our users have told us how much they are benefiting from the possibility of ceating a specific feedback form for every section of their site. . All in all, Feedback Form Customization is a tool that will help you raise customer satisfaction and get higher conversion rates. We hope that many more will make good use of these new possibilities.

Check out the feedback form Customization feature in the Administration menu, and create the feedback forms that you need.

If you haven't joined [Kampyle](#) yet, what are you waiting for? [Click here](#). It's free!

Enjoy this important addition to our site , and send us your feedback!

Welcome to the Kampyle Blog!

05.15.2008 | Posted in [Feedback Analytics](#) | Author: [Kampyle](#) | [No Comments »](#)

Welcome to our Blog. We are really excited about our new service going out 'into the world'. During the past few months the Kampyle team has been working day and night in order to develop the most sophisticated Feedback Analytics Platform there is on the web - We hope you join and find that you agree with this statement. We know that there is still a long road ahead of us but we believe that the Kampyle Feedback Analytics Platform is ready for the challenge and full of great surprises that justifies our claim.



We have started our Closed Beta Launch with a great post about Kampyle on [TechCrunch](#)- thanks Roi. Many new companies are already using Kampyle and we hope that all are happy with the service.

If you have not already done so, we invite you to register on Kampyle to start your way in the Feedback Analytics new world. There is no cost, and it takes only a minute to join. [Register Today.](#)

Here on the Blog we will publish updates about Kampyle, new features and many more interesting stuff - stay tuned! We hope you will all enjoy using Kampyle and would love to hear your feedback.

Ariel

KAMPYLE INTEGRATES WITH GOOGLE ANALYTICS TO ANSWER WHY YOUR WEBSITE VISITORS DO WHAT THEY DO

With web analytics solutions answering the 'Who', 'What', 'Where' and 'When' questions of website users' behavior, Kampyle provides actionable feedback in real-time that answers the 'Why' question

Ramat Gan, Israel , June 30, 2009 – How effective is knowing that a user from California referred from Bing abandoned their shopping cart with \$283 of merchandise after visiting 12 web pages over 6 minutes if you have no clue why?

According to John Lovett, Senior Analyst covering web analytics at Forrester Research, "the problem [with web analytics] was that the complexity and inability to take action on the data largely inhibited success."

The Kampyle – Google Web Analytics integration, which we are announcing today, solves the challenges associated with web analytics while providing the only website feedback solution fully integrated with Google Analytics API.

Kampyle, the pioneer of online feedback analytics, enables websites to collect, analyze, manage, act on and respond to user feedback in real-time through the company's feedback forms. Kampyle is a Software as a Service (SaaS) solution which can be implemented onto any website in minutes and enables gathering and analyzing actionable, feedback from users. To close the feedback loop, Kampyle includes the option to respond directly to a user's feedback.

The Kampyle – Google Analytics Integration enables website owners to add business critical information alongside their website analytics: users' feedback. Now, website owners can not only measure website activity, as presented through Google Analytics, but they can also see what the users are saying about these website activities in real-time. Kampyle facilitates tracking the number of feedbacks submitted and the grade showing user satisfaction for every web page, product, service or activity, all in the Kampyle interface.

"Merging the qualitative data of products such as Kampyle with the quantitative richness of Google Analytics is a powerful combination that is just waiting to be exploited," said Brian Clifton, internationally recognized web analytics expert and author of the book 'Advanced Web Metrics with Google Analytics'.

Kampyle customers are able to get a better understanding of their user's behavior, improve usability, customer satisfaction and close more sales immediately via feedback and alerts. For example, when HostelBookers.com relaunched their website, Kampyle integrated with Google Analytics "enabled us to immediately resolve issues based on instant customer feedback," said Kerry Harding, User Experience Manager at HostelBookers.com (www.hostelbookers.com). "Kampyle helps us to ensure that we meet our customers' needs, keep our priorities focused, our conversion rates high and our users happy and satisfied!"

To see the Kampyle – Google Analytics integration for yourself, please click [here](#).

What is Feedback Analytics?

Feedback analytics is the collection, analysis, management and response to feedback from users of any interactive product or service. By bringing the customer's voice to the table as immediately actionable business metrics, feedback analytics enables improving revenue, conversions, usage and user experience. The full value of feedback analytics to any business can be derived from integration with almost any business application, including web analytics, CRM, bug tracking, project management and many more.

"We're excited to integrate our Feedback analytics solution with Google Analytics, the most utilized website analytics offering in the world," said Kampyle CEO and co-founder Ariel Finkelstein. "Beyond this partnership, Kampyle will be announcing integrations with other leading Web Analytics offerings, as well as other business analysis solutions because only feedback analytics can bring the customer's voice to the table as immediately actionable business metrics."

About Kampyle

Kampyle is the pioneer of online feedback analytics, the real-time solution for collecting, analyzing, managing, acting on and responding to user feedback. The company's flagship product, Kampyle for Websites, is a feedback form integrated into any website in minutes, which enables gathering actionable, website, product, service, page or activity-specific feedback in real-time. Kampyle then facilitates feedback analysis through the company's interface, bringing the customer's voice to the table as immediately actionable business metrics. With many business analysis solutions answering the 'Who', 'What', 'Where', and 'When', only Kampyle answers the 'Why' question, resulting in improvement in revenue, conversions, usage and user experience that directly impact our clients' bottom line. For more information about Kampyle, please visit: www.kampyle.com.

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FOR IMMEDIATE RELEASE

Customer satisfaction is up 17% for Kampyle's Website Feedback Analytics customers in its first year.

Ramat-Gan, Israel, March 30th, 2009, Kampyle, the web's leading Feedback Analytics vendor, today marks the first anniversary since the launch of its flagship product, Website Feedback Analytics Service. With last year's launch of Website Feedback Analytics, Kampyle had pioneered the brand new and promising field of Feedback Analytics, putting online users' feedback in the spotlight. Only one year after the launch, thousands of websites are using feedback analytics as a way to improve customer satisfaction, and increase conversion and ROI. And these aren't just slogans – Kampyle feedback reports show that overall user satisfaction from websites using Kampyle has increased by 17% during the last year.

Growing at an impressive monthly rate of 30%, to date, Kampyle has served over 5 million feedback forms, and managed to collect and analyze feedback submitted by users in 191 countries. Website owners from over 100 countries are using Kampyle's feedback form in 18 languages. Kampyle's more than 10,000 customers have used this user generated feedback data to improve their websites. These improvements are reflected in the feedback received, as a dramatic decrease in reported bugs (over 27%) and a sharp increase in positive feedback (30%) is noticed.

But the numbers only tell part of the story. Initially Kampyle faced the necessity to educate the industry about the importance and benefits of Feedback Analytics. The premise was clear: if you want to know why your users are leaving your site, why they are not finalizing purchases, why they are leaving shopping carts - simply ask them. Perhaps Kampyle's greatest success was conveying this message to online businesses all over the web: "(We)...have been seeing some amazing results! Receiving instant customer feedback regarding specific areas of our site is priceless and has vastly increased our customer satisfaction" is what the folks at Biotivia.com had to say: "This product alone has allowed us to roll out a new version of our online store in record time and iron out any bugs easily and quickly! If you are a business owner, you NEED this service."

Although its clients already regard Kampyle as a "must-have" service, Kampyle says the new features will include feedback analytics services and functionalities that online businesses will come to regard as a cornerstone of communication with clients. "Kampyle is offering website owners a service that helps them make the most out of their website" says Ariel Finkelstein, founder and CEO at Kampyle: "Everything we've learned over the past year has served us to create a service that improves customer satisfaction, conversion rates and ROI in websites of all sizes. We're thrilled that our customers are seeing the results they expect, and happily, so are we".

About Kampyle:

Kampyle is a leading vendor of Feedback Analytics. Kampyle's services are designed to assist companies to measure and manage customer experience. Its cutting edge technology delivers Kampyle's customers a high quality Feedback Analytics Platform allowing them to easily collect, analyze and manage users' feedback and respond to their users feedback.

Contact Information

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**Get your online retail business ready for the holidays
with Kampyle Feedback Analytics**

Heels.com, FloraQueen.com and many other Kampyle e-commerce customers, now use Feedback Analytics to get their website ready for the approaching winter holidays. Is your website ready? Kampyle helps you to find and correct your weaknesses, then win back your customers - just in time for the holiday season

Ramat-Gan, Israel, November 17, 2008 - With the holiday season in site, e-commerce retailers are beginning to prepare for the most important sales period of the year. These are times when more than ever, every sale counts and every customer matters. Constantly improving and listening to one's customers are key to maintain a loyal customer base, and to increase sales. Kampyle, the leading Feedback Analytics vendor helps e-commerce retailers achieve these goals, offering "Kampyle for Websites" - a brand new approach to holiday readiness. A solution based on user generated feedback, Kampyle is a fast and efficient way for retailers to get ready for winter holidays.

"Why are users leaving shopping carts?", "What can I do to increase conversion rates, as well as customer satisfaction and loyalty?". These questions are now of special interest to internet retailers, who understand the importance of being fully prepared for the holiday season. In the world of online retail, there is no such thing as "ready enough" for this time of the year: product search, product placement, and usability - these are issues with constant room for improvement that translates to revenue. Having no direct contact with the customer makes it difficult to find ones' most pressing weaknesses. Kampyle offers a solution for retailers who are looking to get their business prepared to operate at full capacity in time for the all important winter holiday season.

Kampyle helps online businesses collect and manage feedback from their users, in a way that allows them to learn their user's needs, improve their service, and increase customer satisfaction and loyalty, even in cases of large amounts of data. A unique combination of a Voice of Customer application's high level view, along with CRM capabilities that help to correct and improve one's service and get back to customers, Kampyle's service has gained considerable ground in the field of Feedback Analytics, and is now serving over 4,500 customers.

"Kampyle.com feedback application is a must have for any online business that cares about its

customers. The feedback you learn is invaluable in your quest to create the best user experience" says Eric McCoy, Founder and CEO of Heels.com, and one of Kampyle's many satisfied customers.

Kampyle's impact is usually felt immediately. Website owners, who want to experience a substantial improvement in the shortest possible time, find it highly useful, as did Alex Dantart of FloraQueen.com: "The users should always have the final word! And we need to listen to their opinions and suggestions. Even though we have a customer service system for our clients, Kampyle provided an easy way for our clients to give feedback on the launch of our new web site, and express their needs quickly". A fully hosted solution, Kampyle can be implemented in minutes. Copying a short code to the website will have Kampyle up and running, so there are no implementation costs, and no need for technical skills.

"Kampyle's ability to quickly help improve websites while increasing customer loyalty and satisfaction at the same time is what makes it the perfect holiday readiness tool." says Kampyle VP Business Development and Co-Founder, Eran Savir. "Kampyle is an easy 'plug and play' service that can be up and running on any e-commerce site within minutes. Our customers gain instant access to their user's thoughts, improve, and then win them back. They feel the results within days."

Find out more about the Kampyle Online Feedback Analytics Platform on the company's website www.kampyle.com

About Kampyle:

Kampyle is a leading vendor of Feedback Analytics. Kampyle's services are designed to assist companies to measure and manage customer experience. Its cutting edge technology delivers Kampyle's customers a high quality Feedback Analytics Platform allowing them to easily collect, analyze and manage users feedback and respond to their users feedback.

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**Get instant access to your online users' thoughts -
Kampyle is now available to everyone**

Kampyle announces the end of its Closed Beta Phase and reveals interesting insights: out of the online customers submitting feedback, 73% will provide a detailed feedback, 56% would like to hear back from the website owner and are willing to submit their real email address!

Ramat-Gan, Israel, July 08 2008 - Kampyle, the pioneering vendor in the field of Feedback Analytics, has announced today the end of its Closed Beta Phase. In mid March this year Kampyle launched their Closed Beta, delivering a powerful Software as a Service (SaaS) platform to measure and manage website users' feedback on services, products and customer experience. Over 1000 new clients joined the Kampyle Feedback Analytics Service during its Closed Beta phase and many new exciting features were added to the Service. The Kampyle Feedback Analytics Service is now available to everyone on the company's website: www.kampyle.com

In today's belt-tightening times for the industry, one cannot disregard his online customers. More and more companies are turning to user-generated feedback as a way of increasing their customers' satisfaction and loyalty levels, as well as their sites' conversion rates. By using Kampyle, website owners are showing that they realize that 'hearing' your customers is not the same as 'listening' to them, and that their site's users are sensitive to this distinction. Kampyle CEO Ariel Finkelstein: "All sites, of all sizes and shapes, no matter what the profile of its users is, benefit from Kampyle. Our Closed Beta Phase has shown us that 73% of the users that submit feedback - submit detailed feedback, and that users expect to hear back from website owners regarding their feedback. Furthermore, we have found that with Kampyle, website owners respond better to feedback, and that feedback follow-ups have a huge impact on customer loyalty and satisfaction: it really works and our client's reactions prove it".

Results have been swift for many of Kampyle's clients: "Kampyle is a simplified efficient feedback process that works. With the easy "plug and play" system, we gained instant access to our users thoughts, allowing better response time and accuracy. Through Kampyle we have a real dialogue with our audience" says Shawn Stein from Aniboom. With the ending of Kampyle's Closed Beta, Ariel Finkelstein welcomes this change in the perception of user generated feedback: "I think website owners are now beginning to understand the importance of closing the

feedback loop, that is, encouraging your users to submit feedback, reviewing it, then replying to it with a status update. Kampyle's job is to make this easy".

Kampyle offers its clients the following main features:

Simple Integration: Adding the Kampyle Feedback Form to a website is as simple as adding a link. There are no implementation costs. You can have the Kampyle service working on your site in 10 minutes.

Customization: Website Owners can create a Feedback Form that matches the "Look and Feel" of their site: choose the colors, the logo, the categories and sub-categories, and make the Feedback Form their own.

Translation to over 60 languages: If your site's content is in one language, why should your Feedback Form be in another? Website owners can now translate any given Feedback Form Instance to over 60 languages.

Actively asking for feedback from online users: If a user is abandoning the shopping cart, why not ask him why is he leaving? This feature allows website owners to prompt a certain percentage of their users to submit a feedback before they leave the webpage.

Feedback Management: Kampyle's Feedback Management system allows website owners to view feedbacks in a simple and easy to use interface, grouping similar items together, and thus saving you valuable time and effort.

Find out more about the Kampyle Online Feedback Analytics Management Platform at the company's website www.kampyle.com

About Kampyle:

Kampyle is a leading vendor of Feedback Analytics Management Services. Kampyle's services are designed to assist companies to measure and manage customer experience. Its cutting edge technology delivers Kampyle's customers a high quality Feedback Analytics Management Platform allowing them to easily collect, analyze and manage users feedback and respond to their users feedback.

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The Next Generation of Online Feedback Analytics Now Available for All Websites!

Ramat-Gan, Israel, March 11, 2008 – Kampyle, a leading vendor of Online Feedback Analytics, is announcing the launch of its Feedback Analytics Platform, delivering a powerful Software as a Service (SaaS) platform to measure and manage website users' feedback on services, products and customer experience. Kampyle is currently operating in a Closed Beta mode, to request an invitation website owners are required to register at the company's website: http://www.kampyle.com/owner_public/?page=owner_registration

With this launch Kampyle is delivering the Next Generation of Online Feedback Analytics to website owners. Kampyle's innovative technology enables website owners to collect, analyze and manage their website user's feedback. Kampyle's solution is delivered as SaaS, enabling website owner to manage and measure the customer web experience on their website.

"All website owners face the same issue: How can I know what my website users really think about my site, products, services etc.? And why are they behaving the way they do on my site?" said Ariel Finkelstein, CEO and Co-Founder "you can find many Feedback Forms on websites today. Either they are emails or a different page on the site with many annoying mandatory fields. The main issues Website Owners face are only raised when they start receiving the feedback. Then they discover that the most important thing is to have a powerful management system that will analyze the volume of data, allow them to manage the feedback and get back to their users in a quick and simple way. Kampyle is offering today this service to all website owners and opens up a new window to better web customer experience measurement, management and service."

Simple Integration: Adding the Kampyle Feedback Form to a website is as simple as adding a link. There are no implementation costs!

The easy integration is enabled due to the application residing outside of Kampyle's customer's website IT infrastructure.

Customization (coming soon): This great new addition to the Kampyle Feedback Form will allow Kampyle's customers to change the "look and feel" of the feedback form to match their website needs and design. Furthermore, the customization will include the ability to modify the Feedback Forms: Color, Questions, Categories, Sub Categories, Languages and many more additions to the form. The highlight of the Kampyle Feedback Form Customization is its flexibility, allowing the creation and management of different feedback forms for each page of Kampyle's customer's websites!

Making Customer Feedback manageable and actionable

The Kampyle's sophisticated analytic engine is focused on reducing human work. Similar feedbacks are grouped into one group allowing the management of the same feedback submitted from different users in one view. With the Feedback Analytics Dashboard Kampyle's customers view the high level of their website customer experience. The Feedback Analytics Dashboard prioritizes the feedback issues and proposes possible causes to allow quick and smart decision making.

Listen and respond to your online customers

Kampyle believes that end users are expecting not only to be heard but also responded to. Kampyle enables website owners to get customer loyalty by responding to their feedback. By using Kampyle website owners can quickly respond to a group of users who gave the same feedback on an issue in one click.

Find out more about the Kampyle Online Feedback Analytics Management Platform at the company's website www.kampyle.com

About Kampyle

Kampyle is a leading vendor of Feedback Analytics Management Services. Kampyle's services are designed to assist companies to measure and manage customer experience.

Its leading edge technology delivers Kampyle's customers a high quality Feedback Analytics Management Platform allowing them to easily collect, analyze and manage users feedback and respond to their users feedback.

Contact Information

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www.kampyle.com

March 2008

Kampyle Closes The Feedback Loop

March 19, 2008



One of the key ingredients to success on the Web is rapid iteration, and to do so, eliciting user feedback is a must. As we know, TechCrunch is a breeding ground for avid beta testers keen to provide input and suggestions. Yet, more often than not, when we do offer feedback to a site all we receive in return is an auto-reply, thank-you email. When was the last time you submitted feedback to a site that was then followed up with an actual acknowledgment that the bug was fixed or the feature integrated? My guess, not very often.

Kampyle—yet another Yossi Vardi startup from Israel—has developed a feedback management platform aimed at assisting site owners better manage this feedback loop and, along the way, increase customer loyalty and satisfaction. The underlying premise here being that users expect not only to be heard, but also responded to. This is especially true when providing feedback on services, products or customer experiences. Sites that manage their feedback right end up with deeper customer engagement, lower shopping cart abandonment, and better usability.

There are four moving parts in Kampyle's feedback analysis platform:

1. Collection: A feedback collection form (see screenshot on right) is launched through buttons scattered across a site. Kampyle will roll out advanced customization options throughout the coming weeks.

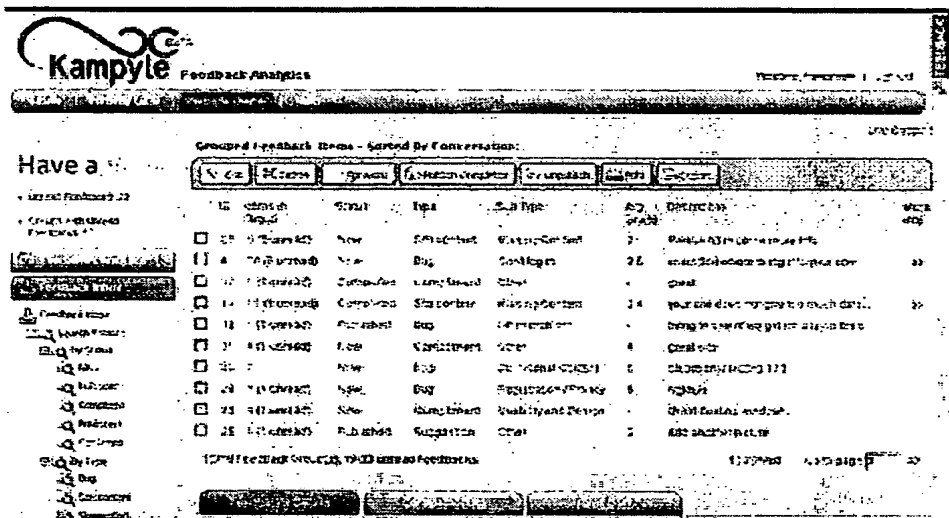
2. Analysis: Kampyle provides user feedback along with contextual data such as screen resolution, browser type, operating system, etc. Slicing and grouping functionality delivers a greater understanding of why an issue occurred, which ultimately translates into what to do about it.

3. Management: Data and suggested corrective actions are arranged in intuitive dashboards. Data is exportable to XML & Excel. Nothing much to write home about here.

4. Action: CRM-like functionality completes the feedback loop by allowing site owners to inform groups and individual users of the corrective action they have taken. The notification even includes a link to where the fix was made and offers a thumbs-up/down rating to further express satisfaction.

All-in-all a wide variety of companies can benefit from a service such as Kampyle's, which is bridging the gap between CRM and site-side analytics. Extending the CRM functionality to piggyback on full-blown CRM platforms such as SalesForce, SugarCRM, and even Zoho would go a long way in popularizing the service.

Kamplye is still in closed beta so pricing is yet to be established, but once the service is commercially available 250 TechCrunch readers will get their first month free. [Sign-up here](#) to get on the list.



CrunchBase Information

Kampyle

Information provided by CrunchBase

Case Study – P1000.co.il

"Thanks to Kampyle all problems of an immediate nature were detected, solved and there has been a clear, localized increase in conversion rates"



- Industry: e-commerce
- Using Kampyle for: 4 months
- # of Monthly Page Views: 10M
- 6000 Products
- For more information:
www.p1000.co.il

About the company

P1000 is one of Israel's leading shopping sites, with over 9 years experience in the market. It offers over 6000 products, out of 182 categories. The site conducts sales through auctions, group sales, as well as by "reserved price". Nowadays, the company runs 2 sites: p1000.co.il and Ynet-shops.co.il. It enjoys around 9.5 million views a month, generated by over 50,000 visitors a day. P1000's parent company is Smile, dually traded (Nasdaq and Tel- Aviv) as IGLD.



Many purchase cancellation requests.
Website navigation problems causing users not to find what they were looking for

The Problem

P1000's conversion is higher than the market average, and stable. But in a business in which there is no direct, personal contact with your client, how will you know what you are doing right and what you are doing wrong? How can you learn how to perform better? There are tools that serve to monitor the transactions on the website, but no way to understand WHY users behave the way they do. At the same time, there were clear signs that there was room for improvement: some users were requesting to cancel their purchases, while others supplied bids that were clearly higher than necessary.

Management focus on Feedback collected by Kampyle in the first few weeks. Then changing the usage to routine customer service mode

The Solution

In the first weeks after implementing Kampyle, P1000 reviewed thousands of feedback items, with management focus, to better understand the problems. After this period, the main problems were identified and all problems of an immediate nature were solved. Work with Kampyle was then modified to routine-mode or customer service. The website manager now goes over all feedback items, responds (and reacts) to them. The manager then issues a report with the appropriate action items sent to the relevant people within the company.

Immediate changes were made on the website. Other problems have been identified and added to the development plan

Benefits and Results

Using Kampyle, P1000 discovered that there was some confusion among many users regarding the terms and conditions of one of the sales methods, leading to misunderstandings and many cancellation requests. P1000 were able to understand the root of the problem, while also discovering the simplicity and low-cost of the required fix. Purchase cancellations have decreased dramatically. In fact, "all problems of an immediate nature were detected, solved, and there has been a clear, localized increase in conversion rates". Said Dani Elovitch, E-commerce division manager at P1000. Moreover, P1000 now have a better understanding of the navigation problems causing users not to find products that they were looking for, as well as their users' needs and required modifications. P1000: "with Kampyle we can now begin to understand why our users behave the way they do on P1000.co.il". For P1000, a "new communication channel with clients has been established", as problems, suggestions, and compliments began pouring in.

Kampyle for Websites - Allows website owners to listen and respond to their website users. Kampyle provides website owners with a management application that arranges the corrective actions required in a clear and proactive manner, even in cases of large amounts of data.

Case Study – GetPrice.com.au

"Kampyle helped us to get a clear understanding of the needs and requirements of our users; the data of our recently conducted usability test was backed up by the user feedback collected by Kampyle. This information helped us to improve our website and provide our consumers with the best user experience possible."

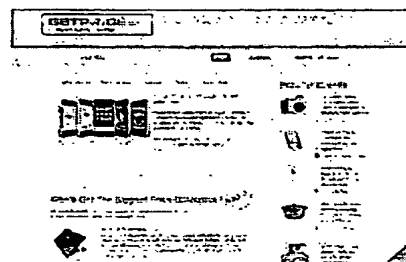
GETPRICE

Compare Before You Buy

- Industry: e-commerce
- Using Kampyle for: 4 months
- # of Monthly Page Views: 3.2M
- More than 600,000 products
- Compares products and prices from 400 online shops
- For more information: www.getprice.com.au

About the company

GetPrice is Australia's largest comparison shopping engine, allowing retailers to display their products in a way that is easy for consumers to compare, buy & save. It offers rich content such as buying guides, price history charts, user reviews and comparison tables. The www.getprice.com.au site receives over 3 million page impressions a month, generated by more than 1.5 million unique visitors. The company runs other websites, including www.shopferret.com.au and <http://www.comparebroadband.com.au>.



Users were experiencing troubles with the site's search options

The Problem

GetPrice has long suspected that its users were experiencing troubles with the site's search options. Moreover, GetPrice's aim is to offer the consumer the best possible user experience on their website. Lacking direct contact with large numbers of users, diagnosing the problems accurately was a difficult task.

Kampyle offered a very comprehensive insight into what users want

The Solution

Using Kampyle, GetPrice analyzed hundreds of feedback items to better understand the users' problems, needs and requirements with regards to price comparison. Kampyle offered a very comprehensive insight into what users want. In addition, GetPrice conducted a usability test that showed identical results.

Identifying and improving the internal search is an essential issue, as searching and finding a requested product is the most important activity for GetPrice users

Benefits and Results

Using Kampyle, GetPrice were able to confirm and understand previously suspected problems with their internal search, as well as discover new difficulties that users were encountering. For example: the search filter functionality was difficult to use and therefore did not help the users to refine their search results. Identifying these issues was essential, as searching and finding a requested product is the most important activity for GetPrice users. Kampyle helped to uncover issues that could not have been observed in a usability test.

With Kampyle, GetPrice have been getting valuable functionality requests and suggestions that have given them a new insight into what their users are looking for. In addition, the possibility to get back to the users on their feedback has been helpful in improving customer relations.

Following this in-depth analysis, Kampyle feedback items are now reviewed and answered by the website manager on a daily basis, assisting GetPrice with its customer support and community-building efforts.

Kampyle for Websites - Allows website owners to listen and respond to their website users. Kampyle provides website owners with a management application that arranges the corrective actions required in a clear and proactive manner, even in cases of large amounts of data.

Kampyle Developer API (Version 1.0)

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Kampyle Feedback Export API

By using Kampyle's developer API you will be able to export your feedback items received between specific dates.

Table 1: API Keys and Descriptions

Key	Mandatory (Y/N)	Description
\$key	Y	Example usage: \$key="Kampyle_2_Ersd3DFwAly.html" Notes: To find your Kampyle Private Key, enter the management application and navigate to the Feedback Form Customization page. On the bottom of the page you will find your Private Key. Please note: Your Kampyle Private Key is case sensitive. Don't share others with this key.
\$site_code	Y	Example usage: \$site_code="9232342" The site_code can be found in the embed URL code (the code which you copy paste from Kampyle).
\$from_date	Y	Example usage: \$from_date= "2008-09-20 15:40:42" or just 2008-09-20 From which date you want the report.
\$to_date	Y	Example usage: \$to_date ="2008-09-20 15:40:42" or just 2008-09-20 The date up to which you want the report.
\$gmt	N	Example usage: \$gmt=5 Get all times and dates in GMT +5 timezone.

Important: Kampyle recommends running the API once a day, retrieving feedback from the last 24 hours, as this will ensure optimal performance. To do so, you should omit the **start_date** and **end_date** from the parameters you send.

Example of PHP code

//To find your Kampyle Private Key, enter the management application and navigate to the Feedback Form Customization page.

//On the bottom of the page you will find your Private Key. Please note: Your Kampyle Private Key is case sensitive.

//Don't share others with this key. Example of key=Kampyle_2_Ersd3DFwAly.html
\$key="TODO";

//The site code can be found in the embed URL code (the code which you copy paste from Kampyle). Example of site_code="9232342"
\$site_code="TODO";

//From which date you want the report. Example: "2008-09-20 15:40:42" or just 2008-09-20
\$from_date="TODO";

// The date up to which you want the report. Example : "2008-09-20 15:40:42" or just 2008-09-20
\$to_date="TODO";

// create a new cURL resource
\$ch = curl_init();

// set URL and other appropriate options
curl_setopt(\$ch, CURLOPT_URL,
"http://www.kampyle.com/zlib_off/export_to_xml_file.php");
curl_setopt(\$ch, CURLOPT_HEADER, 0);
curl_setopt(\$ch, CURLOPT_POST, true);
\$gmt=5; //Your time zone difference from GMT ; E.g.: \$gmt=5 for GMT+5
curl_setopt(\$ch, CURLOPT_POSTFIELDS,
"key=\$key&site_code=\$site_code&from_date=\$from_date&to_date=\$to_date&gmt=\$gmt");

// grab URL and pass it to the browser
curl_exec(\$ch);

// close cURL resource, and free up system resources
curl_close(\$ch);

NOTE: To get cURL, go to <http://curl.haxx.se/>.

API XML Example

```
<?xml version="1.0" encoding="UTF-8" ?>
= <root>
= <feedback>
= <feedback_id>188</feedback_id>
  <user_name>important_user</user_name>
  <user_email>important@gmail.com</user_email>
  <description>I can't pay</description>
  <url>http://www.yoursite.com/payment</url>
  <creation_date>Feb 17, 09 10:32</creation_date>
  <prio>1</prio>
  <status>New</status>
  <grade>--</grade>
  <type>Payment</type>
  <sub_type>Can't finalize purchase</sub_type>
</feedback>
= <feedback>
<feedback_id>187</feedback_id>
  <user_name>goodbuyer</user_name>
  <user_email>goodbuyer@gmail.com</user_email>
  <description>Could't find the product</description>
  <url> http://www.yoursite.com/product_search</url>
  <creation_date>Feb 17, 09 09:36</creation_date>
  <prio>1</prio>
  <status>New</status>
  <grade>--</grade>
  <type>Search</type>
  <sub_type>Search results</sub_type>
</feedback>
= <feedback>
<feedback_id>186</feedback_id>
  <user_name>Guest</user_name>
  <user_email />
  <description>You should consider changing the homepage layout.</description>
  <url> http://www.yoursite.com/homepage</url>
  <creation_date>Feb 17, 09 09:35</creation_date>
  <prio>1</prio>
  <status>New</status>
  <grade>--</grade>
  <type>Suggestion</type>
  <sub_type>Feature request</sub_type>
</feedback>
= <feedback>
<feedback_id>185</feedback_id>
  <user_name>bestcustomer</user_name>
  <user_email>bestcustomer@yahoo.com</user_email>
  <description>I couldn't find enough information about the product, like its
    size</description>
  <url> http://www.yoursite.com//products</url>
  <creation_date>Feb 17, 09 09:34</creation_date>
  <prio>1</prio>
  <status>New</status>
  <grade>--</grade>
  <type>Content</type>
  <sub_type>Missing Content</sub_type>
</feedback>
</root>
```

Output Descriptions

Table 2: Output field descriptions

Field	Description
<feedback_id>	Unique id number of a specific feedback item.
<user_name>	Username of the user who submitted the feedback.
<user_email>	Email of the user who submitted the feedback.
<Description>	The description submitted by the users in the feedback.
<url>	The url in which the user has submitted the feedback.
<creation_date>	Date of creation of the feedback items, i.e.: feedback submission date.
<Prio>	Feedback item's priority (low, medium,high)
<status>	Feedback item's status (new, in progress, completed)
<Grade>	The feedback grade, i.e.: the user's answer to the opening question, value between 1-5, when 1 is most negative and 5 the most positive.
<type>	The category of the feedback item.
<sub_type>	The sub-category of the feedback item



Feedback Analytics

Welcome, Guest | Sign In

[Home](#) | [Services](#) | [Solutions](#) | [Company](#) | [Blog](#) | [Help](#) | [Customer Logo](#)

Registration - Website Feedback Analytics

Register now for our FREE version - a powerful service for websites who want to get feedback and improve. Kampyle also offers advanced packages for websites who want to enjoy the full power of Kampyle Feedback Analytics. You don't need to decide now. You can always choose to upgrade your free version in the future.

User Information

* Full Name:

* Email:

Company Information

* URL:

* Mandatory fields



How to Kampyle

- Live Support
- View Demo
- Contact Sales
- Support Forum



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Registration - Website Feedback Analytics

Please complete your registration.

User Information

* Full Name:

* Email:

* Password:

* Confirm Password:

* Security Question:

* Your Answer:

Street Address 1:

Street Address 2:

Country:

State/Province:

Postal/Zip code:

* Phone:

Company Information

* Company Name:

* URL:

Additional Information

☐ I agree to the Terms and Conditions for using Kampyle

☒ Subscribe to Kampyle's newsletter

* Mandatory fields

[Create Account](#)

[New to Kampyle](#)
[Live Support](#)
[View Demo](#)
[Contact Sales](#)
[Support Forum](#)

* Notwithstanding to whomsoever, if provided, to resolve, update and marketing materials, you may notify Kampyle, at any time, of your request to cancel your approval for such delivery and also requesting such materials by sending an email to Kampyle to the address appearing on the "Contact Us" in the Kampyle website.



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How do you feel about this site?



Select your feedback topic below



Bug



Site content



Suggestion

Select a relevant issue

Browser not supported

Objectionable Content

Can't log in

Other problem

Disability enquiries

Site content

Registration / Privacy

Usability and Design



Compliment



Other

Send

Cancel

Feedback Form by © Kampyle Ltd.

[Privacy Policy](#)



Want to follow up on your feedback? Enter your email (Optional)

Enter your email - Optional

Email:

Submit

Feedback Form by © [Kampyle Ltd.](#)

[Privacy Policy](#)



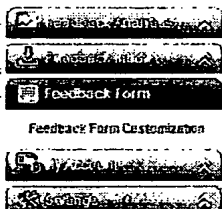


Feedback Form Customization

Manage Your Feedback Forms

You can use several Feedback Form instances at different locations on your website to make the Feedback Form more relevant to your site's goals. Do you use templates in your website? Use one instance per template to allow the Kampyle system to better analyze your site's feedback.

• Unread Feedback: 22



[Add Feedback Form Instance](#)

Instance Name:

Active with Hebrew

Preview

- » Edit
- » Delete
- » Rename
- » Duplicate
- » Embed URL
- » Translate
- » Auto reply Email

Instance Name:

Customized Form (22/01/09 18:29:45)

Preview

- » Edit
- » Delete
- » Rename
- » Duplicate
- » Embed URL
- » Translate
- » Auto reply Email

Instance Name:

English with all-categories

Preview

- » Edit
- » Delete
- » Rename
- » Duplicate
- » Embed URL
- » Translate
- » Auto reply Email

Instance Name:

Customized Form (09/02/09 12:43:55)

Preview

- » Edit
- » Delete
- » Rename
- » Duplicate
- » Embed URL
- » Translate
- » Auto reply Email

Instance Name:

Japanese words

Preview

- » Edit
- » Delete
- » Rename
- » Duplicate
- » Embed URL
- » Translate
- » Auto reply Email

Instance Name:

Customized Form (May 26, 09, 4:24:07 pm)

Preview

- » Edit
- » Delete
- » Rename
- » Duplicate
- » Embed URL
- » Translate
- » Auto reply Email

Instance Name:

Default Form

Preview

- » Edit
- » Delete
- » Duplicate
- » Embed URL
- » Translate
- » Auto reply Email

Your Private Key is: Kampyle_6122_B8MFrW7.html

Do you want your registered users to be recognized by the Kampyle system when providing feedback on your website? Use your private key. Learn more about this on our forum.



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Home » Management Application » All Instances | Received | Unlimited | Show data in English | Search Feedback



Unread Feedback: 30



Feedback Form Customization



Feedback Form Customization

Design » Categories » Sub-Categories » Feedback Button » Get Embed Url

Customize your Feedback Form design

Customize Your Feedback Form with your choice of Color Theme, logo and grading icons to make it feel more integrated with your site



Select the Feedback Form's language.

English

This will indicate to the system which language you use during this wizard in all places where you enter text. Once you've completed the wizard, you can translate your form to additional languages.

Choose a color theme:

Predefined Themes: [Color Theme 1] [Color Theme 2] [Color Theme 3] [Color Theme 4] [Color Theme 5] [Color Theme 6] [Color Theme 7] [Color Theme 8] [Color Theme 9] [Color Theme 10]

Customize your theme: Click Here!

Add your logo:

Browse... View Remove

Jpg/Gif/Png format only, dimensions should not exceed 50x25 pixels, net be more than 200Kb in size.

Define the grading's opening question:

How do you feel about this s

Up to 20 characters

Select the grading icons style:

Numbers

< Back

Save & Continue > | Cancel



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Management Application | Log Out | Feedback Analytics

Feedback Coming from

All Instances

 | Received

Unlimited

 | Show data in

English

 | Search Feedback



Unread Feedback: 30



Feedback Form Customization



Feedback Form Customization

Design > Categories > Sub-Categories > Feedback Button > Get Embed URL

Define up to 6 Feedback categories

In order to help you collect the best data from your users, Kampyle enables you to delineate which topics are relevant to your website and define them as Categories on the Feedback Form. You can use the Categories in order to help your users easily submit relevant feedback on your website. Please note that categories you create will appear in future instances that you initiate, and that changes made to categories will affect them in other instances as well.



Add Category

Select categories from the following list or create your own					
Activate	Category	Category Icon (Optional)	Order	Delete	
☒	Bug	Up to 25 characters	View Remove	1	X
☒	Product info	Up to 25 characters	View Remove	2	X
☒	Suggestion	Up to 25 characters	View Remove	3	X
☒	Compliment	Up to 25 characters	View Remove	4	X
☒	Other	Up to 25 characters	View Remove	5	X

Note: some categories in this feedback form cannot be shown, because they have not been translated. To view these categories, you must first translate them using the translation wizard.

< Back

Save & Continue > | Cancel



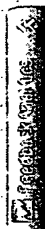
ABOUT SSL CERTIFICATES



Feedback Coming from All Instances | Received | Unlimited | Show data in English | Search Feedback | page info



Unread Feedback 10



Feedback Form Customization



Customize Your Feedback Form Sub-Categories

In order to help you collect the best data from your users, Kampyle enables you to determine which issues are relevant to your website and define them as Sub-Categories on the Feedback Form. You can use the Sub-Categories to help your users easily submit relevant feedback on your website. Users will then be reporting feedback by selecting a Category, followed by a Sub-Category, for example: Bug > Browser not supported.

Preview

Define Up To 10 Feedback Form Sub-Categories For The Category:

Bug

Suggestion

Add Sub-Category

Are Your Own Sub-Categories

Activate	Sub-Category	Order	Delete
☒	Browser not supported	1	X
☒	Can't log in	2	X
☒	Disability enquiries	3	X
☒	Site content	4	X
☒	Registration / Privacy	5	X
☒	Usability and Design	6	X
☒	Objectional Content	7	X
☒	Other problem	8	X

< Back

Save & Continue > | Cancel

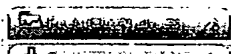


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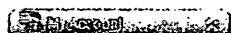




• Unread Feedback: 30



Feedback Form Customization



Feedback Form Customization

page info

Design > Categories > Sub-Categories > Feedback Button > Get Embed URL

Select Your Feedback Form Button

Select the Feedback Form button you want to add to your website. Your users will press on this button and the Feedback Form will open.

1 Tips for selecting the right feedback button:

- The feedback button should be positioned in a visible and prominent place on your site to encourage your users to give their feedback.
- Check that the buttons are located on your website so as not to hide any functionality, as part of the button is transparent and might block underlying functionalities. Please check the button in 1024x768 resolution, as it is the most common

Choose a color for your button:



Choose a button:

Top Right Corner



Bottom Right Corner



Top Left Corner



Bottom Left Corner



Within the site's Layout



Do you need feedback buttons in other languages? To get the Kampyle Feedback Button in other languages, click here.
Do you want a different button for your website? Feel free to click and customize the buttons to suite your site. In the Kampyle Forum you will find Zip files which include all the buttons in GIF and PSD (Photoshop) formats. For more information click here

< Back

Save & Continue > | Cancel



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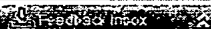
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Feedback Coming from: All Instances Received Unlimited Show data in English Search Feedback



Unread Feedback: 32



Feedback Form Customization



Feedback Form Customization

page info

Design > Categories > Sub-Categories > Feedback Button > Get Embed Url

Add the Feedback Form Button To Your Website

Follow the steps on this page to add the feedback button to your website

Preview

☒ I want to place this Feedback Form on a secure (SSL) page

1 30 % of the users will be actively asked if they want to provide feedback before they navigate away from your website.

Do not ask for feedback if the user was on the website for less than 30 seconds

Once implemented, changing your percentage selector will make it necessary to re-copy the code in step 2 to your site. Learn more about our advanced settings in our Forum.

2 Copy and paste the code into your website inside the <head> tag.

This code is responsible for the Feedback Form's CSS as well as for the loading window that actively asks the client for feedback.

```
<!--Start: Kampyle Exit-Popup Code-->
<script type="text/javascript">
var k_push_vars = {
  "display_after": 30,
  "view_percentage": 30,
  "popup_font_color": "#000000",
  "popup_background": "#F0D769",
  "header": "Your feedback is important to us!"
};
</script>
```

Copy and paste the code into your website immediately before the <body> tag.

This code is responsible for displaying the Feedback Form button on your website

```
<!--Start: Kampyle Feedback Form Button--><div
id="k_close_button" class="k_float kc_bottom kc_right"></div>
<div><a href="https://www.kampyle.com/" target="kampyleWindow"
id="kampylelink" class="k_float kc_bottom kc_right"
onclick="javascript:k_button.open_if('site_code=213146&
amp;form_id=11304&camp_lang=en');return false;"></a></div>
```

☒ Forward this code and instructions to your Webmaster

3



Download and Extract the Zip file in your web server's root folder
The zip file includes important files such as the Feedback Form button and the JavaScript file that allow you to actively ask for feedback



Download

< Back

Finish > | Cancel



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Kampyle Feedback Analytics

Feedback Coming from: All Instances | Received | Unlimited | Show data in: English | Search Feedback



Feedback Form Languages

Select Languages > Edit Translation > Get Embed URL

Feedback Form Languages

Select the languages you wish the Feedback Form to support in order to better fit your site's supported languages. At the end of this process we will provide you with the correct URL you need to embed into the pages with the different languages.

• Unread Feedback: 30

Additional Languages: add language

Selected Languages			
Edit	Language	Status	Delete
☐	English	partial translation	☐
☒	French	translated	☐
☐	Spanish	partial translation	☐
☐	Hebrew	translated	☐
☐	Dutch	partial translation	☐
☐	Russian	partial translation	☐
☐	Finnish	no translation	☐
☐	Italian	partial translation	☐
☐	Japanese	partial translation	☐

Next > | Cancel



ABOUT SSL CERTIFICATES





Welcome, myfeedback@yourk.com | Sign Out

Home | Management Application | Blog | Feedback | Feedback Form

Feedback Coming from: All Instances | Received: Unlimited | Show data in: English | Search Feedback



Feedback Form Languages

page info ^

Select Languages > Edit Translation > Get Embed Url

Get embed URL of your Feedback Form

Copy and paste the code into your website where you wish the button to appear

Preview

Unread Feedback: 30

Feedback Form Languages

Feedback Form

Feedback Form Customization

Feedback Form

Feedback Form

Feedback Form

1 Choose a language to generate the correct URL: French

2 Copy and paste the code into your website inside the <head> tag.
This code is responsible for the Feedback Form's CSS as well as for the loading window that actively asks the user for feedback.

```

<!--Start Kampyle Exit-Popup-Code-->
<script type="text/javascript">
var k_push_vars = {
  "display_after": 30,
  "view_percentage": 30,
  "popup_font_color": "#000000",
  "popup_background": "",
  "header": "Votre avis nous est important!"
}

```

Copy and paste the code into your website immediately before the </body> tag:
This code replaces the one placed in the original language instance

```

<!--Start Kampyle Feedback Form-Button--><div
id="k_close_button" class="k_float kc_bottom kc_right"></div>
<div><a href="https://www.kampyle.com/" target="kampyleWindow"
id="kampylink" class="k_float kc_bottom kc_right"
onclick="javascript:k_button.open_if('site_code=2219146;
form_id=13404&lang=fr');return false;"></a></div>

```

Status

Add Feedback Form Link

Language	Status
French	translated
Spanish	partial translation
Hebrew	translated
Dutch	partial translation
Russian	partial translation
Finnish	no translation
Italian	partial translation
Japanese	partial translation

Do you have one page for all languages?
Click here for instructions on how to integrate the link

< Back

Finish > | Cancel



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Feedback Coming from All Instances | Received Unlimited | Show data in English | Search Feedback



Auto Reply Email Text Customization

This page allows you to customize the automatic emails sent by Kampyle to users who have left their emails, to thank them for their feedback.

page info

Preview

• Unread Feedback 30

Feedback Analytics
Feedback Form
Feedback Form Customization
Feedback Form Customization

Customize Your English Auto Reply Email:

From Name:

Reply to Email:

Subject:

Use a name that your users can instantly recognize, such as your company name.
Our users' replies will go to this email address.
Click here to edit/remove e-mails from this list.

Enter a subject for the email that will be sent to your users

Thank you for submitting feedback on
##SHORT_URL##

Your feedback is highly appreciated.

The ##SHORT_URL## team.

Up to 1000 characters.
Use ##USER_EMAIL## to have the user's email added automatically.
Use ##SHORT_URL## to have your website's URL added automatically.
Use this code to enter a link

Restores to default email text

- ☒ Enable the auto reply email response for this Feedback Form
 - ☒ Advanced - I use multilingual feedback forms and I want to configure a different email for each language.
- Select the Feedback Form's language English
4. feedback form may be translated to several languages. If you want Kampyle to send a different message for each language, choose the language you would like the e-mails to sent for (if you want Kampyle to send different messages for each language).

Save >> Preview



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From: kampyle <dafna.penn@kampyle.com>

Subject: Thank you for your feedback

Reply: dafna.penn@kampyle.com

Dear customer,

Thank you for submitting feedback on <http://myfeedbackforyou.com>.

Your feedback is highly appreciated.

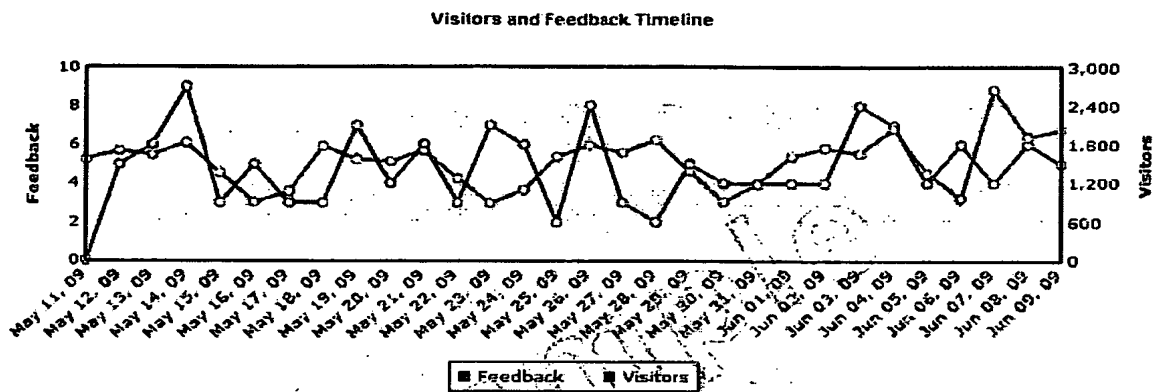
The <http://myfeedbackforyou.com> team.

This email was automatically delivered to customer because you provided your email address when submitting feedback on <http://myfeedbackforyou.com> using the Kampyle Feedback Form. Kampyle respects your privacy. Your email address will only be visible to <http://myfeedbackforyou.com> and will not be shared by Kampyle with any third party under any circumstance. For inquiries regarding your privacy please read Kampyle's [Privacy Policy](#) or email us at: support@kampyle.com

Website feedback by [Kampyle](#)

Close

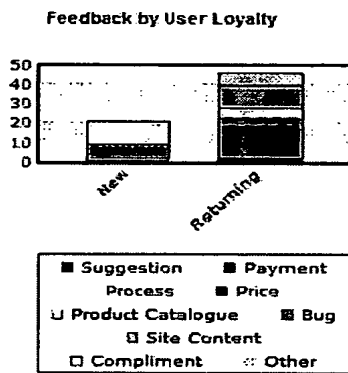
Visitors and Feedback Timeline



Alerts

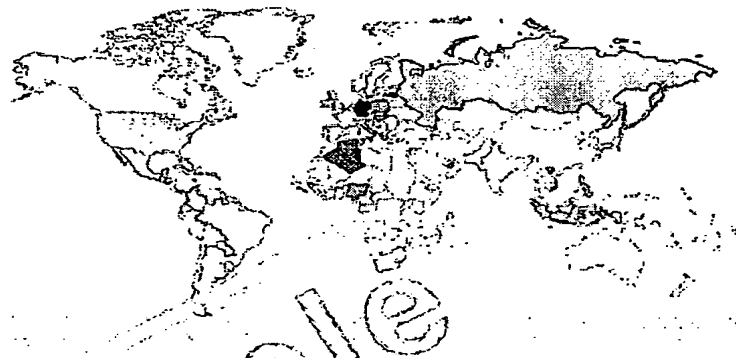
Description	Most Reported Feedback	Date	Show Details
No. of visitors has decreased by 28.5%, avg. feedback grade has decreased by 25%	Bug > Can't log in	Jun 05, 09 - Jun 06, 09	>>
Number of visitors has decreased by 27.6%	-	Jun 07, 09 - Jun 08, 09	-
Number of visitors has increased by 173.3%	-	Jun 06, 09 - Jun 07, 09	-
No. of visitors has increased by 173.3%, avg. feedback grade has increased by 11.1%	Site Content > Missing Content	Jun 06, 09 - Jun 07, 09	>>

Feedback by User Loyalty



Feedback Conversion by Country

Feedback Conversion by Country



Top Landing Pages

Page	Avg. Grade	Most Reported Feedback	Page	Avg. Grade	Most Reported Feedback
http://www.example.com	2.9	Site Content > Missing Content	http://www.example.com	2.9	Site Content > Missing Content
http://www.example.com/landing	3.1	Bug > Can't Register	http://www.example.com/shopping_cart3	3.4	Shipping > Shipping Prices
http://www.example.com/product=3	3.3	Products > Missing Information	http://www.example.com/shopping_cart2	3.3	Shipping > Shipping Destinations
http://www.example.com/product=6	4.1	Compliment > Site Content	http://www.example.com/products=12	4.0	Suggestion > Inaccurate Content
http://www.example.com/register	3.7	Bug > Browser not Supported	http://www.example.com/search	3.7	Search > Non Relevant Result

Feedback Coming from: All instances | Recreated | Unlimited | Show data in: English | Search Feedback



Overall Feedback: 22

Feedback Analytics

Feedback Dashboard

General Feedback Info New

Overview

Categories

Crises

Feedback Forms

Feedback

Users Info New

Country

Browser

Operating System

Browser Language

Screen Resolution

Color Depth

Page Version

Cookies

Feedback by Page

Google Analytics New

AdWords Campaigns New

Feedback by Page

Feedback by Page

Feedback by Page

Feedback by Page

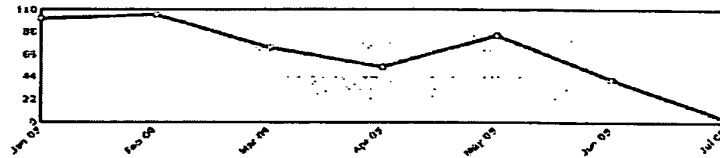
Feedback Dashboard

page info

The Feedback Dashboard provides you with an overview of your entire website in one page. Here, you can get an understanding of who your users are, how they view your website, and what type of feedback they submit.

Show all feedback items excluding deleted

Feedback by Page



view report

Feedback Forms: 463

Unique Feedback Providers: 33

Most Reported Feedback: Suggestion > Feature request

Avg. time on site before feedback: 00:00:03

Feedback by Page

Feedback by Page



Your Average Feedback Grade is 3.6



view report

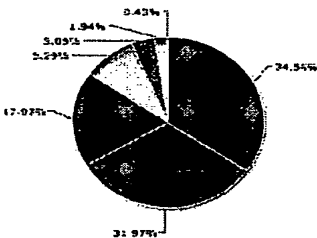
view report

Feedback by Page

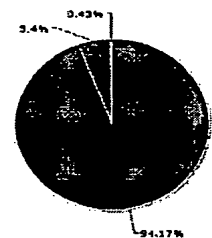
Feedback by Page

Suggestion Product info Bug Complaint
Other No category New type into site

New Created Completed



view report



Feedback by Page

Feedback by Page

Rank	Category	Feedback Items	% Feedback Items	Most Reported Page	More Info
1	Suggestion > Feature request	64	14.5%	http://myfeedback.kampyle.com	»
2	Suggestion > Site content	47	10.6%	http://myfeedback.kampyle.com/feedback_form	»
3	Product info > Fraud Report	37	8.5%	http://myfeedback.kampyle.com	»
4	Product info > Insurance Central	34	7.6%	http://myfeedback.kampyle.com/feedback_form	»
5	Suggestion > Disability support	33	7.6%	http://myfeedback.kampyle.com	»
6	Bug > Can't log in	32	7.3%	http://myfeedback.kampyle.com	»
7	Product info > Copyright Violation	25	5.7%	http://myfeedback.kampyle.com	»
8	Complaint > Site content	22	5%	http://myfeedback.kampyle.com	»
9	Bug > Browser not supported	16	4.1%	http://myfeedback.kampyle.com	»
10	Other > Other	17	3.9%	http://myfeedback.kampyle.com/feedback_form	»

Feedback Analytics Overview

Feedback Analytics Overview

Feedback Analytics Overview



Overview

The Feedback Overview page provides an overview of the feedback that you receive from customers. The Feedback Overview page shows the feedback that you receive from customers in a variety of ways, including by category, by grade, and by time period.

Click on Feedback Overview to view the Feedback Overview page.

Feedback Analytics Overview

Feedback Analytics Overview

Feedback Analytics Overview

Feedback Analytics Overview

Feedback Analytics Overview

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Unread Feedback: 20

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User's Info New

Country

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Color Depth

Flash Version

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Feedback by Page

Google analytics New

AdWords Campaigns New

Feedback Analytics

Feedback Analytics

Feedback Analytics

Feedback Analytics

Feedback Analytics

Categorization Information

page info

The Categorization Information page provides you with information on the feedback categories that your users chose to submit feedback on. Use this page to learn about the distribution of categories and sub-categories within the feedback received on your website.

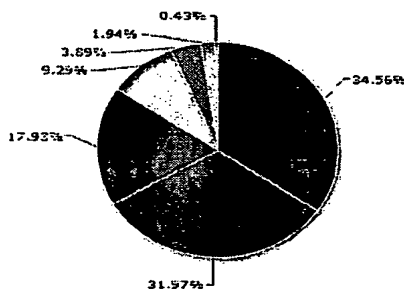
Show all feedback items including deleted

Feedback Distribution by Category and Sub-Category

View: Sub Categories by Categories : Sub Categories without Categories

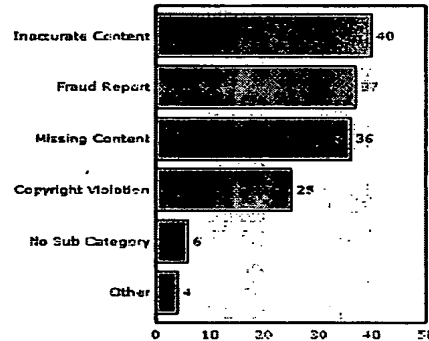
Categories

- ☒ Suggestion
- ☒ Product Info
- ☒ Bug
- ☒ Complaint
- ☒ Other
- ☒ No category
- ☒ Feedback form not found



Sub Categories

Showing sub categories of Product Info



Feedback Distribution by Category and Sub-Category - Details

Category	Avg. Grade	Feedback Items	Show Details
Product Info » Inaccurate Content	4.0	40 (1 unread)	>>
Product Info » Fraud Report	2.5	37 (3 unread)	>>
Product Info » Missing Content	-	36 (2 unread)	>>
Product Info » Copyright Violation	3.0	25 (2 unread)	>>
Product Info » No Sub Category	-	6	>>
Product Info » Other	-	4	>>

6/6 item(s)

1 Goto page

Show rows: 12

Find containing >>



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Feedback Coming from **All Instances** | **Received** | **Unlimited** | **Show data in** **English** | **Search Feedback**



Grade Information

The Grade information table provides you with additional information that is related to the grades provided by your users in response to the opening question. Use this page to learn more about the distribution of grades submitted by your users on your website.

Show all feedback items including deleted

Feedback Distribution by Grade

Unread Feedback: 0

Feedback Analytics

Feedback Dashboard

General Feedback Info New

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Operating System

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Google Analytics Heat

AdWords Campaigns New

Feedback Distribution by Grade

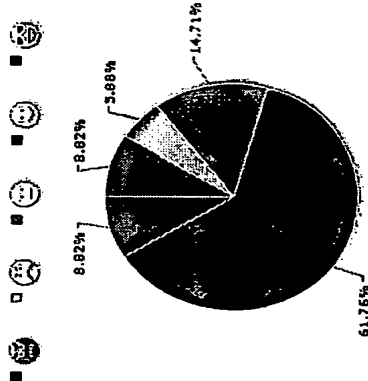
Feedback Distribution by Grade

Feedback Distribution by Grade

Feedback Distribution by Grade

Feedback Distribution by Grade

View: Pie Chart | Bar Chart



Feedback Distribution by Grade

Grade	Feedback Items	User Reported Feedback	Show Details
Grade 1	3 (1 unread)	Bug > Disability inquiries	>>
Grade 2	2	Suggestion > Disability support	>>
Grade 3	5 (1 unread)	Product Info > Copyright Violation	>>
Grade 4	21 (1 unread)	Suggestion > Feature request	>>
Grade 5	3	Suggestion > Feature request	>>

5/5 Item(s)

1 Go to page: 10 Show rows: 10

Find:



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Feedback Coming from **All Instances** | **Unlimited** | **Show data in** **English** | **Search Feedback**



Feedback Forms Information

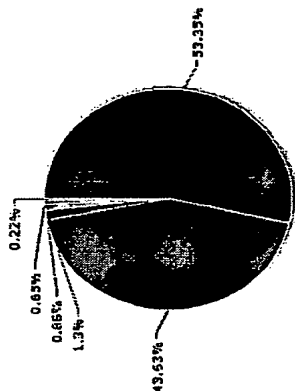
The Feedback Forms Information page provides you with detailed information about feedback form instances from which your users submitted feedback in your website.

Show all feedback items including deleted

Feedback Form Distribution

View: Pie Chart Bar Chart

- ☒ Active with Hebrew
- ☒ Default Form
- ☒ English with all categories
- ☒ Japanese words
- ☒ Customized Form (220105 16:28:45)
- ☐ Customized Form (090209 12:43:55)



Feedback Form Distribution Details

Instance	Active	Feedback Items	Not Reported Feedback	Show Details
Active with Hebrew	3.4	247 (10 unread)	Product Info > Fraud Report	>>
Default Form	3.9	202 (10 unread)	Product Info > Copyright Violation	>>
English with all categories	-	8 (1 unread)	Suggestion > Usability and Design	>>
Japanese words	-	4	תשובה לכתובת	>>
Customized Form (220105 16:28:45)	-	3 (1 unread)	Eng > Browser not supported	>>
Customized Form (090209 12:43:55)	-	1	Eng > Registration / Privacy	>>

Go to page 1 Show rows: 10

Find containing

Feedback Analytics

Feedback Dashboard

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Feedback by Page

Feedback by Page

Feedback by Page

Feedback by Page



ABOUT OUR CERTIFICATES

Feedback Coming From: **All Instances** | **Unlimited** | **Received** | **English** | **Search Feedback**



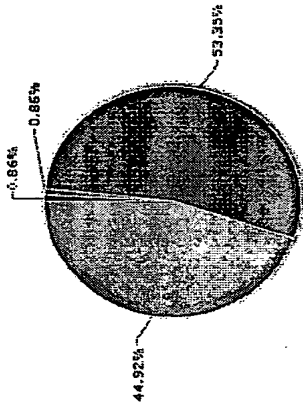
Feedback Form Languages Information

The Feedback Form Languages information page provides you with detailed information about the Feedback Form Languages in which your users submitted feedback on your website. If you use multiple language feedback forms on your website, this chart will allow you to find out how much feedback is generated by each feedback form language.

Shows all feedback items including deleted

Feedback Form Languages Distribution

Spanish Japanese Hebrew English



View: Pie Chart | Bar Chart

Language	Avg. Grade	Feedback Items	Feedback Items	Feedback Items	Show Details
Hebrew	3.4	247 (18 unread)	Product Info > Fraud Report		>>
English	3.9	203 (11 unread)	Product Info > Copyright Violation		>>
Japanese	-	4	הודעה למנהל		>>
Spanish	-	4 (1 unread)	Buy > Browser not supported		>>
4x item(s)		1	Go to page	10	Show rows

Find containing >>

Unread Feedback

Feedback Analytics

Feedback Dashboard

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Feedback by Page

Feedback by Page

Feedback by Page

Feedback by Page



ABOUT OUR CERTIFICATE



Feedback Coming from ☐ All Instances ☒ Received ☐ Unlimited ☐ Show data in ☐ English ☐ Search Feedback



Country Information

The Country Information page displays detailed data about the geographic location of users who submitted feedback on your website.

Show all feedback items including deleted

Geographic Feedback Dashboard



Geographic Feedback - World Details

Country Name	Feedback Items	Avg. Grade	Most Reported Feedback	Show Details
Israel	455 (20 unread)	3.6	Product info > Fraud Report	>>
France	4	-	Complaint - Site content	>>
Netherlands	4	-	Bug - Site content	>>
2/3 Item(s)				

Find containing 1 Go to page # Show rows:

Unread Feedback 30

Feedback Analytics

Feedback Dashboard

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Language

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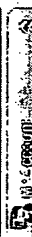
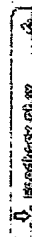
Flash Version

Cookies

Feedback by Page

Google Analytics New

AdWords Campaigns New



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Feedback Coming from **All Instances** **2** Received **Unlimited** Show data in **English** **2** Search Feedback



Unread Feedback: 59

Feedback Analytics

Feedback Dashboard

General Feedback Info View

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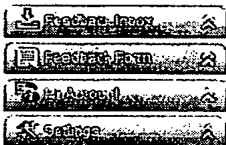
Flash Version

Cookies

Feedback by Page

Google Analytics View

AdWords Campaigns View



Feedback by Browser

page info

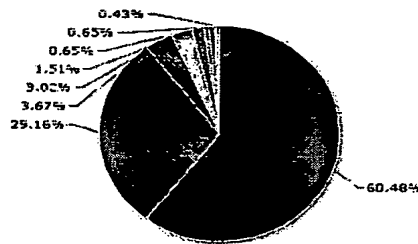
The Feedback by Browser page provides you with detailed information about the browsers that were used by people who submitted feedback on your website.

Show all feedback items including deleted

Feedback Distribution by Browser

View: Pie Chart Bar Chart

Firefox 3 Internet Explorer 7 Firefox 2 Chrome 1 Internet Explorer 6 Safari 3 Opera 9 Chrome 2 Internet Explorer 8



Feedback Distribution by Browser - Details

Browser Name	Avg. Grade	Feedback Items	Most Reported Feedback	Show Details
Firefox 3	3.6	280 (14 unread)	Bug > Can't log in	>>
Internet Explorer 7	3.5	135 (4 unread)	Product Info > Copyright Violation	>>
Firefox 2	2.5	17 (12 unread)	Product Info > Fraud Report	>>
Chrome 1	-	14	Complaint > Site content	>>
Internet Explorer 8	-	7	Product Info	>>
Safari 3	-	3	Suggestion > Feature request	>>
Opera 9	-	3	Product Info > Inaccurate Content	>>
Chrome 2	-	2	Suggestion > Site content	>>
Internet Explorer 6	4.0	2	Product Info > Fraud Report	>>

99 Item(s)

1 Go to page 1 >> Show rows: 10

Find containing >>



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Feedback Coming from **All Instances** | Received | Unlimited | Show data in **English** | Search Feedback



Feedback by Operating System

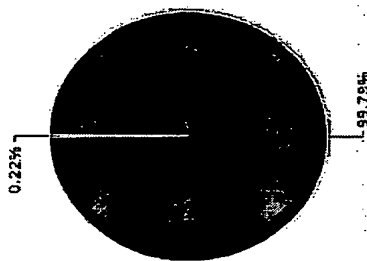
The Feedback by Operating System page provides you with detailed information about the operating system in use by people who submitted feedback on your website.

Show all feedback items including deleted

Feedback Distribution by Operating System

View: Pie Chart | Bar Chart

Windows XP Linux



Feedback Distribution by Operating System - Details

Operating System	Feedback Items	User Reported Feedback	Show Details
Windows XP	482 (30 unread)	Suggestion > Site content	>>
Linux	1	Bug > Can't log in	>>

22 item(s) 1 Go to page 1 Show rows: 10

Find containing >>

Unread Feedback: 30

Feedback Analytics

Feedback Dashboard
General Feedback Info New!

- Overview
- Categorization
- Grade
- Feedback Forms
- Languages

User Info New!

- Country
- Browsers
- Operating System
- Browser Language
- Screen Resolution
- Color Depth
- Flash Version
- Cookies

Feedback by Page
Google Analytics New!

AdWords Campaigns New!



ABOUT SSL CERTIFICATES



Feedback Coming from All Instances Received Unfiltered Show data in English Search Feedback



Feedback by Browser Language

The Feedback by Browser Language page provides you with detailed information about the default browser language in use by people who submitted feedback on your website.

Show all feedback items including deleted

Feedback Distribution by Browser Language

Unread Feedback: 20

Feedback Analytics

Feedback Dashboard

General Feedback Info New!

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Categorization

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Users' Info New!

Country

Browser

Operating System

Browser Language

Screen Resolution

Color Depth

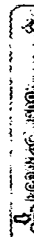
Flash Version

Cookies

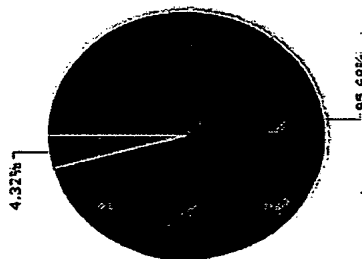
Feedback by Page

Google analytics New!

AdWords Campaigns New!



English Hebrew



View: Pie Chart Bar Chart

Feedback Distribution by Browser Language - Items

Browser Language	Avg Grade	Feedback Items	Unread Reported Feedback	Product info > Copyright Violation	Show Details
English	3.6	443 (13 unread)	Product info > Copyright Violation	>>	>>
Hebrew	2.7	20 (12 unread)	Product info > Fraud Report	Product info > Fraud Report	>>

2/2 item(s)

Find containing 1 Go to page 1 Show rows: 10



ABOUT SSL CERTIFICATES



Feedback Controlling from All Instances

Feedback by Screen Resolution



Feedback Analytics

Feedback Dashboard

General Feedback into Next

Overview

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Feedback Forms

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Users' Info Next

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Browser Language

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Color Depth

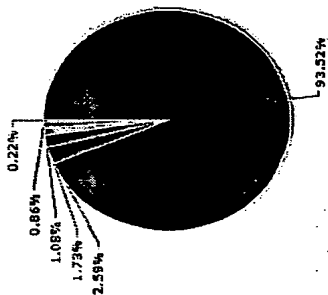
Flash Version

Contra

Feedback by Page

Google Analytics Next

AdWords Campaigns Next



View: Pie Chart Bar Chart

1280x1024 1280x800 1620x1080 1680x1050 1440x900 800x600

Show all feedback items including deleted

Feedback by Screen Resolution

The Feedback by Screen Resolution page provides you with detailed information about the screen resolution used by people who submitted feedback on your website.

Feedback by Screen Resolution - 30 items

Screen Resolution	Avp. Grade	Feedback Items	Most Reported Feedback	Show Details
1280x1024	3.6	433 (23 unread)	Product Info > Fraud Report	>>
1280x800	2.0	12	Suggestion > Feature request	>>
1920x1080	-	2 (1 unread)	Bug > Site content	>>
1630x1050	3.0	5	Bug > Disability enquiries	>>
1440x900	-	4	Complaint > Site content	>>
800x600	-	1	Bug > Can't log in	>>

1 Go to page 1 Show rows: 10

Find containing



ABOUT THE CERTIFICATE

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Feedback Coming from All Instances | Received | Unlimited | Show data in English | Search Feedback



Feedback by Color Depth

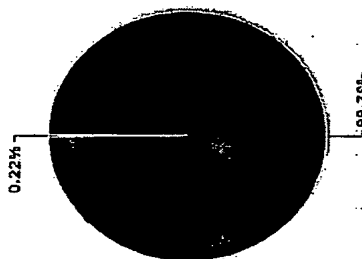
The Feedback by Color Depth page provides you with detailed information about the color depth preferences of people who submitted feedback on your website.

Show all feedback items including deleted

Feedback Distribution by Color Depth

View: Pie Chart | Bar Chart

33 bit 24 bit



Feedback Distribution by Color Depth: Details

Color Depth	Avg Grade	Feedback Items	Unal Reported Feedback	Show Details
33 bit	3.8	482 (30 unread)	Product info > Fraud Report	>>
24 bit		1	Bug > Can't log in	>>

22 item(s) 1 Go to page 1 Show rows: 10

Find containing >>

Unread Feedback: 30



Feedback Dashboard

General Feedback Info New

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User Info New

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Browser

Operating System

Browser Language

Screen Resolution

Color Depth

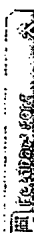
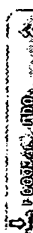
Flash Version

Cookies

Feedback by Page

Google Analytics New

AdWords Campaigns New



ABOUT SSL CERTIFICATES

Home » Management Application » All Bugs » Feedback Analytics » Feedback Analytics

Feedback Coming from: All Instances | Received: Unlimited | Show data in: English | Search Feedback



Feedback by Flash Version

The Feedback by Flash Version page provides you with detailed information about the Flash player versions in use by the people who submitted feedback on your website.

Show all feedback items including deleted

Feedback by Flash Version

Unread Feedback: 30

Feedback Analytics

Feedback Dashboard

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Feedback by Page

Feedback by Page

Feedback by Page

Feedback by Page

Feedback by Page

Feedback by Page

Feedback by Page

Feedback by Page

Feedback by Page

Feedback by Page

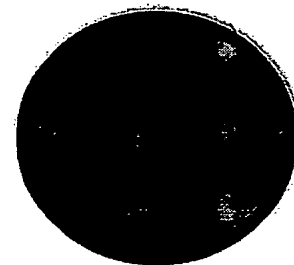
Feedback by Page

Feedback by Page

Feedback by Page

Feedback by Page

10.0 r22



Feedback by Flash Version - Details

Flash Version	Avg. Grade	Feedback Items	Most Reported Feedback	Show Details
10.0 r22		17 (1 unread)	Suggestion - Usability and Design	>>

1/1 item(s)

1 Go to page 1/1

Find containing >>





Feedback Coming from | Show data in | |



Feedback by Cookies Settings

The Feedback by Cookies Settings page provides you with detailed information about the preferences of people who submitted feedback on your website with regard to cookies.

Show all feedback items including deleted

Feedback by Cookies Settings

Unread Feedback: 32



Feedback Dashboard

General Feedback Info New!

Overview

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Grade

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Users' Info New!

Country

Browser

Operating System

Browser Language

Screen Resolution

Color Depth

Flash Version

Cookies

Feedback by Page

Google Analytics New!

AdWords Campaigns New!



ABOUT SSL CERTIFICATES



Home | Management Application | Blog | Feedback Analytics | Feedback Analytics

Feedback Coming from All Instances

Received Unlimited

Show data in English

Search Feedback



Feedback by Page

The Feedback by Page section enables you to view the distribution of feedback on the pages of your site. This allows you to view the combined, analyzed feedback data, while letting you measure your customer satisfaction levels on each individual page of your website.

Feedback Details by Page

Unread Feedback: 29

Feedback Analytics

Feedback Dashboard

General Feedback Info New

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Feedback Forms

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User's Info New

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Browser

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Screen Resolution

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Flash Version

Cookies

Feedback by Page

Google analytics New

AdWords Campaigns New



ABOUT OUR CERTIFICATES

Page	Feedback Items	Avg Grade	Most Reported Feedback	Show Details
http://myfeedbackforyou.com/	217 (18 unread)	3.3	Suggestion > Feature request	>>
http://myfeedbackforyou.com/kampyle_test/	200 (10 unread)	3.9	Product info > Missing Content	>>
file:///C:/Documents%20and%20Settings/user1/Des...	5 (1 unread)	-	Suggestion > Usability and Design	>>
http://www.myfeedbackforyou.com/	2 (1 unread)	-	Suggestion > Feature request	>>
http://www.myfeedbackforyou.com/kampyle_test/	12	-	Suggestion > Feature request	>>
file:///C:/Documents%20and%20Settings/user1/Des...	4	-	Product info > Missing Content	>>
http://www.myfeedbackforyou.com/kampyle_test/	3	-	Product info	>>
file:///C:/Documents%20and%20Settings/user1/Des...	2	-	Bug > Browser not supported	>>
http://myfeedbackforyou.com/index.html	4	4	Product info > Fraud Report	>>
http://www.myfeedbackforyou.com/kampyle_test/	1	-	Suggestion > Feature request	>>
file:///C:/Documents%20and%20Settings/user1/Des...	1	-	Product info > Missing Content	>>
file:///C:/Documents%20and%20Settings/user1/Des...	1	-	Bug > Browser not supported	>>
file:///C:/Documents%20and%20Settings/user1/Des...	1	-	Bug > Can't log in	>>
http://myfeedbackforyou.com/kampyle_test/	1	-	Suggestion > Site content	>>

15/18 item(s)

1 | 2 | Next

Go to page #



Feedback Coming from: Received: Show data in: Search Feedback



• User Feedback 10

Feedback Analytics

Feedback Dashboard

General Feedback Info Near

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Operating System
Browser Language
Screen Resolution
Color Depth
Flash Version
Cookies

Feedback by Page

Google Analytics Near

AdWords Campaigns Near



Google Analytics Information

page info

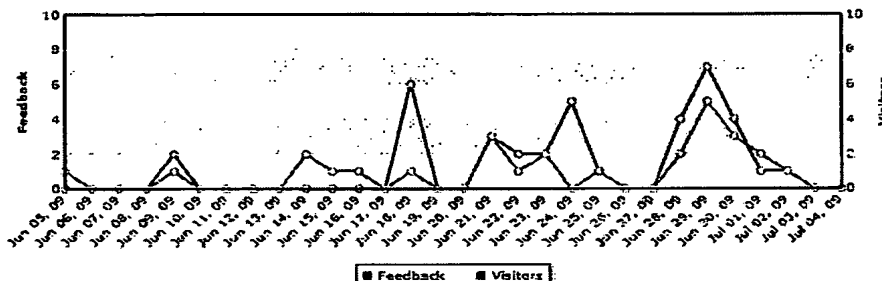
The Google Analytics Information page integrated information gathered from your website's Google Analytics account in your Kampyle account. The Google Analytics information is then combined with Kampyle's feedback data, and displayed in order to allow you to learn WHAT your users are doing on your site from GA, and WHY they do it from Kampyle. Note: all GA data is stored up to 30 days.

Show all feedback items including deleted

Google Analytics View reports: myfeedback@kampyle.com/

My Analytics Accounts: www.haveseen.com/

Visitors and Feedback Timeline



Alerts

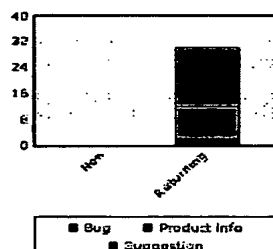
Description	Most Reported Feedback	Date	Show Details
1. No. of visitors has decreased by 100%, avg. feedback grade has decreased by 100%.	Product Info > Fraud Report	Jun 09, 09 - Jun 10, 09	>>
2. Number of visitors has decreased by 100%	-	Jun 29, 09 - Jul 02, 09	-
3. Number of visitors has increased by 5	-	Jun 27, 09 - Jun 29, 09	-
4. No. of visitors has increased by 1 avg. feedback grade has increased by 4.	Product Info > Fraud Report	Jun 09, 09 - Jun 09, 09	>>

4/4 Item(s)

1 Go to page: >> Show rows: 10

Find Alert containing: >>

Feedback by User Loyalty



Feedback Conversion by Country



Top 10 Rating by Page

Page	Avg. Grade	Most Reported Feedback
http://myfeedback@kampyle.com/ye_test/	4.0	Suggestion > Site content
http://myfeedback@kampyle.com/	-	Bug > Registration / Privacy

Top 10 Rating by Page

Page	Avg. Grade	Most Reported Feedback
http://myfeedback@kampyle.com/ye_test/	4.0	Suggestion > Site content
http://myfeedback@kampyle.com/	-	Bug > Registration / Privacy



ABOUT SSL CERTIFICATE



AdWords Campaign Feedback Information

Campaign	Visits	Conversion Rate	Per visit Goal Value	Feedback Items	Avg. Grade	Most Reported Feedback	Show Details
(not set)	38,988	12.63%	3.25\$	47	4.5	Site Content > Missing Content	>>
Sports Wear	6,788	12.43%	2.51\$	41	4.5	Suggestion > Other	>>
Evening Wear	615	15.07%	3.10\$	31	3	Site Content > Missing Content	>>

3/3 item(s)

1 Go to page >> Show rows:

Find Campaign >>

Home - All Management Applications - All - All - Live Support - Forums

Feedback Coming from All Instances

Received Unlimited

Show data in English

Search Feedback

AdWords Campaigns

page info



The AdWords Campaigns provides you with valuable information about your Adwords campaigns, by linking user feedback to Google Analytics data. Note: all GA data is stored up to 30 days

Unread Feedback 221

Show all feedback items including deleted

Feedback Analytics

Google Analytics View reports: www.kampyle.com - Websites

My Analytics Accounts: www.kampyle.com

Feedback Dashboard

General Feedback Info Nav

Overview

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Feedback Forms

Languages

Users' Info Nav

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Browser Language

Screen Resolution

Color Depth

Flash Version

Cookies

Feedback by Page

Google analytics Nav

AdWords Campaigns Nav



AdWords Campaign Feedback Information

Campaign	Visits	Conversion Rate	Per Visit Goal Value	Feedback Items	Avg. User Reported Feedback Grade	Compliment	Other	Show Details
		%						>>
	5	0.00%	0.005	0				
	5	%		0				
	0	0.00%	0.005	0				

4/4 item(s)

1

Go to page 1

Show rows: 10

Find Campaign containing



ABOUT SSL CERTIFICATES





Kampyle Feedback Analytics

Welcome, myfeedbackforyou@kampyle.com | Sign Out

Management Application | About Us | Terms of Use | Privacy Policy | Contact Us

Feedback Coming from Received | Show data in | Search Feedback



Company and Website Information

This page allows you to keep the Kampyle system up to date with regard to the information on your company. Keeping this section up to date will help you to get the most out of the Kampyle system.

* Company Name:

Category:

Sub Category:

Company Logo:

* URL:

* mandatory fields

Unread Feedback: 20

- Feedback Analytics
- Feedback Value
- Feedbacks for Admin
- My Account

- Company and Website Information
- Contact Information
- Payment



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Kampyle Feedback Analytics

Welcome, myfeedbackforyou@kampyle.com | Sign Out

Home | Management Application | Blog | Live Support | Forums

Feedback Coming from: All Instances

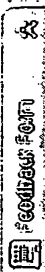
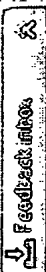
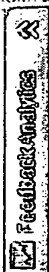
Received: Unlimited

Show data in: English

Search Feedback



Unread Feedback: 30



Company and Website Information

Contact Information

Payment

Settings



ABOUT SSL CERTIFICATES

Company and Website Information

This page allows you to keep the Kampyle system up to date with regard to the information on your company. Keeping this section up to date will help you to get the most out of the Kampyle system.

* Company Name:

kampyle

Category:

Travel

Sub Category:

Airlines

Company Logo:

Browse...

* URL:

http://myfeedbackforyou.com

* mandatory fields

Save

Cancel



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Feedback Coming from:



Contact Information

This page allows you to keep the Kampyle system up to date with regard to your contact details. Keeping this section up to date will help you to get the most out of the Kampyle system.

* Full Name: Title:
 Email:

Send me reports about my website's feedback activities

Password:

Title/Position:

* Security Question:

* Your Answer: Must be at least 3 characters long.

Street Address 1:

Street Address 2:

Country: State/Province:

Postal Code:

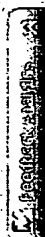
* Phone: Additional Phone:

☒ Subscribe to Kampyle's newsletter

* mandatory fields



• Unread Feedback: 20



Company and Website Information

Contact Information

Payment

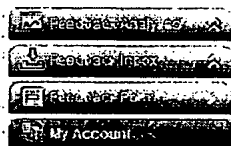


ABOUT OUR CERTIFICATES





Unread Feedback: 30



Company and Website Information

Contact Information

Payment

Payment

Current service package: Kampyle for Websites v2.0 Platinum Package

LIVE HELP

You are currently using the Kampyle for Websites v2.0 Platinum Package service package. Click here to upgrade or contact us at sales@kampyle.com

upgrade

How does the Free service package work?

Kampyle offers you several service packages at different costs and billing cycles, among which is the Free package. The Free package is a free service that will allow you to enjoy up to 50 feedback items a month for an unlimited amount of time. The service is limited in features, but will allow you to get acquainted with Kampyle, as well as assess which Kampyle service package is right for you. The Free Package is not, however, a "Trial Version" per se, since it is not limited in time.

What is the Special Registration Bonus?

The Special Registration Bonus is a gift from Kampyle to our newest users, aimed to congratulate them for joining Kampyle. The bonus consists of giving our new registrants 1000 free feedback items for a timeframe of 15 days from the registration date. This means that in the first 15 days since registration, new users can enjoy up to 1000 feedback items. Once users have reached 1000 feedback items, or 15 days have gone by, the user's account will become standard Free package.

What is the "Special Offer" mentioned in the payment section?

Kampyle offers its customers a special offer: get 2 months free! You can choose to pay one annual fee in advance, and pay for 10 months instead of 12. You can, of course, choose the monthly payment, and be charged the selected monthly fee.

Will I be able to change my service package in the future?

Kampyle will allow you to upgrade your service package at any time, and the upgrade will take effect immediately. You are also allowed to downgrade your service package at any point, however, the downgrade will only take effect at the end of the billing cycle. Thus, the downgrade will only affect your next payment to Kampyle, and not the present one.

What type of payments does Kampyle take?

Payments to Kampyle are made exclusively through PayPal. Using PayPal, you have the possibility to pay using your PayPal account, or with your credit card. In addition, you are offered the option to choose between paying on a monthly basis, or on an annual basis. You can read more on the subject in Kampyle's Billing Policy page.

If I purchase an account, can I use Kampyle on more than one website?

The capability to manage multiple websites in one Kampyle account is currently being developed. If you own more than a single website and require a solution, please contact us at sales@kampyle.com.

Where can I review your terms of service, privacy policies and billing policies?

All of these documents are accessible through Kampyle's website. For your convenience, here are our Terms of Use, our Privacy Policy and our Billing Policy documents. If you have any questions please contact us at support@kampyle.com.

Read our Billing Policy



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Feedback coming from: All responses | Received | Unreceived | Show data in: English | Search Feedback



- Company and Website Information
- Custom Website
- Payment

Service Package Selection

Website Type: Service Package: Feedback Circle: Dashboard: Summary:

Current service package: Kampyle for Websites v2.0 Platform Package

LIVE HELP

Select your Service Package level

	Free	Basic	Standard	Professional	Enterprise
Number of Monthly Website Feedback Items	50	200	500	1000	2000
Manual Email Application	✓	✓	✓	✓	✓
Reply to Users	✓	✓	✓	✓	✓
Reports	✓	✓	✓	✓	✓
Ability Ask for Feedback	✓	✓	✓	✓	✓
Ability Ask for Feedback - advanced settings	✓	✓	✓	✓	✓
Feedback Form Customization	✓	✓	✓	✓	✓
Number of Customized Feedback Forms	1	2	5	7	10
Language Support	1	1	5	7	10
Browser Feedback Form	✓	✓	✓	✓	✓
User list (Name, email, IP address, etc)	✓	✓	✓	✓	✓
Extra Export to Excel and CSV	✓	✓	✓	✓	✓
Google Analytics and Kampyle Metrics	✓	✓	✓	✓	✓
Support	✓	✓	✓	✓	✓
Advanced account settings	✓	✓	✓	✓	✓
Auto reply email customization	✓	✓	✓	✓	✓
Secured Access to Management Application	✓	✓	✓	✓	✓
Feedback Form on Secured Page	✓	✓	✓	✓	✓
Integration with Facebook's Existing Users	✓	✓	✓	✓	✓
Custom Front page and Reply to email address	✓	✓	✓	✓	✓
Automatic Forwarding	✓	✓	✓	✓	✓
Advanced reporting including Google Analytics	✓	✓	✓	✓	✓
Ability to use existing feedback of the Feedback Form	✓	✓	✓	✓	✓
Feedback Analytics on Google Analytics	✓	✓	✓	✓	✓
Priority Support	✓	✓	✓	✓	✓
Developer API	✓	✓	✓	✓	✓
Monthly price	Free	\$19	\$49	\$149	\$299

Not a "one price" model. Contact us at sales@kmpyle.com

Next > | Cancel

How does the Free service package work?

Kampyle offers you a free service package at no cost and with no credit card. The Free package is a service that will allow you to enter up to 50 feedback items a month for an unlimited amount of time. The service is limited to feedback that will allow you to get acquainted with Kampyle, as well as a feedback which Kampyle service package is right for you. The Free Package is not a "one price" model, as it is not limited in time.

What is the Special Registration Bonus?

The Special Registration Bonus is a gift from Kampyle to our newest users. It is a credit towards your first billing of Kampyle. The bonus consists of giving you new registration 1000 free feedback items for a limited time of 15 days from the registration date. This means that in the first 15 days since registration, new users can enjoy up to 1000 feedback items. Once users have reached 1000 feedback items, or 15 days have passed, the users' account will become a standard Free Package.

What is the "Special Offer" mentioned in the payment section?

Kampyle offers its customers a special offer: get 3 months free! You can choose to pay one annual fee in advance, and pay for 10 months in cash of 12. You can, of course, choose a one monthly payment, and be charged the selected monthly fee.

Will I be able to change my service package in the future?

Kampyle will allow you to upgrade your service package at any time, and the upgrade will take effect immediately. You will be charged to upgrade your service package at any point in time, however, the upgrade will only take effect at the end of the billing cycle. Thus, the upgrade will only affect your next payment to Kampyle, and not the present one.

What type of payments does Kampyle take?

Payments to Kampyle are made exclusively through PayPal. Using PayPal, you have the possibility to pay using your PayPal account, or with your credit card. In addition, you are offered the option to choose between paying on a monthly basis, or on an annual basis. You can read more on this subject in the [Kampyle Billing Policy](#) page.

If I purchase an account, can I use Kampyle on more than one website?

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Where can I review your terms of service, privacy policies and billing policies?

All of these documents are accessible through Kampyle's website. For your convenience, here are the [Terms of Use](#), [Privacy Policy](#) and our [Billing Policy](#) documents. If you have any questions, please contact us at sales@kmpyle.com.

Read our Billing Policy





Feedback Coming from All Instances | Received | Unlimited | Show data in English | Search Feedback



Unread Feedback 30

- Feedback Analytics
- Feedback Inbox
- Feedback Form
- My Account

Company and Website Information
Contact Information
Payment



Review Order

Website Type > Service Package > Review Order > Checkout > Summary

Review your order

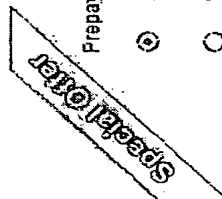
LIVE HELP

Order Details

Service Package	Price
Kampyle for Websites v2.0 Silver Package	\$249 per month
VAT	\$ 41.09 Per month
Total	\$290.09 per month

* Kampyle will charge an additional 16.5% VAT if according to Paypal, your country of residence is Israel.

You can change your service package at any time by going through this wizard again



Prepay for 1 year and get 2 months free and save \$499

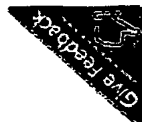
- ☒ No, thanks, please bill me \$249 per month
- ☐ Yes, I'll take the special offer

< Back

Proceed to Check out > | Cancel



ABOUT SSL CERTIFICATES





Feedback Analytics

Welcome, myfeedback@you@kampyle.com | Sign Out

Home | Management Application | Blog | Help | Support | Account

Feedback Coming from

All Instances



Received

Unlimited



Show data in:

English



Search Feedback



Unread Feedback 30

Feedback Analytics

Feedback Info

Feedback Form

My Account

Settings

Advanced Settings

Email Settings

General

Feedback Forwarding

Partners Settings



ABOUT SSL CERTIFICATES

Advanced Settings

This page allows you to manage your Kampyle account's advanced settings.

Time Zone

Define the time zone of your Feedback Analytics account

(GMT+03:00) Eastern African Time (Africa/Nairobi)

It's important to note that modifying your time zone will only affect data going forward, and will not be applied retroactively. You may notice a flat spot or a spike in feedback charts around the time that you updated your time setting. This is caused by a time shift forwards or backwards, respectively. In addition, your feedback analytics data may refer to the old time zone for a short period after you update your settings, until our servers have processed the change.

Stored Personal Data

☐ Do not store users' IP address upon feedback submission

Save >>>

Cancel

Give Feedback

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Home | Management Application | Blog | Live Support | Forums

Feedback Coming from All Instances

Received Unlimited

Show data in English

Search Feedback



Email Settings

This page allows you to manage Kampyle's email settings. Kampyle's email settings allow to customize elements of the emails sent from Kampyle to your users.

Default From Name:

Choose the name that will appear in the "From" field of emails sent from Kampyle to your users.

• Unread Feedback: 20

- Feedback Analytics
- Feedback Analytics
- Feedback Form
- My Account
- Settings

Advanced Settings

- Email Settings
- General
- Feedback Forwarding
- Partners Settings

Reply To email:

Your users' replies to Kampyle emails will go to this email address

Add Email

Email Address and Status			
Default	Email Addresses	Status	Action
☒	dafna.penn@kampyle.com	Address Verified	May 19, 09 X

Refresh

Save Cancel



ABOUT SSL CERTIFICATES





Kampyle Feedback Analytics

Welcome, myfeedback@you@kampyle.com | Sign Out

Home | Management Application | Blog | Live Support | Forums

Feedback Coming from

All Instances

▼

Received

Unlimited

▼

Show data in

English

▼

Search Feedback



Unread Feedback: 20



Advanced Settings

Email Settings

General

Feedback Forwarding

Partners Settings



ABOUT SSL CERTIFICATES

Automatic Feedback Forwarding

This page allows you to configure Kampyle to automatically forward feedback items directly to selected email addresses. This is done through "rules" which you are required to create in order to define which feedback will be forwarded to whom and when.

Automatic Forwarding of Feedback Items to Email

Create rules to automatically forward feedback items by email

Add Rule

Automatic Forwarding Rules				
Activate	Rule Description	Frequency	Edit	Delete
☒	New Rule	Real Time	edit	X
☒	New daily Rule	Once a day (midnight)	edit	X
☒	New weekly Rule	Once a week (Monday 8:00am)	edit	X

Save

Cancel

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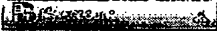
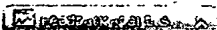
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Feedback Coming from: **All instances** | Received: **Unlimited** | Show data in: **English** | Search Feedback



Unread Feedback: 20



Advanced Settings

Email Settings

General

Feedback Forwarding

Partners Settings

Automatic Feedback Forwarding

This page allows you to configure Kampyle to automatically forward feedback items directly to selected email addresses. This is done through "rules" which you are required to create in order to define which feedback will be forwarded to whom and when.

Edit existing rule

General

Rule Description: **New Rule**

Which feedback items would you like to forward?

Categories

- ☒ All
- ☒ Bug
- ☒ Product info
- ☒ Suggestion
- ☒ Complaint
- ☒ Other

Less options...

Feedback coming from:

- ☒ All instances
- ☐ Default Form
- ☐ Active with Hebrew
- ☐ Customized Form (22/01/09 16:29:45)
- ☐ English with all categories
- ☐ Customized Form (05/02/09 12:43:55)
- ☐ Japanese words

Hold Ctrl to select several items.
Hold Shift to select a range.

Languages:

- ☒ All languages
- ☐ English
- ☐ French
- ☐ Spanish
- ☐ German
- ☐ Hebrew
- ☐ Arabic

Hold Ctrl to select several items.
Hold Shift to select a range.

Description:

All items

Email:

All items

Submission Method:

All items

Grader:

All items

URL:

All items

Configure the alert's content and settings

- ☒ Include user information in email (Browser, OS Platform, IP Address, etc.)
- ☒ Enable direct-reply to users.

Less options...

What would you like to do with the feedback items?

Forward the items to:

- ☐ Me (myfeedback@you@kampyle.com)
- ☒ ds@ha.paran@kampyle.com

This list is populated with all email addresses previously verified in this account. Click here to add/remove emails from this list.

Frequency:

Real Time

☐ Mark forwarded items as read (in your Kampyle Feedback Inbox).

Save

Cancel



ABOUT SSL CERTIFICATES





Kampyle Feedback Analytics

Welcome, myfeedbackforyou@kampyle.com | Sign Out

Home | Management Application | Blog | Live Support | Returns

Feedback Coming from



■ Unread Feedback: 20



Advanced Settings

☐ Email Settings

General

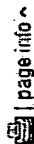
Feedback Forwarding

Partners Settings



ABOUT SSL CERTIFICATES

Best Available Copy



page info ^

Partners Settings

This page allows you to manage the Kampyle partners settings. With Kampyle partners you can enhance the Kampyle Feedback Analytics Platform with additional data.

Google Analytics

- ✓ Access to Google Analytics was granted on June 29, 2009, for the following accounts:
* www.haveaview.com/

Revoke access

Kampyle also offers a Firefox extension that enables you to view Kampyle's Feedback data in Google Analytics' interface. Click here to learn more.



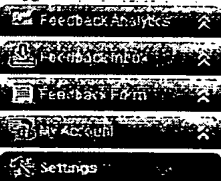
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Feedback Coming from: All Instances Received Unlimited Show data in English Search Feedback



• Unread Feedback 20



Advanced Settings
☒ Email Settings
 General
 Feedback Forwarding
 Partners Settings

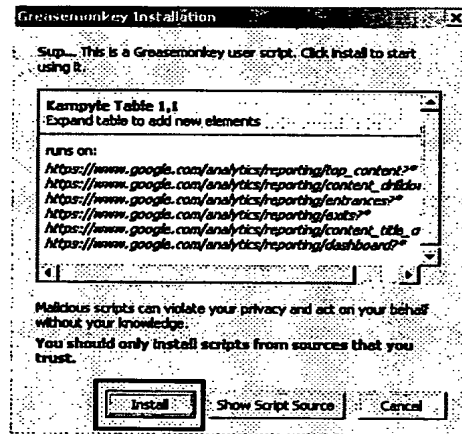
Partners Settings

This page allows you to manage the Kampyle partners settings. With Kampyle partners you can enhance the Kampyle Feedback Analytics Platform with additional data.

page info

Installation instructions for the Kampyle Google Analytics extension (Beta)

1. Install Greasemonkey Firefox extension from here.
2. Get the Kampyle script here.
3. On the Greasemonkey Installation window press 'Install'.



4. Make sure your Greasemonkey is enabled.



[Finish >>](#)



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Feedback Analytics

Feedback Analytics by FeedbackAnalytics.com | 06/01/2022

Feedback Analytics | All Feedback

Received | Unread

System data in | English

Search Feedback



Feedback index

1/1 page size

New | Reply to User | Edit | Delete | More Actions

Select: All, New, Read, Unread, Flagged, Unread

Expand All, Collapse All

Status From Description Date

New daria.perng@k... reply to Jun 01, 2022, 4:35 pm

New daria.perng@k... Forwarded to daria.perng@k... (Real time)

New daria.perng@k... Forwarded to daria.perng@k... (Real time)

New daria.perng@k... Forwarded to daria.perng@k... (Real time)

New daria.perng@k... Forwarded to daria.perng@k... (Real time)

New daria.perng@k... Forwarded to daria.perng@k... (Real time)

New daria.perng@k... Forwarded to daria.perng@k... (Real time)

New daria.perng@k... Forwarded to daria.perng@k... (Real time)

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New daria.perng@k... Forwarded to daria.perng@k... (Real time)



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Feedback Analytics by FeedbackAnalytics.com



Feedback Coming from: All instances | Received | Unlimited | Show data in: English | Search Feedback

Feedback Inbox

Unread Feedback:

Feedback Inbox

Pre-saved search:

By Status

By Category

By Priority

By Reply Status

By Grade

Flagged

Reply to User - Complete your message

From Name:

Reply to:

Bcc:

Subject:

Comment:

Hi,

Thank you for submitting your feedback on <http://myfeedbackforu.com>.

We are happy to inform you that we have reviewed your feedback.

Based on your feedback we were able to improve our website to give you and the other users a better service.

Thank you for using <http://myfeedbackforu.com>

☒ Include the user's feedback description in the email

☐ Send me a copy

Item ID: 474
 Priority: Medium
 OS Platform: Windows XP
 IP Location: Israel
 IP Address: 81.218.143.239
 Cookies Enabled: Yes
 Screen Resolution: 1280x1024
 Color Depth: 32
 Flash Version: 10.0 r22

Reply to User	Edit	Delete				
☐ New			dafna.penn@kam...	false		Jun 30, 09, 2:44 pm
☐ New			dafna.penn@kam...	manual pop up		Jun 30, 09, 2:40 pm
☐ New			dafna.penn@kam...	reply: stikskytkr		Jun 30, 09, 10:59 am
☐ New			dafna.penn@kam...	rat:		Jun 29, 09, 11:06 pm
☐ New			dafna.penn@kam...	push for to the river		Jun 29, 09, 11:02 pm
☐ New			dafna.penn@kam...	chrom now		Jun 29, 09, 9:04 pm
☐ New			dafna.penn@kam...	dont send email		Jun 29, 09, 7:48 pm
☐ New			dafna.penn@kam...	11111		Jun 29, 09, 7:40 pm
☐ New			dafna.penn@kam...	2222		Jun 29, 09, 6:13 pm
☐ New			dafna.penn@kam...	chrom		Jun 29, 09, 12:21 pm
☐ New			dafna.penn@kam...	flash ie7		Jun 28, 09, 1:38 pm
☐ New			dafna.penn@kam...	flash		Jun 28, 09, 1:37 pm
☐ New			dafna.penn@kam...	auto reply		Jun 28, 09, 1:28 pm
☐ New			dafna.penn@kam...	auto reply		Jun 28, 09, 10:40 am
☐ New			sd@sdfs.com	test		Jun 25, 09, 9:44 am
☐ New			dafnap10@hotmail.com	dont send email		Jun 24, 09, 3:49 pm
☐ New			dafna.penn@kam...	don send auto reply		Jun 24, 09, 3:45 pm
☐ New			dafna.penn@kam...	en - not default but text is		Jun 24, 09, 3:31 pm
☐ New			dafna.penn@kam...	auto heb		Jun 24, 09, 3:14 pm
☐ New			dafna.penn@kam...	wix		Jun 24, 09, 3:13 pm

25/484 Feedback Item(s) 3 unread

1 | 2 | 3 | 4 ... | Next | Go to page | Show rows | 25





Feedback inbox

NO. 15, 1915.

 Do not filter items in the Feedback Inbox

Filter the items in Feedback Inbox showing:

☐ Description ☐ Airfare ☐ Only items with description ☐ Only items without description

☐ All items
☒ Only items with email
☐ Only items without email

System (see page 10)

[General]

July 25, 1974, 4.00 p.m.

Jun 30, 09, 10:50 am

Jun 20, 09, 11:06 pm

Jun 29, 09, 11 02 pm

Jun 29, 09, 9:04 pm

Jun 20, 09, 7:43 pm

Jun 29, 09; 7:40 pm

Jun 29, 09, 5:13 pm

Jun 29, 09, 12:21 pm

Jun 28. 09, 1:33 pm

Jun 28, 09, 1:37 pm

Jun 28, 09, 1:29 pm

Jun 28, 09, 10:10 am

Jun 25, 09, 9:44 am

Jun 24, 09, 3:49 pm

Jun 24, 09, 3:48 pm

Jun 24, 00, 3:31 pm

Jun 24, 09, 3:14 pm

Jun 24. 09, 3:13 pm

» Show more...

09 K'annan, S. I. S. A. 77 p. 2.50



Search Feedback

Show date in English

Unread

Feedback Coming from All Instances



Unread Feedback: 20

Feedback Analytics

Feedback Inbox

Feedbacks from:

By Category

By Priority

By Reply Status

By Grade

Flagged

Feedback Form

Feedback

Settings

Feedback Inbox

Select: All, None

Status

New

New

New

New

New

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New

page info

Expand All, Collapse All

Date

Jul 05, 09, 4:36 pm

Jul 05, 09, 2:54 pm

Jul 02, 09, 2:15 pm

Jul 01, 09, 5:42 pm

Jun 30, 09, 2:51 pm

Jun 30, 09, 2:44 pm

Jun 30, 09, 2:40 pm

Jun 30, 09, 10:59 am

Jun 29, 09, 11:08 pm

Jun 29, 09, 11:02 pm

Jun 29, 09, 9:04 pm

Jun 29, 09, 7:49 pm

Jun 29, 09, 7:40 pm

Jun 29, 09, 6:13 pm

Jun 29, 09, 12:21 pm

Jun 28, 09, 1:38 pm

Jun 28, 09, 1:37 pm

Jun 28, 09, 1:29 pm

Jun 28, 09, 10:40 am

Jun 25, 09, 9:44 am

Jun 24, 09, 3:49 pm

Jun 24, 09, 3:46 pm

Jun 24, 09, 3:31 pm

Jun 24, 09, 3:14 pm

Jun 24, 09, 3:13 pm

Jun 24, 09, 3:13 pm

Jun 24, 09, 3:13 pm

Jun 24, 09, 3:13 pm

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Jun 24, 09, 3:13 pm

Jun 24, 09, 3:13 pm

Select Export Format

Export selected items

Export all items in this view

Microsoft Excel (.csv) file

XML file

false

manual pop up

reply subject

rate

push for to the river

chrom now

dont send email

11111

2222

chrom

flash let

flash

auto reply

auto reply

test

dont send email

dont send auto reply

en - not default but text is

auto hab

10K

1121314 - Next

Go to page 15

Show rows: 25

25000 Feedback items (31 unread)

1121314 - Next

Go to page 15

Show rows: 25

25000 Feedback items (31 unread)

1121314 - Next

Go to page 15

Show rows: 25

25000 Feedback items (31 unread)

1121314 - Next

Go to page 15

Show rows: 25

25000 Feedback items (31 unread)

1121314 - Next

Go to page 15

Show rows: 25

25000 Feedback items (31 unread)

1121314 - Next

Go to page 15

Show rows: 25

25000 Feedback items (31 unread)

1121314 - Next

Go to page 15

Show rows: 25

25000 Feedback items (31 unread)

1121314 - Next

Go to page 15

Show rows: 25

Verified

Verified

Verified

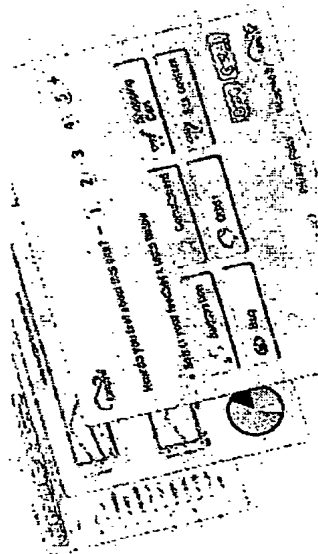
Verified

Verified



Feedback Analytics

Live Support



Website Feedback Form

Get it now, Set up takes only 5 minutes

15,000+ customers | 8,000,000 Feedback Forms | 60 Languages

Get a Feedback Form for Your Website Today!

Listen and react to your customers' feedback.

Kampyle for Websites is a powerful on-demand solution to collect, analyze and manage your website visitors' feedback.

Discover how Kampyle lets you leverage valuable customer feedback to:

- Increase conversion rates
- Reduce customer attrition
- Improve customer satisfaction and loyalty

It's quick and easy to set up. In just a few minutes, your customized feedback form will be ready.

Start Here:

Full Name:

Email:

Url:

http://



All Fields are required

* Kampyle combines the ease-of-use, feature-rich tool B&H Photo-Video needs... *



Henry Posner | B&H Photo-Video



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Feedback Analytics

Welcome, Guest! Sign In

[Home](#) | [Services](#) | [Solutions](#) | [Company](#) | [Blog](#) | [Help](#) | [Customer Login](#)

Registration - Software Installation Feedback Analytics

Register now for our FREE version - a powerful service for websites who want to get feedback and improve. Kampyle also offers advanced packages for websites who want to enjoy the full power of Kampyle Feedback Analytics. You don't need to decide now. You can always choose to upgrade your free version in the future.

User Information

* Full Name:

* Email:

Download URL Info

* Primary

Download URL:

* Mandatory fields



- View to Kampyle
- Live Support
 - View Demo
 - Contact Sales
 - Support Forum



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Registration - Software Installation Feedback Analytics

Please complete your registration.

User Information

★ Full Name:

kampyle_test_sifa_screen@kampyle.com

★ Email:

Karlsruhe, 28.07.2016

★ Password:

Merci beaucoup et bonne nuit !

★ Confirm Password:

[illegible]

➔ **Security Question:**

What is your mother's maiden name?

★ Your Answer:

[illegible]

Street
Address 1:

[illegible]

Street
Address 2:

[illegible]

Country:

None

State/Province:

None. ✓

Postal
Zip code

★ Phone:

[illegible]

Company Information

★ **Company Name:**

★ WRN

Additional Information

☐ I agree to the Terms and Conditions for using Kamzyle

☒ **Subscribe to Kampyle's newsletter**

★ **Mandatory fields**

* Heretofore, your request alone (if provided) to receive updates and marketing materials, you may notify Kampeyle, at any time, of your request (we cannot your approval) for such delivery and vice receiving such materials, by sending an e-mail to Kampeyle to the address appearing on the "Contact Us" in the Kampeyle website.



Kampyle Feedback Analytics

Welcome, kampyle_test_sfo_screen@kampyle.com | Sign Out

Home | (Management Application) | Blog | Live Support | Forums

Search Feedback

Show data in English

Received

Unlimited

No Instances

page info

Feedback Form Customization

Add the Feedback Form to your software

Choose a feedback type for your software (Installation Cancel or Uninstall) and create your own landing page and feedback form with the customization wizard.

- Create a Feedback Form for Installation Cancel
- Create a Feedback Form for Uninstall

Advanced Settings

Email Settings

General

Feedback Forwarding

Next >



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Feedback Coming from

No Instances

Received

Unlimited

Show data in

English

Search Feedback

Feedback Form Customization

Design > Categories > Sub-Categories > Landing Page > Get Embed URL

Customize your Feedback Form design

Customize Your Feedback Form with your choice of Color Theme, logo and grading icons to make it feel more integrated with your site

Preview

Advanced Settings

Email Settings

General

Feedback Forwarding

Select the Feedback Form's language:

English

This will indicate to the system which language you use during this wizard in all places where you enter text. Once you've completed the wizard, you can translate your form to additional languages.

Choose a color theme:

Predefined Themes:



Customize your theme: Click Here!

Add your logo:

Browse...

Jpg/Gif/Png format only, dimensions should not exceed 50x25 pixels, not be more than 200KB in size.

Define the grading's opening question:

How did the installation make

Up to 60 characters

Select the grading icons style:

Classic Faces

< Back

Next > | Cancel



ABOUT SSL CERTIFICATES





Feedback Analytics

Home | Management Application | Blog | Live Support | Forums

Welcome, kampyle_test_site_screen@kampyle.com | Sign Out

Feedback Coming from

No Instances

Received



Show data in

English

Search Feedback

Feedback Form Customization

Design > Categories > Sub-Categories > Landing Page > Get Embed URL

Define up to 6 Feedback categories

In order to help you collect the best data from your users, Kampyle enables you to determine which topics are relevant to your website and define them as Categories on the Feedback Form. You can use the Categories in order to help your users easily submit relevant feedback on your website. Please note that categories you create will appear in future instances that you initiate, and that changes made to categories will affect them in other instances as well.

Preview

Add Category

Advanced Settings

Email Settings

General

Feedback Forwarding

Select categories from the following list or create your own

Activate	Category	Category Icon (Optional)	Order	Delete
☒	Installation Process	Up to 25 characters	0	X
☒	Other Concern	Up to 25 characters	1	X
☒	Suggestion	Up to 25 characters	2	X

< Back

Next > | Cancel



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Search Feedback

Show data in English

▼

Received Unlimited

No Instances 2

Feedback Coming from

page info

Feedback Form Customization

Design > Categories > Sub-Categories > Landing Page > Get Embed Url

Customize Your Feedback Form Sub-Categories

In order to help you collect the best data from your users, Kampyle enables you to determine which issues are relevant to your website and define them as Sub Categories on the Feedback Form. You can use the Sub Categories to help your users easily submit relevant feedback on your website. Users will then be reporting feedback by selecting a Category, followed by a Sub Category, for example: Bug > Browser not supported.

Preview

Define Up To 10 Feedback Form Sub-Categories For The Category:

Installation Process

Add Sub-Category

Add your own sub-categories

Activate	Sub-Category	Order	Delete
☒	Too long	1	X
☒	Generating error mess	2	X
☒	Affects my computer	3	X
☒	Other	4	X

< Back

Next > | Cancel



ABOUT SSL CERTIFICATES



Feedback Coming from

No Instances

Received

Show data in

English

Search Feedback

Feedback Form Customization

Design > Categories > Sub-Categories > Landing Page > Get Embed Un

Add the Feedback Form Button To Your Software

Follow the steps on this page to add the feedback form to your software

Preview

- 1 Copy and paste the code into your software where you would like to trigger the feedback collection:
This is the address you should print the user's browser id.

<http://www.kampyle.com/sifs/?id=577940427489>

- 2 Append the Wizard Step parameter (indicating in which step of the wizard the user abandoned installation) to the above link, as explained in the relevant Forum post

Need help?

Contact us and we'll help you add the code to your website.
Live Support email: support@kampyle.com

< Back

Finish > | Cancel



ABOUT SSL CERTIFICATES



6. Learn for success.

Feedback Form Customization

Modern Your Feedback Forms

You use the covered Feedback Form system to provide feedback to the company. The Feedback Form can be customized to meet the specific needs of each application, thus allowing you to attach the Feedback Form to your email.

► Anti-Obesity Prescription

Uninstall Form (Feb 10, 09, 8:14 pm)

Preview

- » Edit
- » Delete
- » Rename
- » Duplicate
- » Embed URL
- » Locking Page

Insured Name	Ins. Cancellation Date

प्रवेशिका

- E-21
- C-1419
- R-1419
- U-1419
- E-1419
- L-1419
- T-1419
- A-1419

Distance Meter: Inst. Cancellation Form (Feb 24, 09 3:41 pm)

— Preview —

- ECU
- GEF
- IFAD
- IDB
- ECUARUNARI
- LACIP
- ...
- ...
- ...

Instance Name: Inst: Concepcion Form (Mar 16: 09:11:35:58 p...

Preview:

- » Ess
- » D-Heb
- » R-Aduna
- » Exp-Aduna
- » Synchro-Aduna
- » Exp-Aduna
- » Trans-Aduna
- » Aduna-Exp-Aduna

Instance Name: Inst: Cancellation Form (Mar 18, 08 11:38:50 p

Reviews

- Copy
- Delete
- Front Page
- Duplicate
- Export XML
- Landing Page
-
- Translate
- Add 185-99 Entries

UNCLASSIFIED: Unistat Form (Mar 10-09, 11:33:45 am)

Preview

- Edit
- Delete
- Rename
- Duplicate
- Embed URL
- **Link Page**
- **Text Edit**
- **Page Info**

Inst. Cancellation Form (Mar 17, 09 5:08:59 am)

Právě

- Title
- Date
- Name
- Duplicate
- Email URL
- Landing Page
- Transcribe
- Audio/Video Embed

ಇದರಲ್ಲಿ ೧೫೭೫

- Previous

- E-34
- D-444
- R-444
- D-444
- E-444
- L-444
- Translate
- Auto (auto Em)

Instance Name: Linux-FRONT (May 07, 09 4:49:58 pm)

[Previous](#)

- » Edit
- » Delete
- » Rename
- » Duplicate
- » Enter UFI
- » Landing Page
-
- » Technical
- » Add to Favorites

Instance Name: Inst. Cancellation Form (May 07, 08, 5:07:28 am)

Pravlev,

- Edit
 - Delete
 - Rename
 - Duplicate
 - Embed URL
 - Landing Page
-
- Translate
 - Add New Entry

WU 2009 04 14, ADUPTG_7761, SCHOLAR

Do we want your equipment used to be recognized by the National Police when it's being returned to your service? And your equipment is sent to the police for the justice.



Installation Cancelled

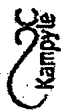
Your Feedback is important to us!

Would you be willing to give us a short (1 minute) feedback?

Yes

No

Thank you for helping us improve our service



Software Installation Feedback Analytics by Kampyle

Privacy Policy

Uninstallation Completed Successfully

Your Feedback is important to us!

Would you be willing to give us a short (1 minute) feedback?

Yes Please

No Thank you

Thank you for helping us improve our service.

Privacy Policy

Software installation Feasibility Analysis by Kampfe



Installation Cancelled

Your Feedback is important to us!

Would you be willing to give us a short (1 minute) feedback?

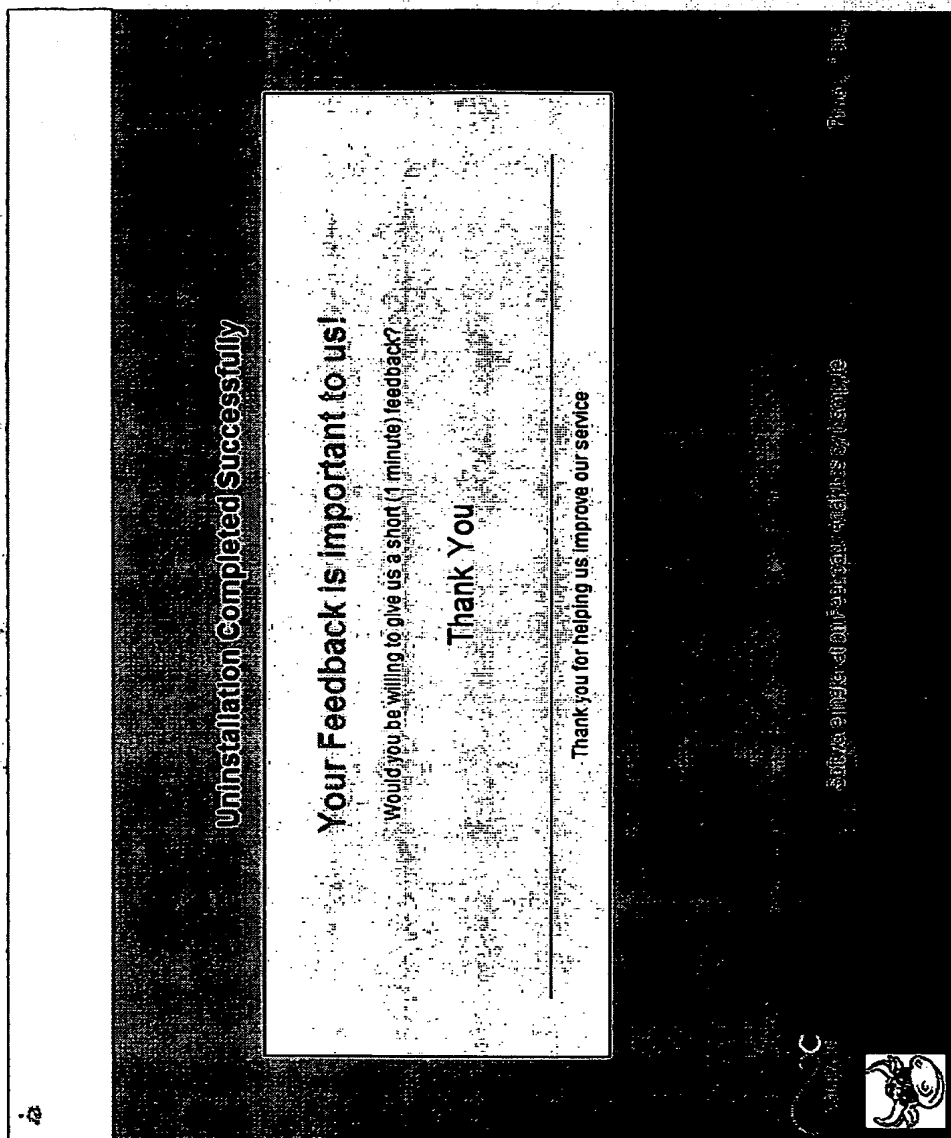
Thank You

Thank you for helping us improve our service



Software Installation Feedback Analytics by Kampyle

Privacy Policy





Feedback Analytics

Welcome, myfeedback@you-mozilla.com | Sign Out

[Home](#) | [Management Application](#) | [Blog](#) | [Live Support](#) | [Forums](#)

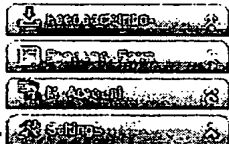
 Feedback Coming from: **All Uninstall Instances** | Received: **Unlimited** | Show data in: **English** | Search Feedback

Unread Feedback: 2

Feedback Analytics

Feedback Dashboard

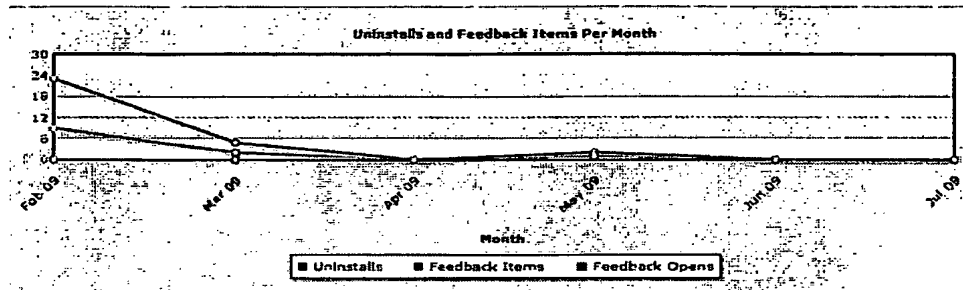
Feedback by Page



Feedback Dashboard

The Feedback Dashboard provides you with an overview of your entire software in one page. Here, you can gain an understanding of how your users view your software and what types of feedback they submit.

page info ~



Average Feedback Grade

2.5

Most Reported Feedback

Functional > I Have similar software

Number of Feedback Items

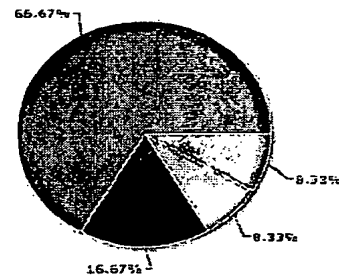
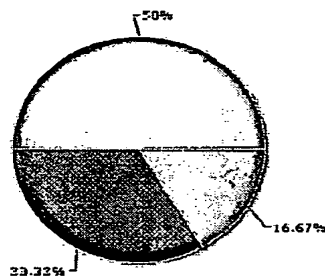
12 feedback items

Uninstall Based on time of Usage

 1-2 Days 2-7 Days 8-14 Days
 15-60 Days 60-180 Days 180+ Days

Feedback by Category

Functional Technical Suggestion No Category



Most Important Feedback - Includes only feedback items under the status of New or in Progress

Item	Category	Feedback Item	% Feedback Item	Avg. Usage Time	Average Grade	More Info
1	Functional > I Have similar software	4	33.4%	42 Days	2	>>
2	Functional > I don't know how to use it	2	18.2%	337 Days	1	>>
3	Suggestion > Feature request	1	9.1%	-	-	>>
4	Functional > Software is too complicated	1	9.1%	-	-	>>
5	Technical > Security issues	1	9.1%	97 Days	4	>>



Feedback Analytics

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Feedback Coming from: All Installation Cancellation Instances ☒ Received ☒ Unlimited ☐ Show data in: English ☐ Search Feedback

Feedback Analytics

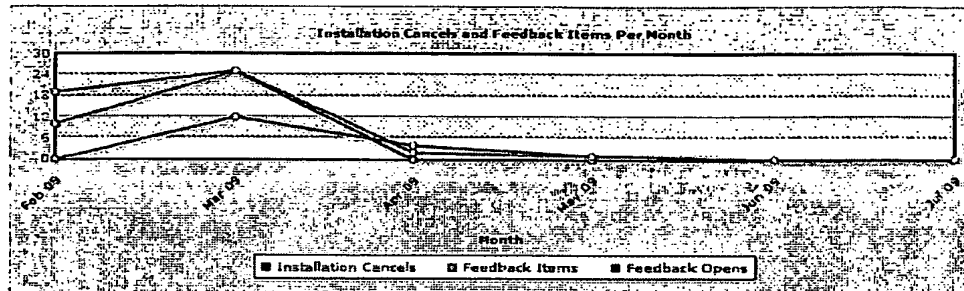
Feedback Dashboard

Feedback by Page

- Feedback Dashboard
- Feedback by Page
- Feedback Form
- My Account
- Settings

Feedback Dashboard

The Feedback Dashboard provides you with an overview of your site's software in one page. Here, you can gain an understanding of how your users view your activities and what types of feedback they submit.

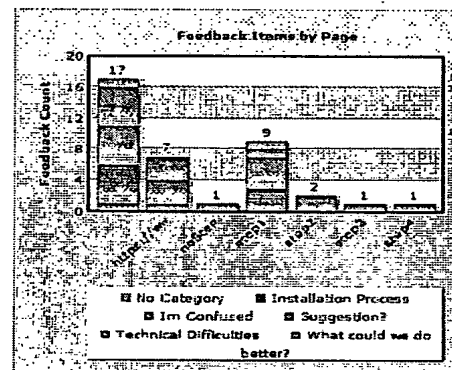


Average Feedback Grade: 3.2

Most Reported Feedback: I'm Confused > Didn't understand instructions

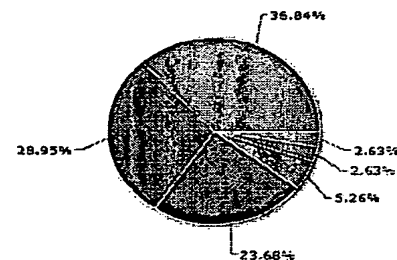
Number of Feedback Items: 38 feedback items

Feedback by Page



Feedback by Category

- I'm Confused
- Suggestion?
- Installation Process
- Technical Difficulties
- No Category
- What could we do better?



Most Important Feedback - display on feedback items under news of new or in progress

Rank	Category	Feedback Items	% Feedback Items	Most Reported Page	Average Grade	More Info
1	I'm Confused > Didn't understand instructions	7	18.4%	step1	4	>>
2	Installation Process > Taking too long	6	15.6%		-	>>
3	I'm Confused > What about my IE settings?	5	13.2%	https://www.kampyle.com/files/index.php?..	-	>>
4	Suggestion? > Make the download smaller	4	10.5%	https://www.kampyle.com/files/index.php?..	4	>>
5	Suggestion? > Let me choose my language	4	10.5%	step2	1	>>
6	Installation Process > Other	3	7.9%		3	>>
7	Technical Difficulties > Firefox doesn't work	2	5.3%	step1	-	>>
8	I'm Confused > Need more information	1	2.6%		-	>>
9	What could we do better? > next time	1	2.6%	step1	-	>>



Home

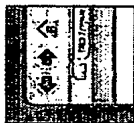
Feedback Analytics

Welcome, Guest | Sign In

Skip

Feedback Form Analytics Solutions

Kampyle for Websites



Feedback Form Analytics for Websites

Kampyle for Websites is a powerful on-demand solution to collect, analyze and manage your website visitors' feedback.

Discover how Kampyle lets you leverage valuable customer feedback to:

- Increase conversion rates
- Reduce customer attrition
- Improve customer satisfaction and loyalty

It's quick and easy to set up. In just a few minutes, your customized feedback form will be ready.

Learn More about the benefits of Kampyle for Website



Kampyle for Software

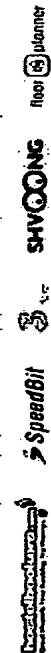


Feedback Form Analytics for Software

Kampyle for Software enables software developers to collect and analyze feedback from their users to:

- Increase successful installation rate
- Enhance software usage
- Decrease installation abandonment and software uninstall

Learn More about the benefits of Kampyle for Software



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"Kampyle was crucial in helping us launch our new Web 2.0 edition of 123Greetings."

123Greetings.com

123Greetings

- How to Kampyle
- Live Support
 - View Demo
 - Contact Sales
 - Support Forum

News

- Kampyle: The most sophisticated simple website feedback tool on the web
March 31, 2008
- Kampyle for Websites Celebrates 1st Anniversary
March 31, 2008
- Kampyle is Partnering with Constant Contact
March 11, 2008
- Kampyle Partners Up With nDesk
February 15, 2008

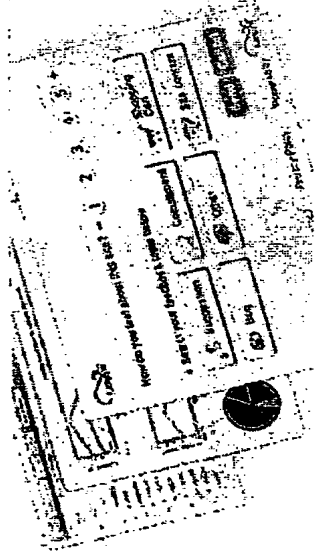
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Feedback Analytics

Live Support



Website Feedback Form

Get it now, Set up takes only 5 minutes

15,000 customers | 18,000,000 Feedback Forms | 60 Languages

Get a Feedback Form for Your Website Today!

Listen and react to your customers' feedback

Kampyle for Websites is a powerful on-demand solution to collect, analyze and manage your website visitors' feedback.

Discover how Kampyle lets you leverage valuable customer feedback to:

- Increase conversion rates
- Reduce customer attrition
- Improve customer satisfaction and loyalty

It's quick and easy to set up. In just a few minutes, your customized feedback form will be ready.

Start Here:

Full Name:

Email:

Url:

http://

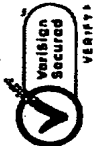
Get it now!

All Fields are required

"Kampyle combines the ease-of-use, feature-rich tool B&H Photo-Video needs..."



Henry Posner | B&H Photo-Video



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Site Map

Site Map

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- Kampyle for Software

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- Software Feedback Form
- Feedback Analytics
- Customer Feedback Form
- Shopping Cart Abandonment Feedback

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- Partners
- Website Service Providers
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Customer Login



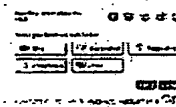
ABOUT SSL CERTIFICATES

Feedback Form and Feedback Analysis

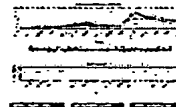
Get Feedback, Get Better!

Kampyle's Feedback Analysis helps you gain on-site feedback about products, services and user experience on your website. It will help you understand customer satisfaction on a website level.

Website owners now have the ability to easily receive customer feedback for a website that can be viewed on all pages of their site.



Information gathered from feedback forms, and the feedback analysis data resulting from it will help you understand not only WHAT happened on your site but also WHY it happened. This provides you with a holistic approach and understanding towards your customer's needs, increases customer satisfaction and loyalty, and ultimately leads to higher revenue and ROI.



Using surveys and polls, services available from Kampyle's feedback form provides you with page and website level information. The feedback form provides a structure and the option to customize every aspect of it, means that it's easy to manage.

Benefits

- Is non-intrusive and takes the user only few seconds to complete
- Provides high quality and a desirable message level of the responses of the users
- Allows increasing the data and getting back to the users more quickly than ever

Benefits from Kampyle's fully customized feedback forms

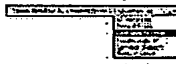
When you want answers - you don't need to ask the right questions.

The Customization feature is one of the capabilities that makes Kampyle stand out as a leading Feedback Analysis among other services available on the net. Kampyle is all about customization with our online users. With Kampyle's customization capabilities, you can get the most relevant feedback from your users, view and manage it in the way that suits you best and notify them of the actions taken. The more a feedback form is customized to fit the page and the message concerning it, the more impact the feedback will have. Using extensive, customized feedback forms for the homepage, product pages and shopping carts, for business, makes an e-commerce site receive better conversion rates and, of course, which then results in increased conversion and ROI.



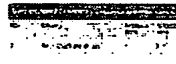
How does it work?

It all starts with a customized feedback form that is placed on your website. Your website's users then submit feedback using the form, choosing a category and rating the page and getting a short cut request from the feedback tool. You can start viewing the results on Kampyle. Here is an example form:



1. Using the feedback form on your site, you can choose to display feedback in a number of different ways. For example, you can choose to only view feedback received from the feedback form that you placed on shopping carts.

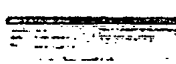
2. Thanks to Kampyle's analytics, when you can quickly find out which was the most important feedback issue, for instance, a malfunction in the payment system.



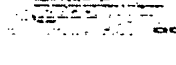
3. A short dropdown will lead you to the feedback form's theme and:



4. Once the form was added, you can send your own company's branded email reply from within Kampyle to each of the users who submitted the feedback.



5. You can now invite users who abandoned shopping carts to come back and finish their transactions, and then back and increase revenue.



A Robust and Flexible Feedback Form

It enables the possibility to create your website's form with Kampyle's feature and a user-friendly feedback form that has been specially designed for this purpose.

- Can limit the type and the amount of feedback form to your website. It can be used for business needs.
- Create multiple feedback forms and apply them on different locations of your website (home page and other pages) with the relevant questions for each location.
- The feedback form can be modified in real-time. Changes can be made and removed without any downtime at any point and time.

A simple and intuitive Feedback Form Customization wizard will quickly guide you through the steps required to create the best feedback form for your site. The wizard will help you to quickly design your feedback form, its content, the feedback button's look and location, and much more. Creating a feedback form that is all your own takes only 5 minutes and does not require any coding skills!

New User

Get it free now! Setup takes only 5 minutes

Get it now!

New User

Setup takes only 5 minutes

Get it now!

See to Kampyle

- User Support
- User Guide
- Contact Sales
- Support Forum

Case Studies

See a complete list of case studies

See a complete list of case studies



Feedback Analytics

Welcome, myfeedbackforyou@kampyle.com | Sign Out

Home | Services | Solutions | Company | Blog | Help | Customer Login

Kampyle for Websites
Kampyle for Software

Kampyle for Websites

Website Feedback Analytics

Listen to your Customers. Collect, analyze and manage your website visitor's feedback. Kampyle on-demand (SaaS) application combines:

- Fully customizable feedback form builder
- Powerful reporting and analysis tools
- Easy to use feedback management application

Get it now!

Kampyle's feedback life-cycle includes four main phases:



Collect
Install the Kampyle feedback form on your Website and start receiving feedback from your customers



Analyze
Use the powerful real-time reporting engine to analyze the feedback received

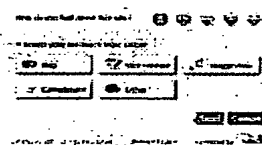


Manage
Identify the changes needed and convert your customer feedback into actions



Communicate
Inform your customer of the improvements you have made and close the feedback loop

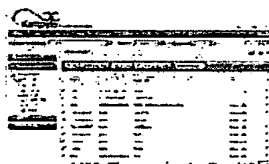
Feedback form



The Kampyle Feedback Form

- Customize the look and feel of your feedback forms to fit your website's, as well as your business needs.
- Create multiple feedback forms for different locations of your website with the relevant questions for each page.
- Maximize the response rate from your website visitors with our intuitive and user friendly feedback forms that have been especially designed for that purpose

Feedback Management Application



Website Owner Management Application

- The feedback received is automatically organized into categories
- The real time reports let you analyze the data and identify the changes needed
- The built-in response system enables you respond to your customer efficiently

Case Studies:

e-commerce: GetPrice

e-commerce: P1000

How to Kampyle

- Live Support
- View Demo
- Contact Sales
- Support Forum



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Feedback Analytics

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Kampyle for Websites
Kampyle for Software

Kampyle for Software

Software Feedback Analytics:

Kampyle's Software Installation Feedback Analytics feature is aimed at helping software providers understand their users behavior while performing specific actions of unique importance: downloads and uninstall actions of their software. Software Installation Feedback Analytics can help you understand your users better, improve your services, and reduce churn rates.

Register

What is it?

The Software Installation Feedback Analytics feature is an application that has been built on top of the Kampyle Feedback Analytics platform. The aim of the application is to provide the software providers with targeted feedback information on users who have

1. Begun installing the software providers software and have aborted the installation process before completion
2. Chosen to un-install the software providers' software

Software Installation Feedback Analytics will automatically request the users to submit feedback on the reasons which led them to perform either of the above mentioned actions.

How does it work?

- 1 The users either install an application and abort the installation before completion, or they un-install an existing application.
- 2 A browser window is opened and asks the user if he would be willing to provide a feedback on the reasons that led his install cancellation or un-install action.

Your feedback is important to us!

Would you be willing to give us a short (1 minute) feedback?

Thank you for helping us improve our service

- 3 If the user agrees to leave a feedback, the Kampyle Feedback Form opens up allowing him to submit his feedback.

How did the installation make you feel?

Select your feedback topic below:

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Website Feedback Form

Website Feedback Form

Software Feedback Form

Feedback Analytics

Customer Feedback Form

Shopping Cart

Abandonment Feedback

The Website Feedback Challenge

Website owners want to listen to their customers, but this is easier said than done. Customers don't always have the time to say exactly what they think, and when they do, they are not sure that they should. Moreover, online business owners don't always have the availability, or the possibility to ask for customer feedback, then listen and react to every comment that their customers report.

Kampyle helps website owners to overcome these difficulties, and maximize their business potential by giving them the necessary tools to collect, analyze, and respond to online customer feedback.

Kampyle's Website Feedback Solution

Kampyle for Websites allows website owners to place branded, fully customizable feedback forms on their website, which customers can easily access by clicking on a non-intrusive button placed on the website. Once customers submit feedback, they have the option to leave their email addresses for future follow up. It is at this stage that over 60% of users choose to submit their authentic emails!

A Feedback Analytics Dashboard provides a high level, management view of the feedback. Through advanced, automated analysis, the dashboard helps website owners get the overview and perspective needed to improve their site. Lastly, the Feedback Inbox gives website owners the ability to improve customer relations and satisfaction by letting them read and respond to feedback in a user friendly interface. The feedback is accessible to them only, therefore protecting their brand.

Website Customer Feedback Form

Kampyle provides website owners with branded, fully customizable feedback forms that they can built to their specifications in minutes. By allowing them to define categories and subcategories, Kampyle enables website owners to focus users on the issues most crucial to the website. Kampyle's customer feedback forms can be used in an entire site, or in parts of it. Different website feedback forms can be placed in different areas of a website, asking the questions that really matter, where they matter.

Kampyle's solution can be configured to actively ask users for feedback when and where the website owner chooses. In this way, he can gather feedback from users in the most critical areas of his site such as Shopping carts, product search, etc.

Kampyle's powerful customer feedback forms can be deployed on any website, on any page. Website owners can have the web's most advanced website feedback form up and running within moments.

New User

Get it Free now. Setup takes only 5 minutes.



New User:

Setup takes only 5 minutes.



How to Kampyle

- Live Support
- View Demo
- Contact Sales
- Support Forum

Case Studies:

1. e-commerce: GoThrive

2. e-commerce: P1000



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Software Feedback Form

Website Feedback Form

Software Feedback Form

Feedback Analytics

Customer Feedback Form

Shopping Cart Abandonment Feedback

Much like other service providers, Software creators need to know what clients think of their products and services in order to understand their needs, and how they can improve. But software being a field of unique characteristics, these companies require a solution that takes into account their special necessities and requirements.

As part of Kampyle's Feedback Analytics platform, Kampyle provides specially conceived feedback solutions for software. Kampyle develops solutions that fit the feedback necessities of software creators looking for an efficient way of getting feedback from their clients.

The Software Feedback Challenge

Software creators lose potential customers during specific processes, such as the installation process. Until today, they didn't have the tools to learn where and why the customer abandoned the installation. Furthermore, software creators lose many existing customers that uninstall their software, never knowing why, and without the ability to communicate with their abandoning customers.

Kampyle's Software Feedback Form solution

By asking the users to provide feedback at specially selected critical points, Kampyle gives the software provider access to critical information about his users and his product, answering simple questions that all software creators ask: "When, why and how do users decide not to use my software?". The result: an innovative and efficient way for the software provider to improve his software, win back users and reduce the loss of others. As with other Kampyle solutions, software feedback solutions such as Kampyle for Software feature fully customizable, branded customer feedback forms that the software provider can build and design to his precise needs.

Customer Feedback Management and Analysis

Customer feedback collection is just the beginning. Once the feedback has been collected, it will be analyzed by Kampyle in order to present the information to the software creators in the most actionable way possible, emphasizing the bottom line for them in an effortless process. Once this has been done and the software provider has received the high-level impression of his customers' feedback, he can return to users on their feedback, contact them and win them back, thus increasing customer satisfaction and revenues.

New User

Get it Free now. Setup takes only 5 minutes.



New User

Setup takes only 5 minutes.



How to Kampyle

- Live Support
- View Demo
- Contact Sales
- Support Forum

Case Studies:

e-commerce: GetPrice

e-commerce: P1000

Feedback Analytics

Website Feedback Form

Software Feedback Form

Feedback Analytics

Customer Feedback Form

Shopping Cart

Attachment Feedback

What is Feedback Analytics?

Every business owner wants to know what his customers are doing, and why. Most of them understand that the most effective way of truly understanding one's customers is to collect their feedback. But even so, some of the most important issues remain open: how should they collect the feedback? Where should it all go? What should they do with all the information collected? Feedback Analytics is the feedback methodology that brings a comprehensive approach to online customer feedback. The aim of Feedback Analytics is to provide a complete, online, end to end customer feedback solution. This aim is achieved by containing the task of feedback collection with advanced feedback analysis, as well as the ability to contact customers who submitted feedback - all in one, efficient, easy to use service.

The Feedback Analytics Challenge

For most businesses, developing such a system and dealing with the processing complexities of the feedback data is expensive and not part of their core business. Kampyle, the web's leading Feedback Analytics platform, has set out to make the task of listening to customer feedback a simple activity that increases sales, customer satisfaction, and revenues. Kampyle was developed with the aim of creating an advanced, effective Feedback Analytics service that would truly turn customer feedback to their benefit.

Kampyle's Feedback Analytics Solution

Kampyle's Online Feedback Analytics service opens up a new window to better online customer experience measurement, management and service. Kampyle's Online Feedback Analytics platform is designed to deliver the most sophisticated solution on the market to website owners and software creators of all kinds and sizes. Using an advanced feedback form, key performance indicators and feedback metrics, Kampyle helps businesses to collect feedback data and turn it into actionable information for product and service improvement. Facilitating customer engagement and satisfaction are Kampyle's major commitments, and the ability to get back to users on their feedback directly from Kampyle is a clear expression of this. Kampyle was designed to allow businesses to get to know their clients, engage them in conversation, let them know that their opinion matters, and ultimately - close the loop and win them back. Kampyle Feedback Analytics is more than a feedback solution: it is a brand new communication channel with customers.

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Customer Feedback Form

Website Feedback Form

Software Feedback Form

Feedback Analytics

Customer Feedback Form

Shopping Cart Abandonment Feedback

The Importance of Customer Feedback

The keys to success in internet businesses are in the hands of customers: they know what they want, and they know what they are willing to spend money on. A business owner's ability to deliver products and services that fall under these categories will determine the measure of this success.

There is no doubt that businesses who really listen have the edge over their competition, and there is much to listen to. Today, more than ever, online businesses need to carefully listen to customers in order to constantly improve, win back customers and keep up with competition that is always only one click away.

One might argue that customers are constantly providing business owners with feedback every time they return to an online store, uninstall a program, leave a site, and abandon shopping carts; they send feedback through actions. This is perfectly true, but this feedback is often hard to decipher, and takes a long time and valuable resources to understand and analyze.

The Customer Feedback Challenge

This difficulty in listening to customer feedback is like a gap separating business owners from their customers. This gap can be bridged by simply asking the customers for real feedback in real time. But this is easier said than done: how do you collect feedback? Who do you ask for feedback? Where does all that feedback go? Businesses today require a simple, comprehensive solution to their feedback needs: they require Kampyle Feedback Analytics.

Kampyle's Customer Feedback Form

Kampyle specializes in providing complete feedback solutions for websites and software creators. We are experts in customer feedback. Kampyle's Feedback form was designed to suit the needs of customers and business owners alike. Combining minimum effort with maximum usability, Kampyle's feedback form collects large amounts of information using non-intrusive methods.

Kampyle provides branded, fully customizable feedback forms that can be built in minutes. By allowing them to define categories and subcategories, Kampyle enables website owners and software creators to focus their users on the issues most crucial to them. Different feedback forms can be placed in different areas of a website or for different software processes, asking the questions that really matter, where they matter.

Kampyle is the business solution that turns the complex and intimidating chore of customer feedback, to an easy and effective method of increasing customer satisfaction, conversion rates, and revenues.

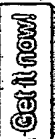
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Shopping Cart
Abandonment
Feedback

Shopping Cart Abandonment Feedback

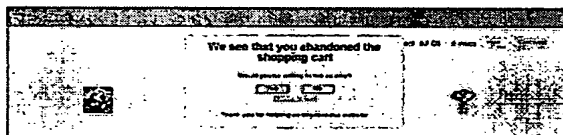
Why do users abandon shopping carts? What makes a website's user login, search for a product, add it to the shopping cart, then suddenly leave without leaving a trace? E-commerce is a complex business, and the answers to these questions differ widely between sites, products, countries, and many other parameters. One fact remains untouched throughout these variations: the customers know why they chose to abandon the shopping cart, and their reasons for doing so are worth money to any e-commerce owner who wishes increase his sales and revenues.

The Shopping Cart Abandonment Customer Feedback Challenge

How does one go about asking users why they decided to abandon his shopping cart? Who are these users, and how can they be reached? These are some of the questions that e-commerce owners face when trying to tackle the issue of shopping cart abandonment. Kampyle Feedback Analytics has endeavored to answer them with a simple and elegant solution. Using its unique capabilities and experience, Kampyle set out to develop a tool that would help e-commerce website owners find out why they are losing money due to shopping cart abandonment.

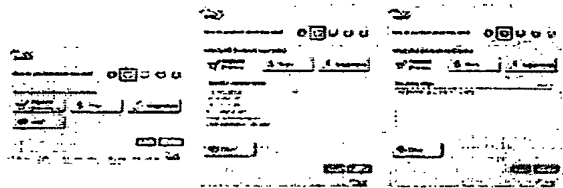
Kampyle's Shopping Cart Abandonment Customer Feedback Solution

The solution consists of asking users who have abandoned the shopping cart for feedback in real time, using Kampyle's customer feedback form. Kampyle's Shopping Cart Abandonment website feedback tool works by identifying customers who follow a specific behavioral path in a website. In this case - leaving the shopping cart. Once identified, potential shoppers are prompted with Kampyle's advanced, customizable feedback form, to leave feedback and describe why they decided to not to go through with the purchase



Shopping Cart abandonment Feedback Analysis and Management

The feedback data is gathered and analyzed by Kampyle, and displayed in the Management Application. Inside Kampyle, each feedback item can be read, replied to, and checked for more data using the Feedback Inbox, while the Feedback Dashboard provides high level management view of the feedback data, displaying analyzed, actionable feedback information.



With this new solution, e-commerce owners can finally understand how to fine-tune their site to stop losing money. Using information gathered from the highest authority on the subject - the customer - Kampyle helps e-commerce website owners to act quickly and efficiently to improve one of the most critical processes in their website.

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Kampyle is a leading vendor of Online Feedback Analytics, delivering website owners a powerful Software as a Service (SaaS) platform to collect, analyze, measure and manage website users' feedback on services, products and customer experience.

What is Kampyle?

Every website owner wants to know what his website's users are doing on his site and why. Many websites build their own feedback forms to collect this data. However, the main issue website owners face is the management of all the feedback data received from their users. Developing such a system and dealing with the processing complexities of the feedback data is expensive and not part of the website owner's core business.

Kampyle offers to take the task of Online Feedback Analytics Management off the shoulders of website owners allowing them to concentrate on their core business.

Kampyle's Online Feedback Analytics service opens up a new window to better web customer experience measurement, management and service. The Kampyle Online Feedback Analytics is designed to deliver the most sophisticated solution on the market to companies of all sizes, in all industries.

Kampyle's robust platform delivers website owners.

- The ability to increase customer satisfaction and long-term loyalty
- Tools to identify his users' changing habits and demands
- Sophisticated analytic engine focused on reducing the management of feedback data to minimum
- Quick and easy implementation
- Online, real-time feedback from live users
- Customizable feedback form: allowing the creation and management of different feedback forms for each page of Kampyle's customer's websites!
- Multi language support for feedback forms
- SaaS - no implementation costs!

Kampyle was founded in 2007 and is privately held

Contact Emails:

Support: support@kampyle.com
Sales: sales@kampyle.com
Business Development: bizdev@kampyle.com
Press Inquiries: press@kampyle.com
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Kampyle integrates with a variety of Technology Partners to provide our mutual customers a full suite solution. Kampyle also collaborates with many Website Service Providers that distribute Kampyle's services worldwide.

Website Service Providers

Website Service Providers who want to offer Kampyle's technology or components of it, as part of their offer to their clients can become official Kampyle partners. Kampyle certifies partners as either Kampyle Certified Consultant, or Kampyle Certified Partner. SEO/SEM consultants, Web Hostings, ISPs, Web designers and developers, etc. are all examples of potential Kampyle partners.

Kampyle Certified Consultants are partners who distribute Kampyle's technology, and are trained and qualified to consult, and help with the implementation of Kampyle among their clients.

Kampyle Certified Partners are partners certified to distribute Kampyle.

Partnerships with Kampyle will be on a Revenue Share agreement basis.

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Summary and Conclusions

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LOOTRA
Lootra is a...
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	2000	2001	2002	2003	2004
1. <i>Chlamydia trachomatis</i>	100	100	100	100	100
2. <i>Neisseria meningitidis</i>	100	100	100	100	100
3. <i>Streptococcus pneumoniae</i>	100	100	100	100	100
4. <i>Haemophilus influenzae</i>	100	100	100	100	100
5. <i>Legionella pneumophila</i>	100	100	100	100	100
6. <i>Yersinia enterocolitica</i>	100	100	100	100	100
7. <i>Salmonella enteritidis</i>	100	100	100	100	100
8. <i>Escherichia coli</i>	100	100	100	100	100
9. <i>Shigella flexneri</i>	100	100	100	100	100
10. <i>Staphylococcus aureus</i>	100	100	100	100	100
11. <i>Pseudomonas aeruginosa</i>	100	100	100	100	100
12. <i>Acinetobacter baumannii</i>	100	100	100	100	100
13. <i>Klebsiella pneumoniae</i>	100	100	100	100	100
14. <i>Mycobacterium tuberculosis</i>	100	100	100	100	100
15. <i>Candida albicans</i>	100	100	100	100	100
16. <i>Aspergillus fumigatus</i>	100	100	100	100	100
17. <i>Cryptosporidium parvum</i>	100	100	100	100	100
18. <i>Toxoplasma gondii</i>	100	100	100	100	100
19. <i>Giardia lamblia</i>	100	100	100	100	100
20. <i>Naegleria fowleri</i>	100	100	100	100	100

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14. **THEORY OF THE CASE**

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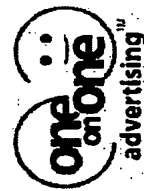
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Our product solutions span the product configuration and proposal management domains for both Salesforce.com and other users of on-demand platforms.

Our services expertise helps our customers successfully implement SaaS technologies tailored to their specific business needs.
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One On One is an emerging rich media company with patent pending online video platforms that convert visitors into buyers. The platforms have been designed to add value by providing improved visitor experience while creating additional revenues for high traffic websites.
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Our product solutions span the product configuration and proposal management domains for both Salesforce.com and other users of on-demand platforms.

Our services expertise helps our customers successfully implement SaaS technologies tailored to their specific business needs.
<http://www.ba-link.com>



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Kampyle: the most sophisticated simple website feedback tool on the web
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Integrating Voice of Customer data with Google Analytics
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14 free tests that reveal why people abandon your website
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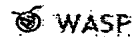
Users leaving you? Win back the customers with Kampyle for Software
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Kampyle lets you know when so one likes your desktop software
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Kampyle Invents the art of giving feedback
October 07, 2007 | Elena-Jean Plavio



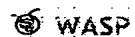
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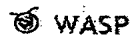
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Kampyle - Añade un feedback a tu web
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Free Feedback Analytics Service
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Kampyle: combining VOC and Support
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Complete The Feedback Loop: Exclusive Interview With Kampyle's CEO
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Kampyle: Feedback Management Platform
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Kampyle Launches Online Feedback Analytics
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Introducing Kampyle - The Next Generation of Online Feedback
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Kampyle for Windows
Celebrating 1st Anniversary
Customer satisfaction is the #1 goal for Kampyle's Windows Feedback Analytics customers in its first year - March 30, 2008

Get ready for the holidays
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Get instant access to your online survey insights - Kampyle's new analytics software - July 08, 2007

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The Next Generation of Online Feedback Analytics Now Available for All Visitors! - March 11, 2007

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Testimonial by B&H Photo-Video



“Kampyle combines the ease-of-use, feature-rich tool B&H Photo-Video needs. Customer feedback is vital to our continued success and Kampyle allows us to make it easy for our customers and easy for us. A win-win combination!”

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Henry Posner, Corporate Communications Dir.
B&H Photo-Video

More websites that use Kampyle's Feedback Form

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Greetings

Heals

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Feedback

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Step 1 2 3

Enter your Kampyle Username

Please enter your email address which you use as your Kampyle Sign in Username

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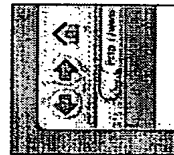
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Password

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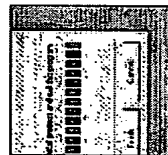
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Kampyle for Websites

Use this Kampyle service to listen and respond to your website users. Kampyle's management application arranges the corrective actions required in a clear and proactive manner.



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Learn why users are abandoning your software installation process and why users uninstall your software. Use Kampyle to improve, respond to these users and win them back.



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Kampyle respects each individual's right to privacy. We value our relationship with you, and we take pride in maintaining loyalty and respect with each individual client by providing you with security. This provisions within this notice apply to customers both past and present.

Personal Information

We will never sell or rent your name or your users name, e-mail address, physical address and any other identifying information that we receive from you or your users, whether directly or indirectly, except as otherwise provided herein. When you register with Kampyle, or when we obtain information about your users and/or their submissions to you, we will collect personal information about you or your users for business purposes only, such as processing the feedback information, and providing customer service. Notwithstanding that all any information that may be provided through our applicable applications by your users and/or received from other commercial systems, which you subscribe to, are your sole property, the personal information we collect is only accessible to Kampyle and its affiliates and is not disclosed to any non-affiliated third parties and is used by us for aggregate statistics about our customers, sales, traffic patterns and related site information to third parties (the "Kampyle Data"). Subject to the above, we reserve the right to make use of any of the Kampyle Data, as we deem fit. From time to time, Kampyle may place information on your website computer to allow it to identify you. This information is commonly referred to as "cookies". By showing how and when you use the Site and the Site Applications, this information can and is only used by Kampyle to improve the Site and the Site Applications on a continual basis. Kampyle will only use cookies to view information on your hard drive that was put there by a cookie from this Site. The use of cookies is an industry standard and many websites utilize them. If you do not wish to receive cookies, or want to be notified of when they are placed, you may set your browser to do so. If your browser so permits.

Sharing Information with Our Affiliates

We may share the Kampyle Data with our affiliates for business purposes, such as servicing customer accounts and as permitted by applicable law. Our affiliates are companies controlled or owned by us. The information we share with affiliates for marketing purposes may include information described above, such as name, address and account information, which will be kept in all times in strict confidence.

Regulatory Disclosure

We may disclose personal information with regulatory authorities or as required by applicable law. For example, we may disclose personal information to cooperate with regulatory authorities and law enforcement agencies to comply with subpoenas or other official requests, and as necessary to protect our rights or property. Except as described in this Privacy Policy, we will not use personal information for any other purpose unless we describe how such information will be used at the time disclosed to us or we obtain your permission. By using or accessing Kampyle, you are accepting the practices described in this Privacy Policy.



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Abstract

The purpose of this study was to investigate the effect of a 12-week training program on the physical and psychological health of sedentary adults. The study was conducted in a laboratory setting and involved 20 participants who were randomly assigned to either a training or control group. The training group performed a combination of aerobic and resistance exercises, while the control group remained sedentary. Data were collected at baseline and at 12-week intervals. The results showed that the training group experienced significant improvements in cardiovascular fitness, muscle strength, and body composition compared to the control group. Additionally, the training group reported lower levels of stress and improved mood. These findings suggest that a 12-week training program can have positive effects on the physical and psychological health of sedentary adults.

1. Introduction

In recent years, there has been a growing concern about the health of sedentary adults. Sedentary behavior, which is characterized by a lack of physical activity, has been linked to a variety of health problems, including obesity, heart disease, and depression. Therefore, it is important to investigate the effects of physical activity on the health of sedentary adults. This study was designed to examine the effects of a 12-week training program on the physical and psychological health of sedentary adults. The study was conducted in a laboratory setting and involved 20 participants who were randomly assigned to either a training or control group. The training group performed a combination of aerobic and resistance exercises, while the control group remained sedentary. Data were collected at baseline and at 12-week intervals. The results showed that the training group experienced significant improvements in cardiovascular fitness, muscle strength, and body composition compared to the control group. Additionally, the training group reported lower levels of stress and improved mood. These findings suggest that a 12-week training program can have positive effects on the physical and psychological health of sedentary adults.

2. Methods

The study was conducted in a laboratory setting and involved 20 participants who were randomly assigned to either a training or control group. The training group performed a combination of aerobic and resistance exercises, while the control group remained sedentary. Data were collected at baseline and at 12-week intervals. The results showed that the training group experienced significant improvements in cardiovascular fitness, muscle strength, and body composition compared to the control group. Additionally, the training group reported lower levels of stress and improved mood. These findings suggest that a 12-week training program can have positive effects on the physical and psychological health of sedentary adults.

3. Results

The results of the study showed that the training group experienced significant improvements in cardiovascular fitness, muscle strength, and body composition compared to the control group. Additionally, the training group reported lower levels of stress and improved mood.

4. Discussion

The findings of this study suggest that a 12-week training program can have positive effects on the physical and psychological health of sedentary adults. The training group experienced significant improvements in cardiovascular fitness, muscle strength, and body composition compared to the control group. Additionally, the training group reported lower levels of stress and improved mood. These findings suggest that a 12-week training program can have positive effects on the physical and psychological health of sedentary adults.

5. Conclusion

The study concluded that a 12-week training program can have positive effects on the physical and psychological health of sedentary adults. The training group experienced significant improvements in cardiovascular fitness, muscle strength, and body composition compared to the control group. Additionally, the training group reported lower levels of stress and improved mood.

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The appendix contains the following information:



Feedback Analytics

Welcome, myfeedback@you@kampyle.com | Sign Out

Home | Services | Solutions | Company | Blog | Help | Customer Login

Contact Us

Contact Us

We would be happy to hear from you.
Email us and we will get back to you shortly.

Contact Emails:

Support: support@kampyle.com
Sales: sales@kampyle.com
Business Development: bizdev@kampyle.com
Press Inquiries: press@kampyle.com
Career opportunities: jobs@kampyle.com

Follow us on Twitter:

twitter.com/kampyle

How to Kampyle

- Live Support
- View Demo
- Contact Sales
- Support Forum

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ABOUT SSL CERTIFICATES



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International filing date: 07 July 2010 (07.07.2010)

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THE UNITED STATES OF AMERICA**TO ALL TO WHOM THESE PRESENTS SHALL COME:****UNITED STATES DEPARTMENT OF COMMERCE
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July 12, 2010

**THIS IS TO CERTIFY THAT ANNEXED HERETO IS A TRUE COPY FROM
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APPLICATION NUMBER: 61/270,369**FILING DATE: July 07, 2009**

**THE COUNTRY CODE AND NUMBER OF YOUR PRIORITY
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U.S. PTO
61/270369
07/07/2009

PROVISIONAL APPLICATION FOR PATENT COVER SHEET

This is a request for filing a PROVISIONAL APPLICATION FOR PATENT under 37 CFR 1.53(c).

INVENTOR(S)					
Given Name (first and middle (if any))		Family Name or Surname		Residence (City and either State or Foreign Country)	
Ariel		FINKELSTEIN		Zichron Yaakov, Israel	
☒ Additional inventors are being named on the <u>1</u> separately numbered sheets attached hereto.					
TITLE OF THE INVENTION (280 characters max)					
METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE					
Direct all correspondence to: CORRESPONDENCE ADDRESS					
☒ Customer Number <u>38,137</u>					
OR Type Customer Number here					
☐ Firm or Individual Name					
Address					
Address					
City		State		Zip	
Country		U.S.A.	Telephone	(212) 949-9022	Fax (212) 949-9190
ENCLOSED APPLICATION PARTS (check all that apply)					
☒	Specification	Number of Pages (Incl. Drawings)	<u>160</u>	☐	CD(s), Number <u></u>
☐	Drawing(s)	Number of sheets	<u></u>	☐	Other (specify) <u></u>
☐	Application Data Sheet. See 37 CFR 1.76				
METHOD OF PAYMENT OF FILING FEES FOR THIS PROVISIONAL APPLICATION FOR PATENT (check one)					
☒	Applicant claims small entity status. See 37 CFR 1.27.				FILING FEE AMOUNT (\$) <u>\$380.00</u>
☒	A check or money order is enclosed to cover the filing fees				
☒	The Commissioner is hereby authorized to charge filing fees or credit any overpayment to Deposit Account Number: <u>01-0035</u>				
☐	Payment by credit card. Form PTO-2038 is attached.				
The invention was made by an agency of the United States Government or under a contract with an agency of the United States Government.					
☒	No.				
☐	Yes, the name of the U.S. Government agency and the Government contract number are: <u></u>				

Respectfully submitted,

SIGNATURE

TYPED or PRINTED NAME

TELEPHONE

(212) 949-9022

Date

July 7, 2009

REGISTRATION NO.

(if appropriate)

Docket Number

24,156

210,457

USE ONLY FOR FILING A PROVISIONAL APPLICATION FOR PATENT

Additional Page

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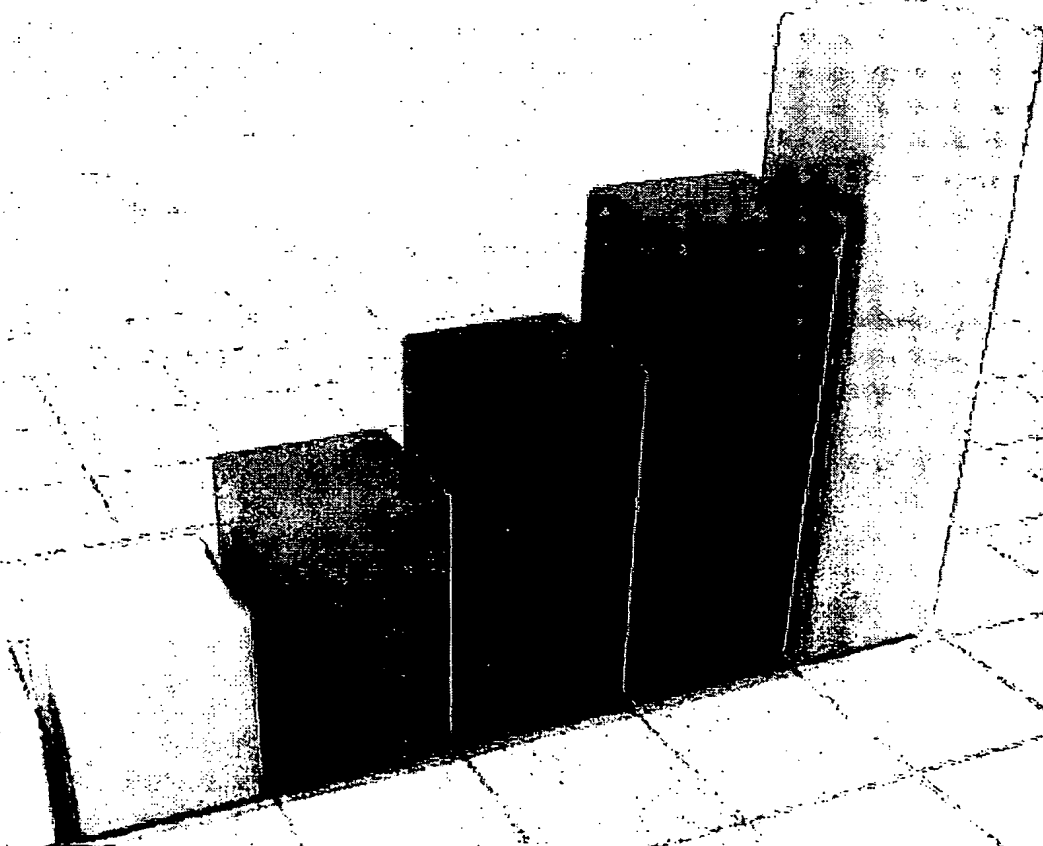
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Docket Number		210,457
INVENTOR(S) APPLICANT(S)		
Given Name (first and middle (if any))	Family or Surname	Residence (City and either State or Foreign Country)
Eran	SAVIR	Hod Hasharon, Israel
Eylon	STEINER	Tel-Aviv, Israel

Number 2 of 2



Get Feedback. Get Better.





Feedback has Never Been So Profitable.

Every online business owner knows it: the key to success is in the hands of his customers. Customers know what they are looking for, and they know what they want. Your ability to deliver just that determines your level of success.

Kampyle Feedback Analytics plugs your business directly to the data source – your customers. Kampyle helps you to gain a unique perspective of your business: what's good, what's bad, what needs to be done or undone. By opening a new communication channel with your customers, Kampyle helps you to win back clients, fight for every deal, increase revenue, conversion rates and customer satisfaction.

Turn customer feedback to added revenue!

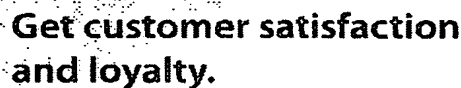
Maximize your business potential, increase revenues and customer satisfaction with Kampyle.

Get the feedback

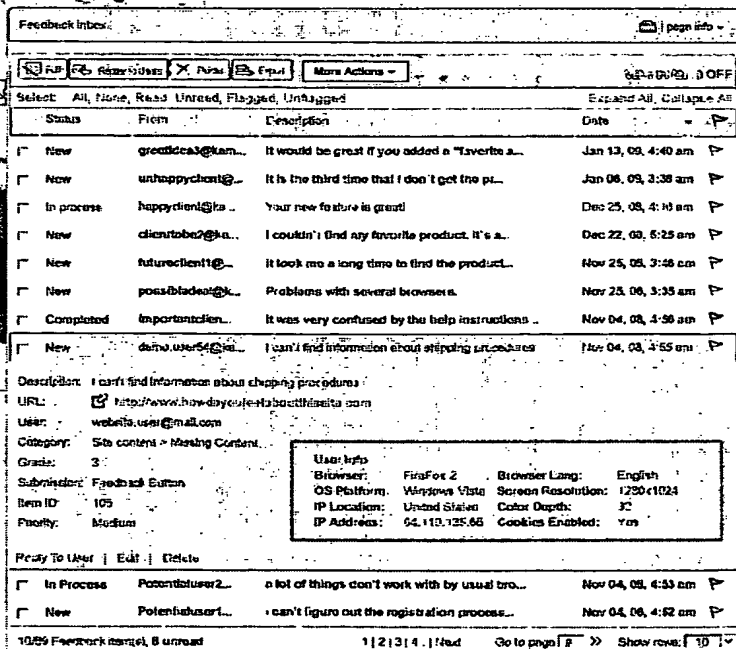
Kampyle provides you with branded, fully customizable feedback forms that can be built to your specifications in just a few minutes.

The image displays three overlapping feedback forms, each with a different brand identity. The top form is for 'PLANTRONICS' and asks 'How do you feel?' with a 'Select your feedback' section containing 'Bug' and 'Compliment' buttons. The middle form is for 'Boca Java' and asks 'How do you feel about this site?' with a 'Select your feedback' section containing 'Payment Process' and 'Price' buttons. The bottom form is for 'BH' and asks 'How do you feel about this site?' with a 'Select your feedback topic below' section containing 'Payment Process', 'Bug', 'Site Content', 'Price', 'Suggestion', and 'Other' buttons. Each form has a 'Send' and 'Cancel' button at the bottom. The footer of the forms includes '© Kampyle Ltd. All rights reserved', 'Privacy Policy', and 'Feedback Form by Kampyle'.

Kampyle gives you the bottom line by analyzing the received feedback and displaying it in an actionable, user-friendly Feedback Dashboard.



Kampyle's Feedback Inbox lets you get back to your users directly from Kampyle. Use Kampyle to listen to your customers, win them back, and **CLOSE THE FEEDBACK LOOP!**



Increase sales and customer satisfaction



How do you feel about this site?    

Select your feedback topic below

 **Payment Process**  **Bug**  **Site Content**

- Use feedback to understand the needs of your users, and improve your site.
- Increase customer satisfaction by letting users know you've fixed the reported issues.
- Increase sales by finalizing deals with users who left feedback.
- Increase customer loyalty by showing your users that their opinion matters to you.

 **Price**  **Suggestion**  **Other**

Send **Cancel**

©Kampyle Ltd. All rights reserved Privacy Policy Feedback Form by 

Feedback is money

Kampyle provides the tools you need to give your customers what they really want.

Today more than ever, online businesses need to carefully listen to customers in order to constantly improve, win back customers and keep up with competition that is always only one click away. Businesses who really listen have the edge over their competition.

The difficulties involved in listening to customer feedback are like a gap separating business owners from their customers. Kampyle helps you to overcome this gap, and maximize your business potential by giving you the necessary tools to collect, analyze, and respond to your users' feedback.

Kampyle Ltd. | 1-800-FEEDBACK | sales@kampyle.com | www.kampyle.com



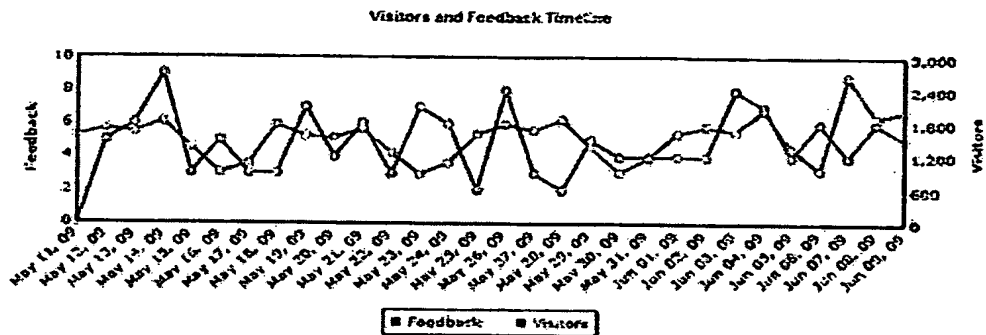
Kampyle Google Analytics Integration: Turbo-Charge Your Web Analytics with User Feedback!

This week, Kampyle has launched a new feature that is sure to make waves: Google Analytics Integration. This new feature uses Google's recently published API to integrate web-analytics data with valuable feedback analytics data, providing never-before seen insights on user behavior.

The benefits of web-analytics have been demonstrated far and wide, and the many millions of sites using GA speak for themselves. But the more evident the importance of Web-Analytics was, the more apparent it became that while knowing what your users did on your website is very important, knowing WHY they did it is what you need in order to understand your clients, and increase sales and revenues. This can only be achieved with the combination of feedback data and Web-Analytics, turning the information to *actionable analytics*.

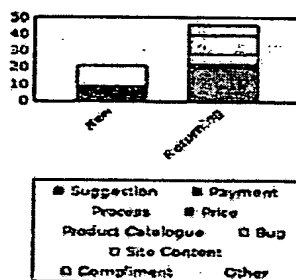
Kampyle's Integration with Google Analytics was designed to create an actionable, intelligent combination between 2 data sources that meet at specific, crucial intersections. These points of contact are shown in a simple, intuitive interface inside Kampyle's Feedback Analytics section.

Visitors and Feedback Timeline



Description	Most Reported Feedback	Date	Show Details
No. of visitors has decreased by 23.6%, avg. feedback grade has decreased by 25%.	Bug > Can't log in	Jun 05, 09 - Jun 06, 09	>>
Number of visitors has decreased by 27.6%	-	Jun 07, 09 - Jun 08, 09	-
Number of visitors has increased by 173.3%	-	Jun 08, 09 - Jun 09, 09	-
No. of visitors has increased by 173.3%, avg. feedback grade has increased by 11.1%	Site Content > Missing Content	Jun 08, 09 - Jun 09, 09	>>

Feedback by User Loyalty



Feedback Conversion by Country



Page	Avg. Grade	Most Reported Feedback	Page	Avg. Grade	Most Reported Feedback
http://www.example.com	2.9	Site Content > Missing Content	http://www.example.com	2.9	Site Content > Missing Content
http://www.example.com/faq	3.1	Bug > Can't Register	http://www.example.com/faq	3.4	Shipping > Shipping Fees
http://www.example.com/products	3.3	Products > Missing Information	http://www.example.com/products	3.3	Shipping > Shipping Destinations
http://www.example.com/products	4.1	Compliment > Site Content	http://www.example.com/products	4.0	Suggestion > Inaccurate Content
http://www.example.com/register	3.7	Bug > Slow server response	http://www.example.com/register	3.7	Search > No Relevant Results

Using Kampyle's GA integration, you can now:

- Benefit from Kampyle's smart alerts, highlighting important information based on integrated data such as declines in traffic and/or feedback submission.
- Quickly identify regional issues, by showing the countries where the most customer feedback was reported in comparison to general traffic.
- Quickly find out what the average grade and most reported issues were for the top landing and exit pages of your website.

....and much more!

Getting this crucial information is now possible using Kampyle's Google Analytics Integration. Kampyle's GA Integration solves the challenges associated with web analytics, while providing the only website feedback solution fully integrated with Google Analytics' API.

You can start enjoying the benefits of Kampyle's Google Analytics Integration today: no additional implementations or installations are necessary!

The GA integration feature is available for Silver service packages and higher. Click [here](#) to see it now, or [here to upgrade!](#)

[Click here](#) to register on Kampyle.

(P.S.)

We've only just released it, and there is already an important buzz around this new feature! Here are some of the things written about it on the web:

- "[Q&A: Ariel Finkelstein on Kampyle and the future of analytics](#)" (Econsultancy)
- "[Customer Feedback Tool Integrates Google Analytics Data](#)" (MediaPost)
- "[Kampyle Adds User Feedback To Google Analytics \(CEO Interview\)](#)" (VCCafe)
- "[Kampyle offers reasons consumers abandon shopping carts](#)" (BizReport)



Kampyle's new Advanced Reporting: Feedback Like you've Never Seen Before.

06.11.2009 | Posted in [Feedback Analytics](#) | Author: [Kampyle](#) | [No Comments](#) »

This week, Kampyle has launched some of the most amazing features ever introduced in the world of Feedback Analytics. "Advanced Feedback Reporting" is the general name describing over 12 new Analytics pages that allows website owners to get more, better and faster insight into their customers' needs.

Kampyle's latest additions to the already impressive array of feedback analytics tools come in two sections: **General Feedback Info**, and **Users' Info**.

The General Feedback Info contains information about the content of the submitted feedback itself, while the Users' Info section contains information about the users who have submitted the feedback.

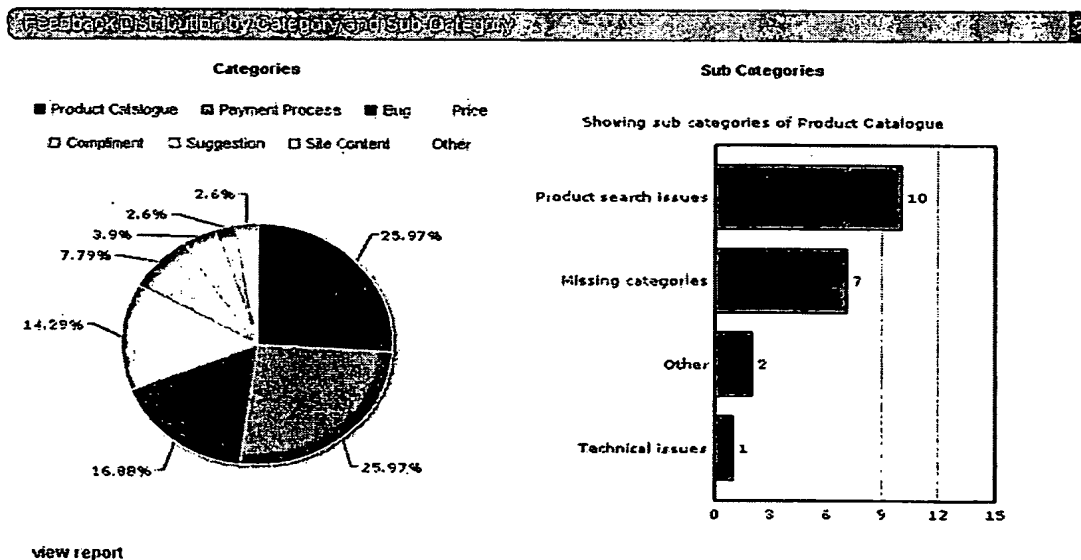
Here is some more detailed information about each new section, and its uses:

General Feedback Info

The General Feedback Info section provides website owners with the clear, detailed, and accessible data about the content of the collected feedback. Using the different pages of this section, website owners are able to save valuable time, getting the most elusive insights in seconds. The sub-menus of this section are:

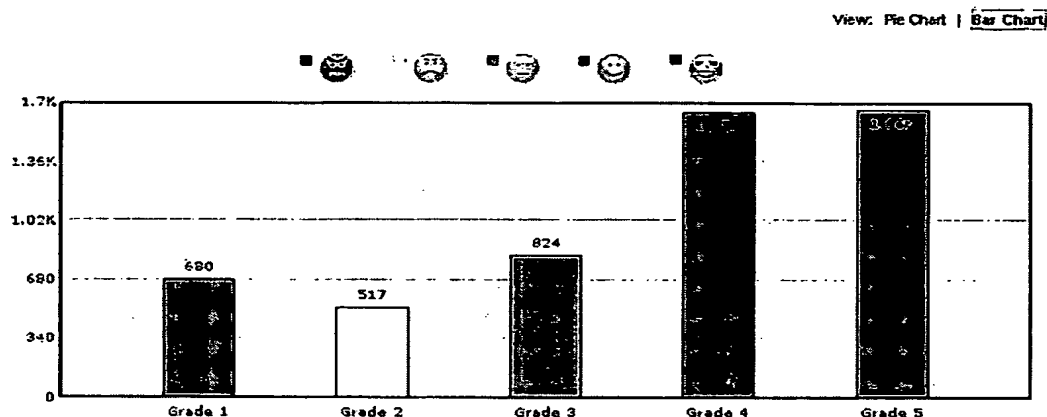
Overview: provides the website owner with the main feedback "headlines" with regard to the content of the feedback. With detailed analysis of feedback over time, this section allows to quickly identify trends and changes.

Categorization: Lets website owners find out which feedback categories and sub-categories were most reported, and the average grades for each of these, thus identifying problems points in seconds.



Grade: Allows website owners to learn which issues are associated with the lowest grades to find and solve the most urgent problems.

Feedback: Distribution by Grade



Feedback Forms: Websites using multiple feedback forms are able to find out which issues were the most prevalent in each of the feedback forms in use.

Languages: Websites using multiple language feedback forms can now quickly learn which issues are most common within each feedback form language in use, in order to identify country-related issues in seconds.

Users' Info

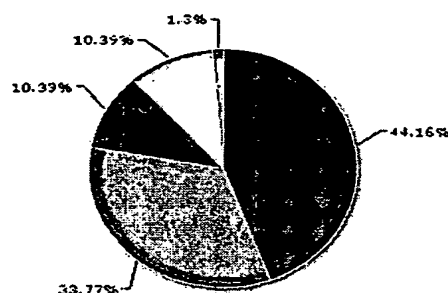
The Users' Info section gives the website owner the ability to quickly locate and understand the causes that lay behind the feedback submitted by users. By analyzing the data relating to the users who submitted feedback, website owners can gain tremendous insights on their users, and the ability to understand and fix problems in record time. The sub-menus of this section are:

Country: Allows website owners to find the connection between the feedback submitted and the location of the users who submitted it. Any issues of a regional nature will be quickly identified using this feature.

Browser: Allows website owners to instantly identify whether some issues reported by users are browser-related, making possible to solve them as quickly as possible.

View: Pie Chart | Bar Chart

☒ Internet Explorer 6
 ☒ Internet Explorer 7
 ☒ Firefox 2
 ☒ Firefox 3
 ☒ Safari 3



Feedback: Reported by Browser - Details

Browser Name	Avg. Grade	Feedback Items	Most Reported Feedback	Show Details
Internet Explorer 6	2.8	34	Bug > Browser not supported	>>
Internet Explorer 7	3.2	26	Product Catalogue > Missing categories	>>
Firefox 2	2.8	8	Product Catalogue > Missing categories	>>
Firefox 3	3.5	6	Compliment > Usability and Design	>>
Safari 3	2.0	1	Product Catalogue > Missing categories	>>

Operating System: Lets website owners find out if certain reported issues are related to the operating systems in use by their users.

Browser Language: Using this tool, website owners can quickly find out whether issues reported are related to the browser language settings configured by users who reported feedback.

Screen Resolution: Lets website owners instantly identify whether issues reported by users are related to their screen resolution settings.

Color Depth: Allows website owner to quickly find out if issues reported by users are related to the color depth configuration of the users who reported them.

Cookies: This tool allows website users to instantly learn whether issues reported by users are related to their cookies settings.

These new analytics capabilities give Kampyle users amazing insights into the thoughts and needs of their customers, and are sure to help them understand customers, and increase sales and customer satisfaction.

Kampyle's new Advanced Reporting features are available for Silver Premium account owners and higher. [Click here to upgrade now!](#)

In addition to these amazing new features, Kampyle will be rolling out new, more powerful features in the near future. So stay tuned for more updates and impressive Feedback Analytics features!

Come See Us at the Upcoming IRCE 2009 Event!

06.03.2009 | Posted in [Feedback Analytics](#) | Author: [Kampyle](#) | [No Comments »](#)



We'll be heading to Boston soon to exhibit Kampyle at the [Internet Retailer 2009 Conference and Exhibition](#) (IRCE). IRCE 2009 is the world's largest online retailing conference, and Kampyle is very happy to be a part of it.

Kampyle will be the proud owner of **booth number 450** at the **Boston Convention & Exhibition Center**, where IRCE 2009 will be held this year, on **June 15-18**.

Want to schedule a meeting with us? [Shoot us an email!](#)

Please drop by and pay us a visit – we will be thrilled to meet you.

See you there!

The Kampyle Team.

Reduce Churn Rates with Feedback Alerts to your Email!

05.14.2009 | Posted in [Feedback Analytics](#) | Author: [Kampyle](#) | [No Comments »](#)

This week, Kampyle has released its latest development for Premium accounts: **Automatic Feedback Forwarding**.

How does it work? The Automatic Feedback Forwarding feature, as its name suggests, allows Kampyle users to have feedback items received on Kampyle automatically forwarded to email addresses: each feedback that arrives in Kampyle is simply forwarded to the email address of your choice, allowing you to keep up to date and read your users' feedback in real time, all the time. This incredibly useful feature will give you and your company the flexibility you need to manage feedback as efficiently as possible.

In addition to the simple forwarding options, Automatic Feedback Forwarding allows Kampyle clients to easily create rules by which feedback items of specific characteristics are automatically forwarded to specific email addresses.

The Feedback Forwarding rule editor is simple and straight forward: for each rule that you create, you can select the **feedback categories** that you wish to forward, the **email addresses** you wish to forward it to, and the **frequency** in which you want Kampyle to forward the data (real time/ daily/weekly/monthly).

Automatic Feedback Forwarding

This page allows you to manage Kampyle's email settings. Kampyle's email settings allow to customize elements on the emails sent from Kampyle to your users.

Create new rule for automatic forwarding

General

Rule Description:

Which feedback items would you like to forward?

Categories:

☒ All

- ☒ Bug
 - ☒ Browser not supported
 - ☒ Can't log in
 - ☒ Disability enquiries
 - ☒ Site content
 - ☒ Registration / Privacy
 - ☒ Usability and Design
 - ☒ Objectional Content
 - ☒ Other problem
- ☒ Site content
- ☒ Suggestion
- ☒ Compliment
- ☒ Other

More options...

What would you like to do with the feedback items?

Forward the items to:

This list is populated with all email addresses previously verified in this account. Click here to add/remove emails from this list

Frequency:

☐ Mark forwarded items as read (in your Kampyle Feedback Inbox).

In other words: you decide **what** feedback items you wish to forward, **when** you wish to forward them, and **who** you wish to forward them to, and Kampyle takes care of it for you.

There are even more advanced possibilities: if you click on the “**more options**” link, new forwarding options will be displayed. These options allow you to:

- Forward only feedback items coming from specific **feedback form instances**.
- Forward only feedback items coming from specific feedback form **languages**.

- Forward only items with/without **descriptions**.
- Forward only items with/without the user's **email**.
- Forward only items submitted through the **feedback button**, or through **active request** (push).
- Forward only items that received certain **grades** from users.
- Forward only items that were submitted on specific **URLs**.

You can also **configure the alert's content and settings** to include the feedback provider's data in the email, and to allow replying directly to him.

Less options...

Feedback coming from	All instances My Feedback Form	Hold Ctrl to select several items Hold Shift to select a range
Languages	All languages English	Hold Ctrl to select several items Hold Shift to select a range
Description	All items	
Email	All items	
Submission Method	All items	
Grade	All items	
URL	All items	

Configure the alert's content and settings

☒ Include user information in email (Browser, OS Platform, IP Address, etc.)

☒ Enable direct-reply to users.

Less options...

Here are just a few examples of what you can do with Automatic Feedback Forwarding:

- Configure Kampyle to send all feedback items received under a certain category (e.g.: "Bugs"), directly to the team who knows how to deal with these issues (e.g.: development team).

Or...

- Have the most important feedback, the kind you want to read in real time (such as feedback submitted on your sites' shopping cart), forwarded to your personal email.

Or...

- Have feedback with low grading sent to your email, to quickly identify and deal with unsatisfied customers.

...the options are virtually limitless.

This new feature is very easy to use: simply go to the “Auto Feedback Forwarding” section of the “Settings” menu. Once there, you will just need to create a new forwarding rule using our user-friendly interface. In just a few minutes, you will have your new Automatic Forwarding rule up and running.

We would love to get your feedback and impressions on our newest development – so login, try it, and use the feedback button!

Not a Premium User? Upgrade your Kampyle account today and enjoy the benefits of Automatic Feedback Forwarding!

If you have any questions on this feature, or other issues related to Kampyle, don't hesitate to contact our support team at support@kampyle.com.

[Click here](#) to register on Kampyle.

Kampyle's new, enhanced Feedback Dashboard is ready. Login and enjoy it today!

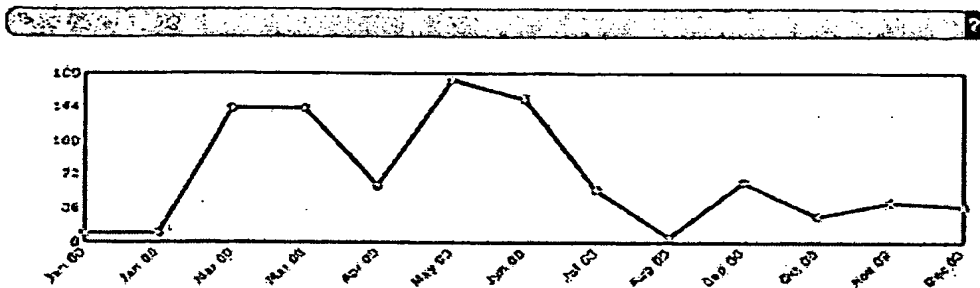
04.30.2009 | Posted in [Feedback Analytics](#), [Feedback Form Features](#), [Kampyle Features](#), [Tips and Advice](#) | Author: [Kampyle](#) | [No Comments »](#)

Kampyle is happy to announce the launch of the new **Feedback Dashboard**, which **all** of our users can already enjoy and benefit from as we speak. The new dashboard is the product of in-depth research into our users' needs, hard work, and – of course – lots of feedback, for which we'd like to thank our customers. In the near future, we'll be rolling out many new and exciting Feedback Dashboard enhancements for our Premium users – this one is only the beginning!

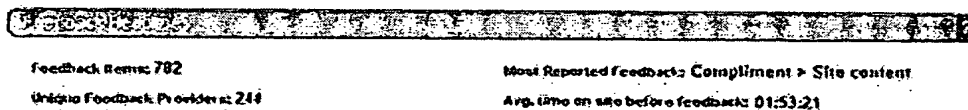
Here are some of the enhancements that you will encounter in the new Feedback Dashboard:

Feedback Timeline: This new chart will allow you to get an instant overview of the feedback status on your website. The chart displays the number of feedback items received on continuous timeline. One quick glance and you'll be able to tell how many feedback items you have receive last month, compare to previous or the current months, indentify trends, and much more. With the Feedback Timeline, you'll be able to measure

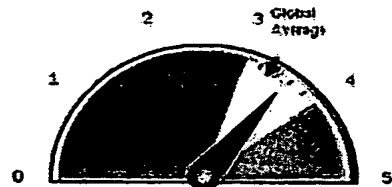
your users' sensitivity to changes in your website: new designs, new products, changes in the layout or even in service will quickly be reflected in this chart.



Feedback Headlines: Kampyle wants to help you get the important data without having to work hard for it. The Feedback Headlines do just that by bringing you 4 key figures in a clear, prominent display. Quickly learn the total number of feedback items received by your website, and the number of (unique) users who reported it. This will allow you to learn how active your website's users are (on average) with regard to feedback. Using the Most Reported Feedback section, you can learn which issue seems to be the most dominant among your users. Lastly, use the Average Time on Site Before Feedback will help you to learn what kind of users submit feedback on your site. For instance, a very short average time on site before giving feedback may indicate, among other things, that users quickly are identifying a specific issue on your site within seconds of entering it.



Average Feedback Grade



Your Average Feedback Grade is: 3.55

Average Feedback Grade: Learn what is the current average grade that was given by your website's users, in answer to the opening question on your feedback form. As a general measure of customer satisfaction, the Average Grade chart also shows you where you site stands in comparison to others by also displaying the global average grade of all websites using Kampyle. Use the Average Feedback Grade to see whether your website's users are happy with your site or not, in just one instant.

Geographic Distribution: This interactive map intuitively displays the geographic distribution of users who have provided feedback on your website (darker shades represent higher feedback numbers). Place the cursor above a country to find out exactly

how many feedback items were received from users from that location. The Geographic Distribution chart can help you, for instance, to immediately identify issues of a regional nature that have been reported by individual users.

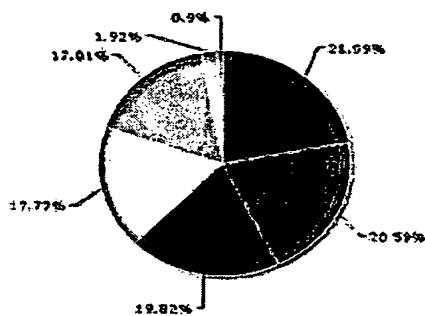
Geographic Distribution



Feedback Pie Charts: Our new pie charts help you to quickly get more information about the feedback your website has received, and how it is being managed. On the left, the "Feedback by Category" pie chart will show you the distribution of feedback by categories. On the right, The "Feedback by Status" chart will help learn how the feedback received is being managed – how many feedback items have or are being dealt with, and how many are still "new". Using this tool, you will now be able to manage your feedback better than ever, by easily finding out whether you are up to date, or need to catch up on your feedback.

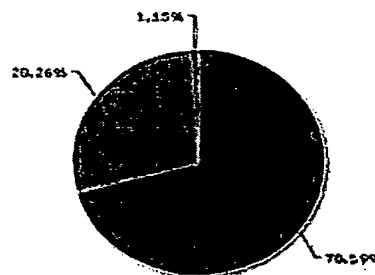
Feedback by Category

■ Computers ■ Bug ■ Suggestion ■ Other
 ■ Site content ■ Product info ■ Usability



Feedback by Status

■ New ■ In process ■ Completed

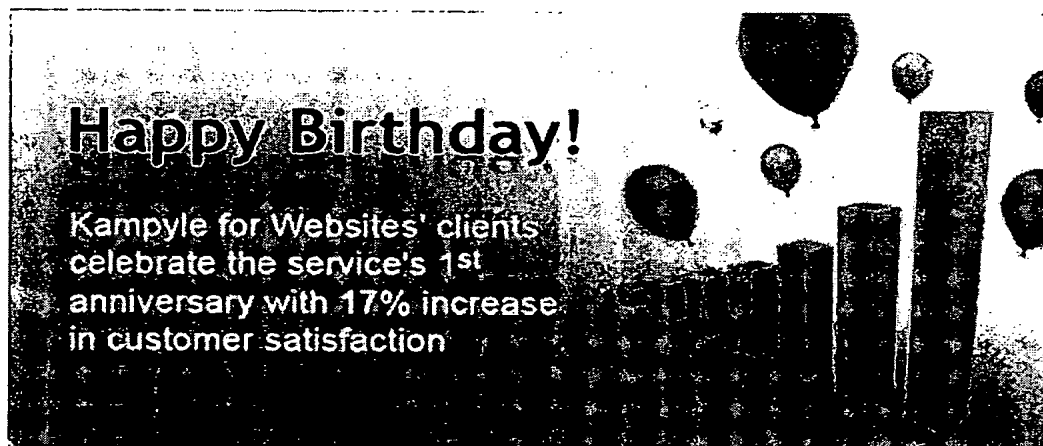


Are you a Premium Customer? Stay tuned! This latest change is only the beginning. Over the coming weeks, Kampyle will be making some great additions in the Feedback Dashboard...

[Click here](#) to login to your Kampyle account and enjoy these exiting new features now! Kampyle Premium Customers enjoy many more amazing features. [Click here](#) to upgrade your Kampyle account.

Kampyle Website Feedback Analytics Celebrates 1st Anniversary

04.02.2009 | Posted in [Feedback Analytics](#), [Kampyle Features](#), [Partnerships](#) | Author: [Kampyle](#) | [No Comments »](#)



Kampyle's flagship product – Website Feedback Analytics is celebrating its 1st anniversary, and there is a lot to celebrate!

Only one year after the launch, thousands of websites are using feedback analytics as a way to improve customer satisfaction, and increase conversion and ROI. And these aren't just slogans – Kampyle feedback reports show that overall user satisfaction from websites using Kampyle has increased by 17% during the last year!

We've served over 5 million feedback forms over the past year, to users in 191 countries. Website owners from over 100 countries are using Kampyle's feedback form in 18 languages. Kampyle's more than 10000 customers, operating in over 20 industries have used Kampyle to improve their websites.

Over the past year Kampyle has partnered up with some of the web's most respected companies such as Amdocs, GoDaddy, Constant Contact, Bronto, oDesk and A2 Hosting.

Responding to increasingly high demand for new features, we have recently launched our line of Premium Services which will be gradually introduced over the next few months. Although our clients already regard Kampyle as a “must-have” service, we are planning new features that will have online businesses come to see Kampyle as a cornerstone of communication with clients.

Kampyle’s first anniversary is a great opportunity for us to thank you, our customers, for choosing Kampyle, and to reaffirm our commitment to you: to keep providing you with the best Feedback Analytics service available on the web.

To login to Kampyle click [here](#).

Kampyle is Partnering with Constant Contact

03.11.2009 | Posted in [Feedback Analytics](#), [Partnerships](#) | Author: [Kampyle](#) | [1 Comment](#)
»



Kampyle is happy to announce its new partnership with leading email marketing tools provider [Constant Contact](#). Kampyle has been making important steps forward creating valuable new partnerships for the benefit of our clients, and this new partnership is without a doubt yet another step in that direction.

Constant Contact helps small businesses, associations, and nonprofits connect with their customers, clients, and members. Constant Contact champions the needs of small organizations and provides them with an easy and affordable way to build successful, lasting customer relationships.

This is why Kampyle and Constant Contact are natural partners: both companies provide their clients with a new, efficient communication channel with their customers. Many of Kampyle’s clients are SMBs who need new, innovative, and efficient solutions to stay in touch with their customers. Kampyle is always committed to provide its customers with an ever improving set of services and features, so we are happy to provide them with a great and affordable option, specialized in the needs of small businesses, associations, and nonprofits. With that in mind, Kampyle is glad to offer Constant Contact’s capabilities to enhance the suite of features and services enjoyed by our customers, and their ability to communicate and dialogue with clients.

[Click here](#) to read more about Constant Contact

[Click here](#) to register on Kampyle.

Kampyle's Premium Services: For People who Mean Business

02.16.2009 | Posted in [Feedback Analytics](#), [Feedback Form Features](#), [Kampyle Features](#), [Tips and Advice](#) | Author: [Kampyle](#) | [No Comments »](#)

Sometimes you need more than a really good service. When it comes down to your business, you need the extra "edge" that will provide you with real competitive advantages. Kampyle's newest services, available with our Premium Service Packages have been created with this exact goal in mind, creating a full service that will help you maximize your website's potential. We have been eagerly listening to our users' needs, requirements and feedback, and after careful evaluation, we've been able to create our Premium Services Package offering that will take your business to the next level, enabling a personal communication with your users.

These are the first features, but there are more to come very soon. [Upgrade](#) your account now and let your business benefit from Kampyle's advanced application.



Special Launch Promotion:
Prepay for 1 year and receive 2 months FREE
Upgrade now..

Here is a list of the new premium services being released today. Over the next few weeks we will release additional services and functionalities. [Upgrade](#) your account now to enjoy the current and future benefits of the Premium Service Packages. If you are already a Kampyle premium customer, just [login](#) to your account and start enjoying the premium services in your premium service package

1. New Premium Services:

- a. **'From' name configuration:** You set the name that will appear in the "from" field of emails being sent from Kampyle to your users.
- b. **'Reply to' email address configuration:** You set the "reply-to" address of emails sent from Kampyle to your users, allowing you to direct your users' responses to the correct recipients within your company.

Default From Name: Your Company Ltd.

Choose the name that will appear in the 'From' field of emails sent from Kampyle to your users.

Reply To email:

Your users' replies to Kampyle emails will go to this email address.

+ Add Email

Email Address and Status				
Default	Email Address	Status	As of	Action
☐	youraddress1@yourcompany.com	Verification Pending (resend)	Feb 16, 09	X
☐	youraddress2@yourcompany.com	Verification Pending (resend)	Feb 16, 09	X
☐	youraddress3@yourcompany.com	Verification Pending (resend)	Feb 16, 09	X
☒	yourcompanyname1@gmail.com	Address Verified	Feb 16, 09	X

Refresh

All you need to do is enter the email address to which you want to direct replies to, and verify them using Kampyle's verification email.

Find it on: 'Settings' (on the left navigation menu) > 'Email Settings'.

c. Auto-reply email customization: Write your own auto-reply email, and make it fit your exact needs. This new feature lets you manage multilingual emails, and match specific auto-reply emails to specific feedback forms, allowing you, for example, to send different emails to users who left feedback on different pages.

From Name	Your Company Ltd	Use a name that your users can instantly recognize, such as your company name.
Reply to Email	you@companyname@gmail.com	Your users' replies will go to this email address. Click here to update your email address.
Subject	Thank you for your feedback! Dear ##USER_EMAIL##, Thank you for submitting feedback on ##SHORT_URL##. Your feedback is highly appreciated. The ##SHORT_URL## team.	Enter a subject for the email that will be sent to your users. Up to 400 characters. Use ##SHORT_URL## to have the users' email address automatically inserted into the email. Use ##SHORT_URL## to link your website or to add additional text. Use ##CODE## to enter a link.
Body		

Reset to default email text

☒ Enable the auto reply email response for this Feedback Form

☐ Advanced - Use multilingual feedback forms and I want to configure a different email for each language.

Simply choose your emails' subject and body text then save the changes you've done. You can also insert useful links using html code. Just above the email's text configuration, for example, you'll be able to choose your emails "From Name" settings, and have your company's name appear in the "from" field.

Find it on: 'Feedback Form' (on the left navigation menu) > 'Feedback Form Customization', and press the 'Auto Reply Email' link next to your feedback form.

d. Set minimum time on site before asking for feedback: this new feature will allow you to choose how long you wish to wait before actively asking your users for feedback using Kampyle's push mechanism. You are able to choose, for instance, to wait 1 minute from the time a user has entered your site before prompting him for feedback.

1 % of the users will be actively asked if they want to provide feedback before they navigate away from your website

Do not ask for feedback if the user was on the website for less than seconds

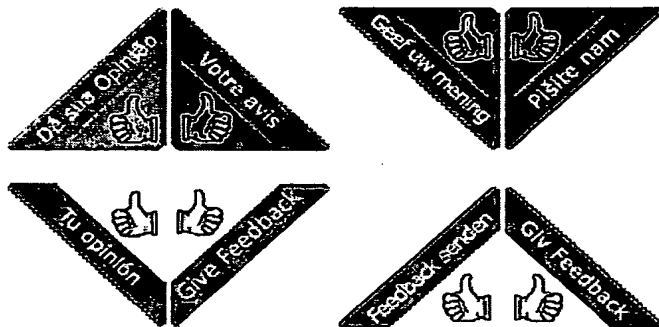
[Learn more about our advanced settings in our Forum](#)

This feature couldn't be simpler to use: choose a time period from a dropdown list in the embed URL section of the customization wizard, and that's it. You will need to recopy the code into your website after choosing a value from the dropdown list.

Find it on: 'Feedback Form' (on the left navigation menu) > 'Feedback Form Customization', and press the 'Embed URL' link next to your feedback form.

e. **Feedback button language selection:** Want to ask your users for feedback in their own language? Kampyle offers you a selection of feedback buttons that match the language you've selected for your feedback form. Selecting your feedback form's language in the customization wizard will automatically allow you to choose from a variety of feedback buttons in the chosen language.

Here is a small sample:



f. **Advanced Account Settings:**

- **Time zone configuration:** you can now set the appropriate time zone for your area, allowing you to know the precise time in which feedback was received.
- **Privacy Protection:** In accordance with local legislation, choose whether you wish your users' IP numbers to be collected and displayed.

Time Zone

Defines the time zone of your Feedback Analytics account

(GMT+02:00) Israel Standard Time (Asia/Jerusalem) ▼

Stored Personal Data

☐ Do not store users' IP address upon feedback submission

Find it on: 'Settings' (on the left navigation menu) > 'Advanced Settings'.

g. **View Filter:** Filter the items in the Feedback Inbox showing items with or without descriptions and emails. You can also filter items based on the form of submission (did the user press the feedback button or did he provide feedback upon your explicit request)

Filter Feedback

☒ Do not filter items in the Feedback Inbox

☐ Filter the items in Feedback Inbox showing :

Description: ☐ All items ☐ Only items with description ☒ Only items without description

Email: ☐ All items ☐ Only items with email ☐ Only items without email

Submission: ☐ All items ☐ Only items submitted as a result of request ☐ Only items submitted from the feedback button

OK Cancel

Find it on: 'Feedback Inbox' > Top right corner of the Feedback Inbox.

2. Coming next on our Premium Package: Kampyle will soon be adding additional features that have not yet been released. Here are few of them:

- a. Forward feedback item from within the inbox
- b. User Management
- c. Manage multiple websites on one account
- d. Feedback Form Analytics page - analyze the performance of your feedback form and feedback button
- e. Feedback Inbox folder management
- f. "Canned" responses in 'Reply to Users'
- g. And more...

3. Some of our new features have been designed for all Kampyle users:

- a. **Re-organization of the menu:** new, more intuitive left menu allows you to navigate Kampyle with greater ease and speed. Find exactly what you need in a single click.
- b. **Actively ask for Feedback - 'Remind me later':** Your users can now choose to be reminded later to submit feedback, if the feedback prompting mechanism has appeared in an uncomfortable time.
- c. **Form of submission:** Did the user press the Feedback Button or respond to your explicit request for feedback? In each item in the Feedback Inbox there is a new property called 'Submission'. 'Feedback Button' for feedback resulting from user's pressing on the Feedback Button and 'Active Request' for feedback resulting from explicit request for feedback.

d. **Send Implementation code to webmaster:** Easily ask your webmaster to implement Kampyle on your website by sending him the implementation code and instructions by email, through a simple link in the last page of the customization wizard.

With this set of new features Kampyle has taken Feedback Analytics to the next level, providing the usability, efficiency, and flexibility that businesses need. You can benefit from these new features today by upgrading your Kampyle account to one of our premium service packages. Simply [click here](#), to choose the best service package for your business needs, and follow the simple payment instructions.

With Business Premium Packages starting at \$99 per month, you can find the best package that meets your business needs. [Click here](#) to learn more about the different Premium Packages and upgrade your Kampyle service package now (not a Kampyle customer? Register [here](#)).

Upgrade your Kampyle account today, and *start turning customer feedback to customer satisfaction, loyalty and conversion.*

Kampyle Partners Up With oDesk

02.15.2009 | Posted in [Feedback Analytics](#), [Partnerships](#) | Author: [Kampyle](#) | [No Comments »](#)



Kampyle is always seeking powerful new partnerships with companies that share our passion for unique, professional services. That is why we are very proud of our new partnership with [oDesk](#). An industry leader, oDesk is a marketplace for online workteams, with the best business model for buyers and providers.

oDesk is a true asset as a partner, exposing Kampyle to buyers and providers in the world of online workteams that will be able to make great use of Kampyle in their present and future projects. For these buyers and providers, Kampyle is a great professional tool and a true competitive advantage in the form of a unique added value service.

In addition, here at Kampyle, we can now recommend oDesk as a great solution for some of the issues reported by users. As Kampyle customers know, some issues reported by users in Kampyle's feedback forms are of a technological nature. Small and medium sized websites do not always have the resources needed to regularly answer all technical requirements and feature requests of their clients. oDesk is a perfect solution for those businesses, allowing them to find the best solutions, one project at a time.

We are sure that our partnership with oDesk will result in many satisfied customers on both sides.

[Click here](#) to read more about oDesk

[Click here](#) to register on Kampyle.

So what IS the difference between Feedback and Surveys?

02.11.2009 | Posted in [Feedback Analytics](#), [Feedback Form Features](#), [Kampyle Features](#), [Tips and Advice](#) | Author: [Kampyle](#) | [4 Comments »](#)

Many conversations we have had over the past year have revealed to us that there is a certain amount of confusion among website owners regarding the feedback tools available to them on the web. Many of them feel confused, or are not aware of the differences between the various services such as “Voice of Customer”, “Surveys”, “Feedback Analytics” etc. That’s why we thought they could benefit from a post explaining the available methodologies to collect the website users’ subjective data and the differences between them.

More and more website owners today understand the importance of knowing “Why”: “*Why* did the user behave as he did on my website?”

Measuring a website with analytics tools (objective data) just isn’t enough, because it leaves the website owner with too much guess work to do. There are too many possible reasons for each of the user’s actions, and there is a great need for tools that can help you make the best choices. For instance, why did a user abandon the shopping cart? Was it the price? Shipping issues? Or was it bugs; missing information; usability issues...the list goes on.

The big question is: what are the available methodologies to collect the subjective user-data and which one better fits your site’s needs?

Here at Kampyle, we usually see these as divided into 3 categories: Feedback, Surveys and Polls, and Idea Management. Here is a quick description of each one:

1. Feedback Analytics – (Kampyle Feedback Analytics) Provides website owners with the ability to create feedback forms that can be customized to fit the website and placed on all pages, so that website users can submit feedback in case they run into a problem, do not find something, have an idea, etc. A feedback button is visible all the time on each of the sites pages. Feedback analytics will provide you with page level and website level high quality (i.e. specific comments) and actionable data, allowing you to read and manage feedback and also get back to the users. The feedback will be accessible to you (the website owner) only, therefore protecting your brand, and making Feedback

Analytics suitable for all lines of businesses. Feedback analytics also gives you the ability to prioritize feedback collection: you can choose to actively ask your users to submit feedback in the pages in which you feel that you need it the most, using a pop up mechanism (you might want to use this option in your site's shopping carts for instance). The ability to choose the location as well as the frequency of this pop-up makes this a very non-intrusive approach. The data can also be integrated with Web Analytics, allowing you to understand both the 'What' and the 'Why'. This flexibility makes it suitable for all lines of business.

2. Surveys and Polls – (Most popular tools: SurveyMonkey, 4Q, OpinionLab) by using these methods you will get high level understanding of what's going on your website. You can ask your users to answer 5/10/25 questions that you've composed in advance and get a statistical review of their answers. You can use this option to ask 'site level' questions such as: "Where did you hear about our site", "What are you looking for", "How old are you", etc. The answers to those questions can help you to know your users better, but will not necessarily help you to find problems in your shopping cart, missing information and products etc. The fact that the data is ultimately statistical might cause the solution to be relevant mainly to large websites with a lot of traffic. This means that not all lines of businesses can benefit equally from it. Some issues need to be addressed, such as how to initiate the survey without annoying your users.

3. Idea Management – (Most popular tools: GetSatisfaction, UserVoice, SuggestionBox) Have users suggest ideas, report problems, vote for other users' ideas and have them made publicly available to all. This solution resembles live forum with an open discussion about your products. It can be very helpful to reduce support efforts, since in some cases people will see that their comment, problem or solution has been reported previously. It may also be useful for businesses looking to use their users to publicly vote for their next development steps. This solution can, however, damage your brand, in cases where lots of users report complaints, and others see them. This makes this solution less suitable for certain businesses for which this would be a sensitive issue.

For the benefit of our busiest readers, here is all that information in one "Executive Summary" table:

Solution	Feedback Analytics	Surveys and Polls	Idea management
Website Level Feedback	✓	✓	✓
Page / Product Level Feedback	✓	✗	✗
Non intrusive	✓	✗	✓
Brand Protection	✓	✓	✗
Feedback Follow up	✓	✗	✓
Fits websites of all sizes	✓	✗	✗
Integration with Web Analytics	✓	✗	✗
Fits all amounts of data	✓	✗	✗

For those of you who wish to go into further details, we've prepared the following table which contains an in-depth comparison of the various subjective data collection services available. The table is divided into categories representing characteristics of the services (*General, Submission, Results*), and sub categories representing specific features:

	Feedback Analytics	Surveys	Idea Management
General			
Feedback level	Website and page level	Website level	Website level
Best used for	Get quality feedback about products, services and user experience as well as high level understanding of customer satisfaction on a	Get high level understanding about your website and answers to specific questions.	Get new ideas, have users share data and rate ideas, save time on support as data is shared. Good as a support forum.

	site/page level. Can also serve for <u>targeted</u> <u>usability testing</u> .		
Size of website	Fits websites of all sizes, as qualitative data can be achieved from small or large amount of users.	Fits large websites because results are statistical.	Fits large websites, since prioritization largely depends on many users voting.
Amount of data	Fits Small and large amounts of data. Allows analysis of all data, as well as reading specific feedback items. The system also prioritizes tasks.	Fits when large amounts of data can be collected, since results are statistically based.	Fits when small amounts of data are collected. Difficult to handle when there are many different topics in the forum, and the administrator must read every post.
Required Planning	Simple customization process. The feedback form can be modified in seconds without problems, categories can be added and removed without consequences at any point and time.	The questions asked in the survey need to be carefully thought through in order to be effective in the long term.	Not relevant
Submission			
Where is it launched?	From all pages. Especially helpful to solve painful issues or processes.	From a landing page or home page.	From all pages.
Adjust the questions to	Different forms for different	One survey on one page of the	One form for the entire website.

different website locations	areas of the website, e.g. Home page, Shopping cart, Search, etc.	website.	
Data is collected by	New pop up window on top of the existing page. Does not remove the user from the website.	Usually on a new page.	Usually on a new page or starts with a floating window and takes the user to a new page.
Time required from the user	1 minute	5-10 minutes	5 minutes
Form of collection	Free text and categories of feedback.	5/10/25/... questions	Free text and ability to rate or vote for others' comments.
Results			
Results you'll get	Feedback about processes, products, services, pages as well as overall high level view. Ability to win back customers by communicating back to their feedback.	Statistical analysis based on the answers to the questions asked.	Comments about products, brand and services.
Data is visible to	Website owner	Website owner	Public, visible to all
Management Application	Dashboards, Charts and CRM like application to manage the data and get back to the users.	Dashboards and Charts	Similar to Forum management
Communicate with your users	You can get back to the reporting users who provided email	Usually anonymous and getting back to users isn't relevant.	Communication is public, and open for all to see.

Integration with Web Analytics to combine the 'What' with the 'Why'	<u>Available</u>	Not relevant	Not relevant

We hope that this explanation will have clarified several issues for website owners searching for subjective data collection solutions.

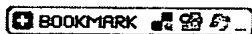
[Click here](#) to register on Kampyle now.

Customer Feedback with Kampyle on Magento

Our friends at **Magento**, one of the web's leading e-commerce platforms, have recently published a blog post about getting customer feedback using Kampyle's feedback form on Magento's e-commerce website. You can read all about it [here](#). We are delighted to take this opportunity to invite Magento users, as well as other e-commerce website owners to join Kampyle and enjoy the great benefits of Feedback Analytics.

[Click here](#) to read Magento's post about Kampyle

The Kampyle Team



Kampyle: the Perfect Holiday Readiness Tool

11.27.2008 | Posted in [Feedback Analytics](#), [Feedback Form Features](#), [Kampyle Features](#), [Tips and Advice](#) | Author: [Kampyle](#) | [No Comments »](#)

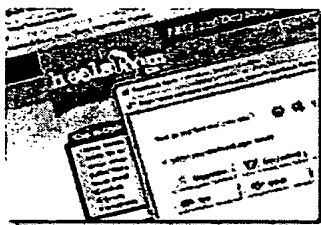
Kampyle's Holiday Readiness Tips

The holiday season is within sight: time for e-commerce retailers to prepare for the most important sales period of the year. These are times when more than ever, every sale counts and every customer matters. Product search, product placement, and usability – these are issues with constant room for improvement that translates to added revenue. This means that in the world of online retail, there is no such thing as “ready enough”. Always improving and listening to your customers are key to maintain a loyal customer base and increase sales, and that is exactly what Kampyle is all about! Are you running an e-commerce website? Now is the perfect time to give you some valuable Kampyle tips that can go a long way in helping you to prepare your online business to work at full capacity.

Tip 1: Create Multiple Feedback Forms

- Questions such as “why are users leaving shopping carts?” and “how can I increase conversion rates?” are never more relevant than now, and they can be answered by your own users – simply by asking them for feedback! In a business lacking direct customer contact, Kampyle is a great way to make sure that you always know what your users need. Use different feedback forms for different areas of your website; create special categories to direct your users towards what you really want to know about the most important areas of your site. Planning changes? Place Kampyle's feedback forms in strategic locations, and minimize risks by learning how your users react to the changes you want to introduce. With Kampyle, you'll be able to know how your users feel about

your site and why, in real time. Here is a great way to go about this: place a feedback form on your homepage, to serve as a more general feedback source, and other, specialized feedback forms in important areas such as shopping carts or payment pages. You will later be able to filter feedback results by feedback form instance, and identify your site's strengths and weaknesses by page, or area.

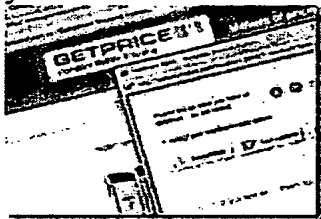


"Kampyle.com feedback application is a must have for any online business that cares about its customers. The feedback you learn is invaluable..."

Eric McCoy, Founder and CEO, of Heels.com

Tip 2: Let Your Users Know You've Acted

Kampyle isn't just about viewing your customers feedback, or acting on it: it's also about letting your users know that you listen. Over 60% of users submit their real e-mail in Kampyle's feedback form when asked. In addition Kampyle gives you the ability to get back to multiple customers with a simple click. Let your customers know that you have listened to them, and win them back by telling how you've acted on their needs. These users will be much more likely to pay you a visit the next time they shop online.



"The greatest experts are your users, and Kampyle provides you today with the best tool out there to gather data on what your users think about you, and what they would like you to do in order to improve your site..." Jared Oken, CIO,

GetPrice.com.au ([read case study](#))

Tip 3: Pay Attention to Compliments

The feedback received from your users will greatly assist you in improving your site and the services it provides. These improvement will not be ignored by potential customers in such a highly competitive market. But you will also get a lot of complimenting feedback telling you what your strengths are. Read it - it is just as important to know what needs to be changed, as to know what should remain the same.

Knowing what your users love about your site will help you not to make costly mistakes.

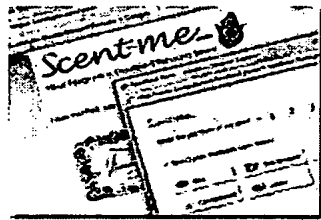
"Fantastic tool for businesses like our perfume store. I can't praise Kampyle enough!" Nick Fehlberg, ScentbyMe.com

Tip 4: Join Kampyle!

This last tip is directed at those of you still haven't joined us. There could be no better time than now to join Kampyle, giving yourself the necessary time to listen to your customers and react. Kampyle can help you to get your business to the level of readiness you need, when it matters most. See for yourself - [Register on Kampyle](#) today!

(If you have any questions on Kampyle, please write us at support@kampyle.com, and we will respond promptly.)

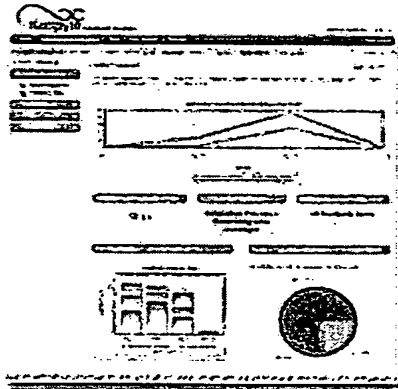
Happy Holidays from the Kampyle Team!



Kampyle for Software - New Product on Kampyle Feedback Analytics Platform

10.07.2008 | Posted in [Feedback Analytics](#), [Kampyle Features](#), [Tips and Advice](#) | Author: [Kampyle](#) | [1 Comment](#) »

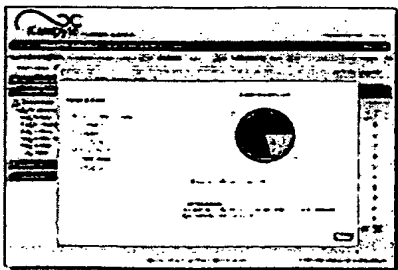
Kampyle is proud to announce the launch of a new application that targets a new segment of customers: software providers. This innovative new product is one of a kind and was developed exclusively by Kampyle to allow software providers to receive, manage and analyze feedback received from their users on their product, when and where it is most needed: when the users uninstall the software, or when they decide to abort the installation process before completion. The result is an innovative and efficient way for the software provider to improve his software, win back those users and reduce the loss of others.



Kampyle's aim has always been to give users a voice, and service providers the ability to hear it, act upon it, improve their service, and keep their customers loyal and happy. With Kampyle's know-how in the field of Feedback Analytics, the Kampyle software application now also allows software providers to benefit from the world of Feedback Analytics, giving them the insights and information necessary to maintain a stable, satisfied customer base and helping them understand their users and their needs.

Asking the users to provide feedback at these critical points gives the software provider access to critical information about his users and his product, in order to answer simple questions that all software providers ask: "**Where, why, and how many** users abort the installation or uninstall my software?". The Software Installation Feedback Analytics application operates on the same formula as its predecessor, Website Feedback Analytics, and in which Kampyle firmly believes: allowing software providers to put the pieces of the puzzle together by combining the '**WHAT**' with the '**WHY**':

- **WHAT** are your users doing: how many uninstalls and installation cancellations have the users performed, as well as where in the installation process do they tend to abort
- **WHY** are they doing it – learn why your users do what they do, based on their own feedback.



This application is a great way for the software provider to win back the trust and loyalty of those users, while understanding their specific needs and reduce the loss of

additional users. Kampyle can help the software provider realize, for example, that many of his users cancel the installation process in the 3rd step of the installation procedure, while at the same time reporting in the feedback form that this step of the installation generates errors. With this insight in hand, the software provider, can then drill down and see that all these users have the same Operating System. In such a case, fixing an OS support problem will result in less installation cancellations, while informing those users that reported the feedback that the problem has been fixed could regain the trust of lost customers.

Implementation

Implementing Software Installation Feedback Analytics for your software is quick and simple. It consists of adding a call to open a browser with a landing page's URL to your software's code. After implementation, software users that decide to uninstall the software, or choose to cancel the software's installation mid-process, will be taken to the landing page, where they will be asked to provide feedback on the software or its installation process. Users will also be able to provide their email if they wish to follow up on their feedback. As in previous Kampyle applications, the clients will be able to customize feedback forms as well as the landing page to meet their needs, brand, standards and goals.

This exciting new addition to Kampyle is a further step towards reinforcing Kampyle's position as the leading vendor of Feedback Analytics, and one of many additional steps to come. We are convinced that software providers of all kinds and sizes will greatly benefit from this great product.

To register to this new service, [click here](#).

(If you have any questions on the Kampyle for Software application, or on any other subject, please write us at support@kampyle.com, and we will respond promptly.)

Improved Inbox Release

09.07.2008 | Posted in [Feedback Analytics](#), [Kampyle Features](#) | Author: [Kampyle](#) | [No Comments »](#)

The Kampyle team is happy to announce the release of the new inbox, upgraded and improved based on the feedback that we've received from our clients.

The inbox has been carefully designed to be easier to use, more intuitive and time saving.

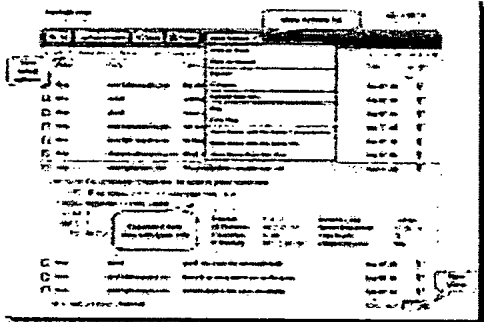
What's New?

New Inbox View:

In order to make the Inbox easier to read, manage and respond to large amounts of feedback we have changed the old design. You will find that there is only one view in the Inbox. When selecting a feedback item it will not open a new view at the bottom of the page as it used to be. From today it is much easier to view information regarding specific feedback items and selected items:

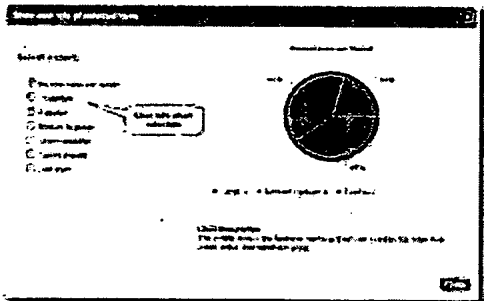
No more automatic grouping: the new inbox gives you the ability to find feedback items that are similar in parameters you care about! As explained in the sections below, you will find that with the new inbox, you can now actively search and find feedback items coming from the same user, the same URL, the same categories as well as other parameters.

One click Feedback: In the new inbox, feedback items are easy to access, in just one click. You can now view all the details of a feedback item or several selected items in one click. You can select your own view: choose Expand All or Collapse All to view the Inbox in the way that is most convenient for you.



Adjustable row view: Management of large quantities of feedback requires a greater degree of control of the viewed data. We have added the possibility to control the number of feedback items displayed at once. Using the new option "Show rows", you can select between views of: 10, 25, 50 or 100 items in a page view.

Read / Unread marking: In the new inbox, users have full control of which feedback items are displayed as read or unread. This new addition has been requested to allow for a more efficient separation and identification of new and old feedback.



Comparative User Information: Though User Information has been available on Kampyle for a while, it can now be used comparatively: the new inbox allows you to view and compare the User Info for any number of feedback items you select, in one user-friendly view.

New Functionalities:

Flagging: The possibility of marking feedback items for the purpose of feedback prioritizing and management is now available. High priority feedback can now be marked using flags.

More Actions: with this new list of actions you are able to select any amount of feedback items and act on them by selecting one of the available options such as:

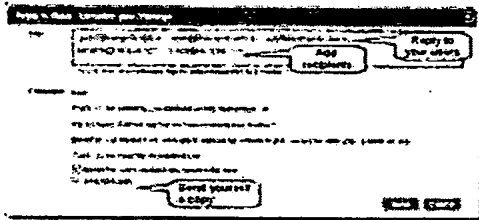
Expand – expands all the selected feedback items and allows you to view the feedback item's information in a quick and easy way.

Explore User Info – This new option allows you to select specific feedback items and compare their user information: browser name and version, IP location, Screen resolution and much more interesting info.

Show Items with same URL – allows you to find feedback items submitted on the same page of your site.

Show items from this user – View all the feedback items coming from selected users.

New Select Options: use the select options when seeking to get a quick view of specific feedback items. The select options include: All, None, Read, Unread, Flagged and Unflagged.



Reply to users: We have added the ability to view the users' email addresses and to add or delete email recipients when replying to feedback. Furthermore, you are now able to send yourself a copy of any email too.

Feedback search (Coming soon): A search bar will be added to the inbox, in order to allow our users to quickly find what they are looking for with free-text feedback search.

We are sure you will find the new inbox highly effective and helpful. As always, we would be very happy to receive your comments and suggestions about this latest development, so send us your feedback!

The entire Kampyle team would like to thank our users for all the valuable feedback that they have provided us over time. We intend to continue proving to them that we listen to their needs and suggestions.

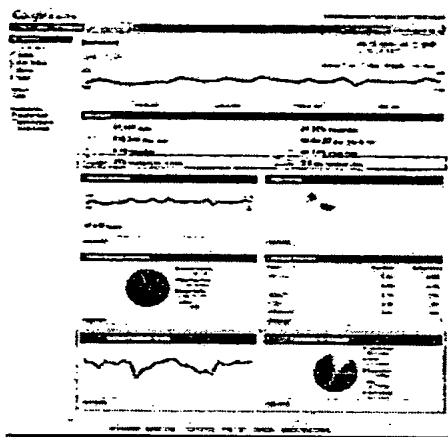
To register on Kampyle, [click here](#).

If you have any questions on the new inbox, or on any other subject, please write us at support@kampyle.com, and we will respond promptly.

Google Analytics Integration: Kampyle raises your Google Analytics to a new level

07.28.2008 | Posted in [Feedback Analytics](#), [Kampyle Features](#), [Partnerships](#), [Tips and Advice](#) | Author: [Kampyle](#) | [6 Comments »](#)

We are happy to announce the launch of our brand new innovative service: Google Analytics Integration. This new service integrates Kampyle's Feedback Analytics data and Google Analytics' Service into one view, allowing you, all our clients, to receive Kampyle's analyzed feedback data directly in Google Analytics' interface.



Kampyle's Google Analytics integration allows you to know **WHAT** your users do on your site, as well as **WHY** they do it. Combining these two different data sources into one view on Google Analytics allows for a holistic and powerful insight into the online customer experience, giving you a better understanding of your online customers and increasing customer satisfaction and revenues. You can now learn how many of your users abandoned your shopping cart, catalog or homepage, as well as understand **WHY** they did so. Stop guessing and start reading the feedback they gave at those points.

The Kampyle 'Google Analytics Integration' is an exceptional way of getting to know your users' needs on both the general view and for more targeted needs. By being able to monitor the number of feedbacks submitted, the user satisfaction grade and main issues reported on your site, all on your Google Analytics Dashboard, you are given a general overview of where you stand with your users. At the same time, you'll be able to view the number of feedbacks, the average grade, and the most reported feedback, at a more targeted level, for each page on your website. You can access additional information on that page by clicking on the Kampyle button that will redirect you to your account on Kampyle to view specific feedbacks per page. Kampyle 'Google Analytics Integration' feature is a great new way in which Kampyle allows you to increase your customers' satisfaction, site conversion rates and revenues.

TechCrunch

TechCrunch has just published an article about this exciting latest addition on Kampyle - Read the [TechCrunch article here](#).

Implementation is simple and easy. All you have to do is go to the Partners Setting section in 'Administration' (in the left navigation menu). Once there, simply enable Google Analytics Integration by marking the indicated check-box. You are then required to download the necessary Firefox extension, and that's it! The Partners Settings page contains detailed instructions that will guide you through each and every stage, allowing you to implement the feature and have it up and running in no time!

If you already have a Kampyle account, enable Google Analytics integration by [clicking here](#).

If you don't own a Kampyle account yet, click [here](#) to [register](#)!

Kampyle Tips and Tricks

06.24.2008 | Posted in [Feedback Analytics](#), [Feedback Form Features](#), [Kampyle Features](#), [Tips and Advice](#) | Author: [Kampyle](#) | [No Comments »](#)



In several conversations we have held with Kampyle clients, we found that many of them, while certainly not doing anything wrong, aren't using our system as well as they can. So I thought we'd give our clients a few small tips on using Kampyle in the most effective way. Some of these tips may seem inconsequential, but trust me, they can go a long way to get your website more feedbacks from your users, and make each feedback more valuable to you.

Choosing the right button

"Location, Location, Location" as they say in the Real Estate business. Place your button in an area of your website that contains the small amounts of information, yet highly visible. For instance, if your site contains a major menu on the top left side (like Kampyle.com does), place your button in the inverse location: the bottom right side (like Kampyle.com does). You shouldn't make the feedback button the centerpiece of your website, but you should make it clear to your users that you are very interested in them clicking on that little button.

Button on every page

Installing the feedback button on your homepage just isn't enough. Make sure that the feedback button appears in every page in your website for which you are interested in receiving feedback. Don't expect your users to click 3 times "back" just to get to the page in which they remember they saw a feedback button.

Push mechanism

Sometimes waiting for feedback just isn't enough. Using the JS Push Mechanism allows you to ask your users to leave feedback just before they leave your site (and possibly giving you important insight as to why they are leaving...). The Push Mechanism also has the advantage of prompting your users to leave their general impressions of your site, as opposed to allowing them to point out specific issues. This will allow you to get a different and very useful type of feedback. For more information [click here](#).

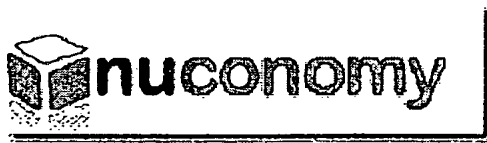
Customize

Customize your Feedback Form! Make it relevant specifically to your site, and even to the page it is in. Feedback Form Customization allows you to ask your users the right questions, the answers to which are important to you. Your users will be much more likely to provide useful feedback if the feedback categories and sub categories are well suited to your website. In addition, you can let your users participate in your website's development process: did you add a new feature to your site? Add a category on the subject to see how your users feel about it! Customizing your feedback form is not only easy and quick., but also a highly effective tool. For more information [click here](#).

I hope you'll find these tips effective and useful. If you need any additional advice on using Kampyle, please write us to support@kampyle.com, and we'll be glad to help. You'll also find more useful tips and instructions in our [Forum](#). [See you there!](#)

Kampyle is partnering up with Nuconomy

06.24.2008 | Posted in [Feedback Analytics](#), [Kampyle Features](#), [Partnerships](#), [Tips and Advice](#) | Author: [Kampyle](#) | [No Comments](#) »



In the [previous post](#) we have told you about Kampyle's Web Analytics Data Integration feature, which consists of a mutually beneficial combination of Feedback Analytics data with web analytics data. As we have promised to update you on all our new partnerships, here it is: we are very happy to announce that we have recently joined forces with Nuconomy, a great web analytics company. Nuconomy, a leading web analytics vendor, enables its customers to measure user engagement on their sites, helping you understand your users' activities and their interaction with the various features of your site. This great combination between Kampyle's and Nuconomy's sets of data takes your site's customer service to a new level. For example- Nuconomy's tools allow website owners to clearly define their site's most important users based on certain simple parameters. By combining both our sets of data, when your site receives a feedback, Kampyle can now to notify you not only that you have received a feedback, but also that you have received a feedback from your most important user. This capability can be of invaluable benefit, since it allows you, the website owner, to identify the feedback, and give the required attention and priority to your most loyal clients. Such a level of customer service is surely a step in the right direction on the way to higher conversion rates and customer satisfaction. Using the feature is easy: you will first need to [register](#) with [Nuconomy](#). Then, [sign in](#) to [Kampyle](#) and select Nuconomy in the appropriate check-box of the partner setting page on your Kampyle account .

We hope to see many of you enjoying Kampyle's new partnership with Nuconomy.

If you have any questions on the implementation of Nuconomy and Kampyle's data integration partnership or any other subject, please write us at support@kampyle.com, and we will respond promptly.

Complete The Feedback Loop: Exclusive Interview With Kampyle's CEO on VC Cafe

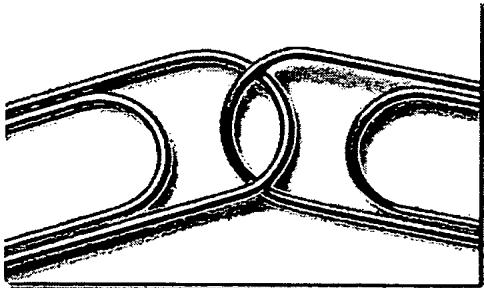
06.24.2008 | Posted in [Feedback Analytics](#) | Author: [Kampyle](#) | [No Comments](#) »

Eze Vidra from [VC Cafe](#) has recently published an interesting interview with Kampyle CEO and co-founder Ariel Finkelstein. The article is entitled "Complete the Feedback Loop: Exclusive interview with Kampyle's CEO". The interview contains many interesting details about Kampyle's past, present and Future. Here's an excerpt:

“Why are users leaving your site? Why are they leaving full shopping carts and going else where? Is there something wrong with your fonts and Firefox 3 beta 5? Those are questions that many site owners ask themselves daily. Until recently, there were not too many tools available to extract that kind of insight, but Israel-based Kampyle is changing that. A couple of months ago, Kampyle introduced a free, customizable feedback platform for site owners. VC Cafe tries the product and takes a deeper look in a long distance talk with Ariel Finkelstein, Kampyle’s CEO.” (Click [here](#) to read the full article).

WHAT users do and WHY - Integration with Web Analytics

06.24.2008 | Posted in [Feedback Analytics](#), [Kampyle Features](#), [Partnerships](#) | Author: [Kampyle](#) | [No Comments »](#)



Kampyle always strives to bring its customers the most powerful and innovative services. We are currently working on combining our Feedback Analytics data with web analytics data. This unique combination will enable our customers to benefit from the best of both worlds: the user-subjective data coming from the on-line feedback reported by actual website users, as well as the user-objective data coming from Web analytics.

Web analytics tools tell you where your users came from and what they did on your site (e.g.: many shopping carts mid-transaction abandonments,). Kampyle, the Feedback analytics platform, tells you what users say when they do it (why they abandoned). We intend to bring our customers a White Labeled solution: You tell us which web analytics service you are working with, and we will combine the data. Kampyle’s vision is to be able to provide its customers with full Web Analytics Integration with the web’s most important Web Analytics vendors, and we have already started to work with several web analytics companies.

Adding Web Analytics Integration to your Kampyle account is easy. You are simply required to select your Web Analytics vendor from a list. You can do this very simply in the Kampyle Management Application: go to the Partners Setting section in the Administration tab and select the vendor you work with. In the coming posts and newsletters we will make sure to update you on the latest Web Analytics Integration developments, and inform you of each web analytics partner that joins our service.

If you have any questions on Web Analytics Data Integration on Kampyle, or on any other subject, please write us at support@kampyle.com, and we will respond promptly.

Know Your users - User Integration

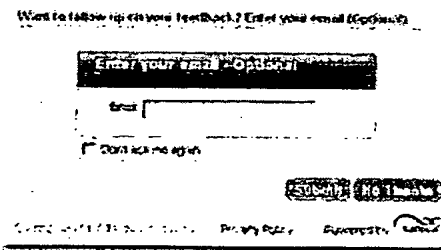
06.24.2008 | Posted in [Feedback Analytics](#), [Kampyle Features](#), [Tips and Advice](#) | Author: [Kampyle](#) | [No Comments](#) »

Tags: [integration](#), [UI](#), [User integration](#)

A new and important feature has been added to Kampyle lately. This feature will allow website owners to get the most out of their feedbacks, while giving more to their users: "Closing the Feedback Loop".

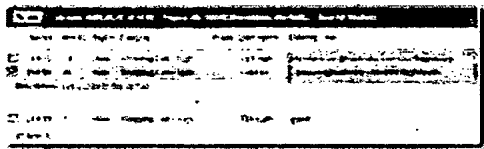
We have recently received recurring feedback from several clients, outlining what really matters to many website owners: getting feedback from their most important customers, as well as being able to get back to them. For a website owner, the ability to receive feedback is crucial, but knowing who the feedback is from and being able to respond to it is equally so. There is a great deal of difference between different types of customers. In the same way, there can be great differences in the meaning and repercussions of their Feedback. That is why the ability to know more about the users who submitted feedbacks

would be a great analytics tool, and that is what User Integration is!



Kampyle has several ways of responding to that need. The first way is to ask each user that submits a feedback to leave his e-mail before submitting his feedback. Sending the e-mail address, is, of course optional. If a user decides not to submit his e-mail address, his feedback will be registered as a "Guest" feedback. If he decides to submit, his e-mail will be available to the website owner.

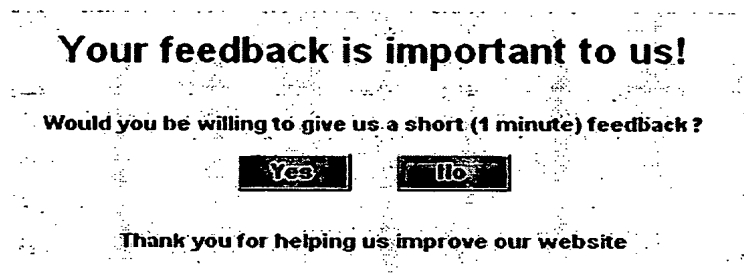
With User Integration, users that are logged in to your website are automatically recognized by Kampyle. In this way, when your users provide feedback while logged in to your website, Kampyle can let you know that feedback was submitted by one of your own users. You will then not only be able to give the feedback the required attention, but you will also be able to contact your client, informing him of the status of his feedback: that's "Closing the Feedback Loop"!



Obviously, Kampyle lets you choose exactly which information you would like to share, so as not to violate your users' privacy. You configure what information is sent and how! Implementation of User Integration is simple, quick and easy: no more than a few minutes of work. So if you are interested in knowing what your most important and loyal users think of your website, visit our [forum](#) and get all the information you need. If you require any assistance to set up the User Integration feature, or on any other subject, contact us at support@kampyle.com.

Actively ask for feedback - "Push" Mechanism

The Kampyle team has been putting a lot of focus on improving the quality of the feedbacks that website owners receive from their users. We have now decided to focus on another angle which has important repercussions for you, the website owner: quantity. As with many other things in life, in the case of quality user feedback – more is better. The Kampyle Feedback button gets the job done as far as allowing users to submit their feedback at any given point in your website, when they have a specific feedback. But not all users will encounter a situation that compels them to click the button and submit feedback. So how can you get your users to submit more feedback, letting you improve your site to suite their needs? Simply ask them for it! We've created a feature that allows you to prompt a certain percentage of your users to leave a feedback before they leave your site: a kind of "push mechanism".



Your feedback is important to us!

Would you be willing to give us a short (1 minute) feedback ?

Thank you for helping us improve our website

As usual in Kampyle, you decide how, when and where. All you have to do is create a feedback form instance in the Customization Wizard, and in the last page, choose how often you would like the system to ask the users to leave feedback before they leave the page. We have found that many of our clients chose to implement the Push Mechanism with different percentages, depending on the page: higher percentages in critical areas such as shopping carts and download pages, and lower percentages for pages of lesser priority.

After choosing the required percentage, a section of Javascript code will appear: paste the code section into you website's code as instructed in the wizard, and that's it!

Obviously, we're not out to annoy your users...only the chosen percentage of them will be asked to submit a feedback, and the ones that are asked are only asked once.

Using Kampyle's push mechanism is a great way to receive more feedbacks. Its effectiveness is proven: Kampyle clients that use the push mechanism receive substantially larger amounts of feedback.

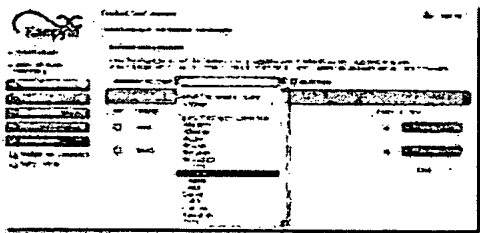
So what are you waiting for? Get the push mechanism for your website now!



Listen to your users in 60 languages - Feedback Form Translation

06.24.2008 | Posted in [Feedback Analytics](#), [Feedback Form Features](#), [Kampyle Features](#), [Tips and Advice](#) | Author: [Kampyle](#) | [No Comments »](#)
Tags: [multilingual](#), [translation](#)

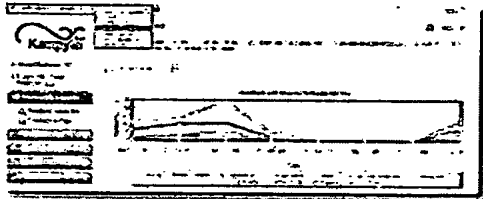
In today's world, Internet sites of all kinds must, increasingly, be able to provide services for clients from all corners of the world. Implementing this insight ourselves, Kampyle can now offer its clients the ability to do the same. If your site's content is in one language, why should your Feedback Form be in another? You can now translate any given Feedback Form Instance to over 60 languages. Kampyle will remember your translation, thereby assisting you in the creation and translation of future Feedback Form instances. Is your website multi-lingual? Use the Feedback Form Translation feature to make sure that your users can access a feedback form in each page of your site, in the specific page's language!



The Translation feature was designed so that translated categories can still be identified by Kampyle as the original-language categories,

allowing you to view them in the Feedback Inbox in a single language of your choosing: in effect, the original and the translated feedback forms are the same instance.

More than just receive feedbacks, Kampyle gives you the ability to manage them. An important tool in that aspect is the Instance Filter, which allows you to filter your feedback results by feedback form instance.



Some of our clients who employ multi-lingual support centers have created a feedback form instance for each language, then use the Instance Filter to allow each support team to only view

feedbacks in their relevant language. You can also use the Feedback by Page section to view feedbacks sorted by the pages of your website in which they were submitted. Kampyle is all about giving your users the opportunity to voice their opinion, and giving you, the website owner, a powerful tool to hear it as well as respond to it: "Closing the feedback loop". The new Feedback Form Customization and Translation Features help us in achieving just that, and I am sure that all our clients can greatly benefit from them.

Translate your Feedback Form by logging in to Kampyle, then proceed to the Management Application > Administration > Feedback Form Customization, and press the link 'Translate' next to the relevant Feedback Form instance.

Customize Your Feedback Form!

06.22.2008 | Posted in [Feedback Analytics](#), [Feedback Form Features](#), [Kampyle Features](#), [Tips and Advice](#) | Author: [Kampyle](#) | [2 Comments](#) »
Tags: , [customization](#), [customize](#)

Hello there Kampyle users,

It's been quite hectic here at Kampyle lately, and many things have changed. A lot of website owners have been joining us, and are now using Kampyle on a daily basis. Meanwhile, we have been working very hard to incorporate new and exciting features on Kampyle, as well as to 'fine tune' some existing functionalities.

Unfortunately, as a result we haven't had time to update the blog on a regular basis for a while, but that is about to change. We thought we would restart our blog with a series of posts on Kampyle's newest features, keeping you, our users, up to date on the latest changes and additions. We will publish a new post every few days, each time on another Kampyle functionality. We will start with the present post on Feedback Form Customization, followed by posts on Feedback Form Translation, User Integration and Push Mechanism. We hope that you will enjoy and benefit from them.

Feedback Form Customization

One of the most important features we have added lately is the Feedback Form Customization option, which allows our users to create a feedback form that is 'tailored' to their specific needs. The Customization option is one of the things that make Kampyle stand out as a feedback Analytics Platform among other services available on the net. Surveys and polls services can go a long way, but Kampyle is about more than just information; it's about communication with your clients. Now, with the Customization feature, you can get the most relevant feedbacks from your clients, view and manage them in the way that suits you best, and notify your customers of the actions taken.

While working with our users, we have come to understand that since every website naturally targets a specific audience, it would only make sense that every website owner should want feedback on specific topics and areas of his site. It is this realization that drove us to develop a tool that allows them to do just that! As a Kampyle user, you can now create a feedback form that looks and feels just the way you need it to: choose the colors, choose the icons, choose the feedback button that matches your users, your site, and your web page .

More importantly, the customization feature allows you to create feedback categories and sub-categories that correspond exactly to your web site's user's needs. Tailoring the Feedback Form to your specific needs is an important step towards receiving better, high quality feedbacks as well as managing them with greater efficiency .

We've already received some great feedback from our users. Several e-commerce websites have told us that the Customization feature is a great way to pinpoint and solve problems reported by users, on the spot and where it counts. Some of them created

separate feedback forms for the homepage, the product catalogue pages, and the shopping cart page. This opens the possibility to create fitting categories that address issues regarding each section specifically, enducing the users to submit their reactions. In this way, they were able to look for, and find some answers to their site's most painful questions: "why do users leave shopping carts mid-purchase?", and "what makes users decide to stop the registration process?" are some prominent examples.

The image displays four examples of customized feedback forms, each with a unique header and topic selection options:

- Form 1 (Top Left):** Header "How do you feel about this site?". Topics: Suggestion, Compliment, Site content, Bug, Other.
- Form 2 (Top Right):** Header "How do you feel about this site?". Topics: Suggestion, Compliment, Online Payment, Other.
- Form 3 (Bottom Left):** Header "How do you feel about this site?". Topics: Suggestion, Compliment, Shipping, Shopping Cart, Other.
- Form 4 (Bottom Right):** Header "How do you feel about this site?". Topics: Suggestion, Compliment, Shopping Cart, Online Payment, Shipping, Other.

Each form includes a "Send" button, a "Cancel" button, and a "Powered by" logo at the bottom.

The Feedback Form Customization feature has a real impact on the feedback you get. Many of our users have told us how much they are benefiting from the possibility of ceating a specific feedback form for every section of their site. . All in all, Feedback Form Customization is a tool that will help you raise customer satisfaction and get higher conversion rates. We hope that many more will make good use of these new possibilities.

Check out the feedback form Customization feature in the Administration menu, and create the feedback forms that you need.

If you haven't joined [Kampyle](#) yet, what are you waiting for? [Click here](#). It's free!

Enjoy this important addition to our site , and send us your feedback!

Welcome to the Kampyle Blog!

05.15.2008 | Posted in [Feedback Analytics](#) | Author: [Kampyle](#) | [No Comments »](#)

Welcome to our Blog. We are really excited about our new service going out 'into the world'. During the past few months the Kampyle team has been working day and night in order to develop the most sophisticated Feedback Analytics Platform there is on the web - We hope you join and find that you agree with this statement. We know that there is still a long road ahead of us but we believe that the Kampyle Feedback Analytics Platform is ready for the challenge and full of great surprises that justifies our claim.



We have started our Closed Beta Launch with a great post about Kampyle on [TechCrunch](#)- thanks Roi. Many new companies are already using Kampyle and we hope that all are happy with the service.

If you have not already done so, we invite you to register on Kampyle to start your way in the Feedback Analytics new world. There is no cost, and it takes only a minute to join. [Register Today.](#)

Here on the Blog we will publish updates about Kampyle, new features and many more interesting stuff - stay tuned! We hope you will all enjoy using Kampyle and would love to hear your feedback.

Ariel

KAMPYLE INTEGRATES WITH GOOGLE ANALYTICS TO ANSWER WHY YOUR WEBSITE VISITORS DO WHAT THEY DO

With web analytics solutions answering the 'Who', 'What', 'Where' and 'When' questions of website users' behavior, Kampyle provides actionable feedback in real-time that answers the 'Why' question

Ramat Gan, Israel , June 30, 2009 – How effective is knowing that a user from California referred from Bing abandoned their shopping cart with \$283 of merchandise after visiting 12 web pages over 6 minutes if you have no clue why?

According to John Lovett, Senior Analyst covering web analytics at Forrester Research, "the problem [with web analytics] was that the complexity and inability to take action on the data largely inhibited success."

The Kampyle – Google Web Analytics integration, which we are announcing today, solves the challenges associated with web analytics while providing the only website feedback solution fully integrated with Google Analytics API.

Kampyle, the pioneer of online feedback analytics, enables websites to collect, analyze, manage, act on and respond to user feedback in real-time through the company's feedback forms. Kampyle is a Software as a Service (SaaS) solution which can be implemented onto any website in minutes and enables gathering and analyzing actionable, feedback from users. To close the feedback loop, Kampyle includes the option to respond directly to a user's feedback.

The Kampyle – Google Analytics Integration enables website owners to add business critical information alongside their website analytics: users' feedback. Now, website owners can not only measure website activity, as presented through Google Analytics, but they can also see what the users are saying about these website activities in real-time. Kampyle facilitates tracking the number of feedbacks submitted and the grade showing user satisfaction for every web page, product, service or activity, all in the Kampyle interface.

"Merging the qualitative data of products such as Kampyle with the quantitative richness of Google Analytics is a powerful combination that is just waiting to be exploited," said Brian Clifton, internationally recognized web analytics expert and author of the book 'Advanced Web Metrics with Google Analytics'.

Kampyle customers are able to get a better understanding of their user's behavior, improve usability, customer satisfaction and close more sales immediately via feedback and alerts. For example, when HostelBookers.com relaunched their website, Kampyle integrated with Google Analytics "enabled us to immediately resolve issues based on instant customer feedback," said Kerry Harding, User Experience Manager at HostelBookers.com (www.hostelbookers.com). "Kampyle helps us to ensure that we meet our customers' needs, keep our priorities focused, our conversion rates high and our users happy and satisfied!"

To see the Kampyle – Google Analytics integration for yourself, please click [here](#).

What is Feedback Analytics?

Feedback analytics is the collection, analysis, management and response to feedback from users of any interactive product or service. By bringing the customer's voice to the table as immediately actionable business metrics, feedback analytics enables improving revenue, conversions, usage and user experience. The full value of feedback analytics to any business can be derived from integration with almost any business application, including web analytics, CRM, bug tracking, project management and many more.

"We're excited to integrate our Feedback analytics solution with Google Analytics, the most utilized website analytics offering in the world," said Kampyle CEO and co-founder Ariel Finkelstein. "Beyond this partnership, Kampyle will be announcing integrations with other leading Web Analytics offerings, as well as other business analysis solutions because only feedback analytics can bring the customer's voice to the table as immediately actionable business metrics."

About Kampyle

Kampyle is the pioneer of online feedback analytics, the real-time solution for collecting, analyzing, managing, acting on and responding to user feedback. The company's flagship product, Kampyle for Websites, is a feedback form integrated into any website in minutes, which enables gathering actionable, website, product, service, page or activity-specific feedback in real-time. Kampyle then facilitates feedback analysis through the company's interface, bringing the customer's voice to the table as immediately actionable business metrics. With many business analysis solutions answering the 'Who', 'What', 'Where', and 'When', only Kampyle answers the 'Why' question, resulting in improvement in revenue, conversions, usage and user experience that directly impact our clients' bottom line. For more information about Kampyle, please visit: www.kampyle.com.

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FOR IMMEDIATE RELEASE

Customer satisfaction is up 17% for Kampyle's Website Feedback Analytics customers in its first year.

Ramat-Gan, Israel, March 30th, 2009, Kampyle, the web's leading Feedback Analytics vendor, today marks the first anniversary since the launch of its flagship product, Website Feedback Analytics Service. With last year's launch of Website Feedback Analytics, Kampyle had pioneered the brand new and promising field of Feedback Analytics, putting online users' feedback in the spotlight. Only one year after the launch, thousands of websites are using feedback analytics as a way to improve customer satisfaction, and increase conversion and ROI. And these aren't just slogans – Kampyle feedback reports show that overall user satisfaction from websites using Kampyle has increased by 17% during the last year.

Growing at an impressive monthly rate of 30%, to date, Kampyle has served over 5 million feedback forms, and managed to collect and analyze feedback submitted by users in 191 countries. Website owners from over 100 countries are using Kampyle's feedback form in 18 languages. Kampyle's more than 10,000 customers have used this user generated feedback data to improve their websites. These improvements are reflected in the feedback received, as a dramatic decrease in reported bugs (over 27%) and a sharp increase in positive feedback (30%) is noticed.

But the numbers only tell part of the story. Initially Kampyle faced the necessity to educate the industry about the importance and benefits of Feedback Analytics. The premise was clear: if you want to know why your users are leaving your site, why they are not finalizing purchases, why they are leaving shopping carts - simply ask them. Perhaps Kampyle's greatest success was conveying this message to online businesses all over the web: "(We)...have been seeing some amazing results! Receiving instant customer feedback regarding specific areas of our site is priceless and has vastly increased our customer satisfaction" is what the folks at Biotivia.com had to say: "This product alone has allowed us to roll out a new version of our online store in record time and iron out any bugs easily and quickly! If you are a business owner, you NEED this service."

Although its clients already regard Kampyle as a "must-have" service, Kampyle says the new features will include feedback analytics services and functionalities that online businesses will come to regard as a cornerstone of communication with clients. "Kampyle is offering website owners a service that helps them make the most out of their website" says Ariel Finkelstein, founder and CEO at Kampyle: "Everything we've learned over the past year has served us to create a service that improves customer satisfaction, conversion rates and ROI in websites of all sizes. We're thrilled that our customers are seeing the results they expect, and happily, so are we".

About Kampyle:

Kampyle is a leading vendor of Feedback Analytics. Kampyle's services are designed to assist companies to measure and manage customer experience. Its cutting edge technology delivers Kampyle's customers a high quality Feedback Analytics Platform allowing them to easily collect, analyze and manage users' feedback and respond to their users feedback.

Contact Information

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**Get your online retail business ready for the holidays
with Kampyle Feedback Analytics**

Heels.com, FloraQueen.com and many other Kampyle e-commerce customers, now use Feedback Analytics to get their website ready for the approaching winter holidays. Is your website ready? Kampyle helps you to find and correct your weaknesses, then win back your customers - just in time for the holiday season

Ramat-Gan, Israel, November 17, 2008 - With the holiday season in site, e-commerce retailers are beginning to prepare for the most important sales period of the year. These are times when more than ever, every sale counts and every customer matters. Constantly improving and listening to one's customers are key to maintain a loyal customer base, and to increase sales. Kampyle, the leading Feedback Analytics vendor helps e-commerce retailers achieve these goals, offering "Kampyle for Websites" - a brand new approach to holiday readiness. A solution based on user generated feedback, Kampyle is a fast and efficient way for retailers to get ready for winter holidays.

"Why are users leaving shopping carts?", "What can I do to increase conversion rates, as well as customer satisfaction and loyalty?". These questions are now of special interest to internet retailers, who understand the importance of being fully prepared for the holiday season. In the world of online retail, there is no such thing as "ready enough" for this time of the year: product search, product placement, and usability - these are issues with constant room for improvement that translates to revenue. Having no direct contact with the customer makes it difficult to find ones' most pressing weaknesses. Kampyle offers a solution for retailers who are looking to get their business prepared to operate at full capacity in time for the all important winter holiday season.

Kampyle helps online businesses collect and manage feedback from their users, in a way that allows them to learn their user's needs, improve their service, and increase customer satisfaction and loyalty, even in cases of large amounts of data. A unique combination of a Voice of Customer application's high level view, along with CRM capabilities that help to correct and improve one's service and get back to customers, Kampyle's service has gained considerable ground in the field of Feedback Analytics, and is now serving over 4,500 customers.

"Kampyle.com feedback application is a must have for any online business that cares about its

customers. The feedback you learn is invaluable in your quest to create the best user experience" says Eric McCoy, Founder and CEO of Heels.com, and one of Kampyle's many satisfied customers.

Kampyle's impact is usually felt immediately. Website owners, who want to experience a substantial improvement in the shortest possible time, find it highly useful, as did Alex Dantart of FloraQueen.com: "The users should always have the final word! And we need to listen to their opinions and suggestions. Even though we have a customer service system for our clients, Kampyle provided an easy way for our clients to give feedback on the launch of our new web site, and express their needs quickly". A fully hosted solution, Kampyle can be implemented in minutes. Copying a short code to the website will have Kampyle up and running, so there are no implementation costs, and no need for technical skills.

"Kampyle's ability to quickly help improve websites while increasing customer loyalty and satisfaction at the same time is what makes it the perfect holiday readiness tool." says Kampyle VP Business Development and Co-Founder, Eran Savir. "Kampyle is an easy 'plug and play' service that can be up and running on any e-commerce site within minutes. Our customers gain instant access to their user's thoughts, improve, and then win them back. They feel the results within days."

Find out more about the Kampyle Online Feedback Analytics Platform on the company's website www.kampyle.com

About Kampyle:

Kampyle is a leading vendor of Feedback Analytics. Kampyle's services are designed to assist companies to measure and manage customer experience. Its cutting edge technology delivers Kampyle's customers a high quality Feedback Analytics Platform allowing them to easily collect, analyze and manage users feedback and respond to their users feedback.

Kampyle Ltd.

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**Get instant access to your online users' thoughts -
Kampyle is now available to everyone**

Kampyle announces the end of its Closed Beta Phase and reveals interesting insights: out of the online customers submitting feedback, 73% will provide a detailed feedback, 56% would like to hear back from the website owner and are willing to submit their real email address!

Ramat-Gan, Israel, July 08 2008 - Kampyle, the pioneering vendor in the field of Feedback Analytics, has announced today the end of its Closed Beta Phase. In mid March this year Kampyle launched their Closed Beta, delivering a powerful Software as a Service (SaaS) platform to measure and manage website users' feedback on services, products and customer experience. Over 1000 new clients joined the Kampyle Feedback Analytics Service during its Closed Beta phase and many new exciting features were added to the Service. The Kampyle Feedback Analytics Service is now available to everyone on the company's website: www.kampyle.com

In today's belt-tightening times for the industry, one cannot disregard his online customers. More and more companies are turning to user-generated feedback as a way of increasing their customers' satisfaction and loyalty levels, as well as their sites' conversion rates. By using Kampyle, website owners are showing that they realize that 'hearing' your customers is not the same as 'listening' to them, and that their site's users are sensitive to this distinction. Kampyle CEO Ariel Finkelstein: "All sites, of all sizes and shapes, no matter what the profile of its users is, benefit from Kampyle. Our Closed Beta Phase has shown us that 73% of the users that submit feedback - submit detailed feedback, and that users expect to hear back from website owners regarding their feedback. Furthermore, we have found that with Kampyle, website owners respond better to feedback, and that feedback follow-ups have a huge impact on customer loyalty and satisfaction: it really works and our client's reactions prove it".

Results have been swift for many of Kampyle's clients: "Kampyle is a simplified efficient feedback process that works. With the easy "plug and play" system, we gained instant access to our users thoughts, allowing better response time and accuracy. Through Kampyle we have a real dialogue with our audience" says Shawn Stein from Aniboom. With the ending of Kampyle's Closed Beta, Ariel Finkelstein welcomes this change in the perception of user generated feedback: "I think website owners are now beginning to understand the importance of closing the

feedback loop, that is, encouraging your users to submit feedback, reviewing it, then replying to it with a status update. Kampyle's job is to make this easy".

Kampyle offers its clients the following main features:

Simple Integration: Adding the Kampyle Feedback Form to a website is as simple as adding a link. There are no implementation costs. You can have the Kampyle service working on your site in 10 minutes.

Customization: Website Owners can create a Feedback Form that matches the "Look and Feel" of their site: choose the colors, the logo, the categories and sub-categories, and make the Feedback Form their own.

Translation to over 60 languages: If your site's content is in one language, why should your Feedback Form be in another? Website owners can now translate any given Feedback Form Instance to over 60 languages.

Actively asking for feedback from online users: If a user is abandoning the shopping cart, why not ask him why is he leaving? This feature allows website owners to prompt a certain percentage of their users to submit a feedback before they leave the webpage.

Feedback Management: Kampyle's Feedback Management system allows website owners to view feedbacks in a simple and easy to use interface, grouping similar items together, and thus saving you valuable time and effort.

Find out more about the Kampyle Online Feedback Analytics Management Platform at the company's website www.kampyle.com

About Kampyle:

Kampyle is a leading vendor of Feedback Analytics Management Services. Kampyle's services are designed to assist companies to measure and manage customer experience. Its cutting edge technology delivers Kampyle's customers a high quality Feedback Analytics Management Platform allowing them to easily collect, analyze and manage users feedback and respond to their users feedback.

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The Next Generation of Online Feedback Analytics Now Available for All Websites!

Ramat-Gan, Israel, March 11, 2008 – Kampyle, a leading vendor of Online Feedback Analytics, is announcing the launch of its Feedback Analytics Platform, delivering a powerful Software as a Service (SaaS) platform to measure and manage website users' feedback on services, products and customer experience. Kampyle is currently operating in a Closed Beta mode, to request an invitation website owners are required to register at the company's website: http://www.kampyle.com/owner_public/?page=owner_registration

With this launch Kampyle is delivering the Next Generation of Online Feedback Analytics to website owners. Kampyle's innovative technology enables website owners to collect, analyze and manage their website user's feedback. Kampyle's solution is delivered as SaaS, enabling website owner to manage and measure the customer web experience on their website.

"All website owners face the same issue: How can I know what my website users really think about my site, products, services etc.? And why are they behaving the way they do on my site?" said Ariel Finkelstein, CEO and Co-Founder "you can find many Feedback Forms on websites today. Either they are emails or a different page on the site with many annoying mandatory fields. The main issues Website Owners face are only raised when they start receiving the feedback. Then they discover that the most important thing is to have a powerful management system that will analyze the volume of data, allow them to manage the feedback and get back to their users in a quick and simple way. Kampyle is offering today this service to all website owners and opens up a new window to better web customer experience measurement, management and service."

Simple Integration: Adding the Kampyle Feedback Form to a website is as simple as adding a link. There are no implementation costs!

The easy integration is enabled due to the application residing outside of Kampyle's customer's website IT infrastructure.

Customization (coming soon): This great new addition to the Kampyle Feedback Form will allow Kampyle's customers to change the "look and feel" of the feedback form to match their website needs and design. Furthermore, the customization will include the ability to modify the Feedback Forms: Color, Questions, Categories, Sub Categories, Languages and many more additions to the form. The highlight of the Kampyle Feedback Form Customization is its flexibility, allowing the creation and management of different feedback forms for each page of Kampyle's customer's websites!

Making Customer Feedback manageable and actionable

The Kampyle's sophisticated analytic engine is focused on reducing human work. Similar feedbacks are grouped into one group allowing the management of the same feedback submitted from different users in one view. With the Feedback Analytics Dashboard Kampyle's customers view the high level of their website customer experience. The Feedback Analytics Dashboard prioritizes the feedback issues and proposes possible causes to allow quick and smart decision making.

Listen and respond to your online customers

Kampyle believes that end users are expecting not only to be heard but also responded to. Kampyle enables website owners to get customer loyalty by responding to their feedback. By using Kampyle website owners can quickly respond to a group of users who gave the same feedback on an issue in one click.

Find out more about the Kampyle Online Feedback Analytics Management Platform at the company's website www.kampyle.com

About Kampyle

Kampyle is a leading vendor of Feedback Analytics Management Services. Kampyle's services are designed to assist companies to measure and manage customer experience.

Its leading edge technology delivers Kampyle's customers a high quality Feedback Analytics Management Platform allowing them to easily collect, analyze and manage users feedback and respond to their users feedback.

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March 2008

Kampyle Closes The Feedback Loop

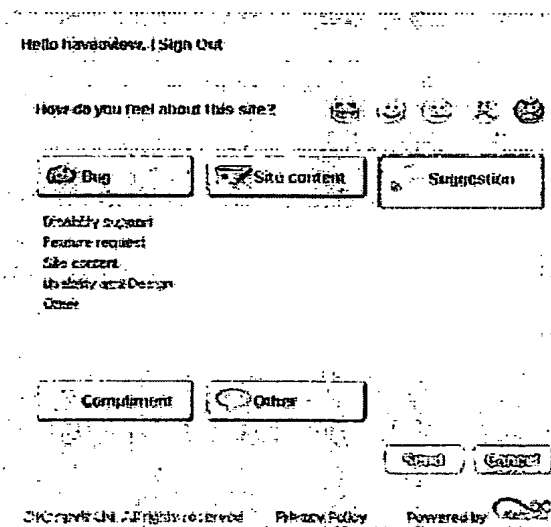
March 19, 2008



One of the key ingredients to success on the Web is rapid iteration, and to do so, eliciting user feedback is a must. As we know, TechCrunch is a breeding ground for avid beta testers keen to provide input and suggestions. Yet, more often than not, when we do offer feedback to a site all we receive in return is an auto-reply, thank-you email. When was the last time you submitted feedback to a site that was then followed up with an actual acknowledgment that the bug was fixed or the feature integrated? My guess, not very often.

Kampyle—yet another Yossi Vardi startup from Israel—has developed a feedback management platform aimed at assisting site owners better manage this feedback loop and, along the way, increase customer loyalty and satisfaction. The underlying premise here being that users expect not only to be heard, but also responded to. This is especially true when providing feedback on services, products or customer experiences. Sites that manage their feedback right end up with deeper customer engagement, lower shopping cart abandonment, and better usability.

There are four moving parts in Kampyle's feedback analysis platform:



1. Collection: A feedback collection form (see screenshot on right) is launched through buttons scattered across a site. Kampyle will roll out advanced customization options throughout the coming weeks.

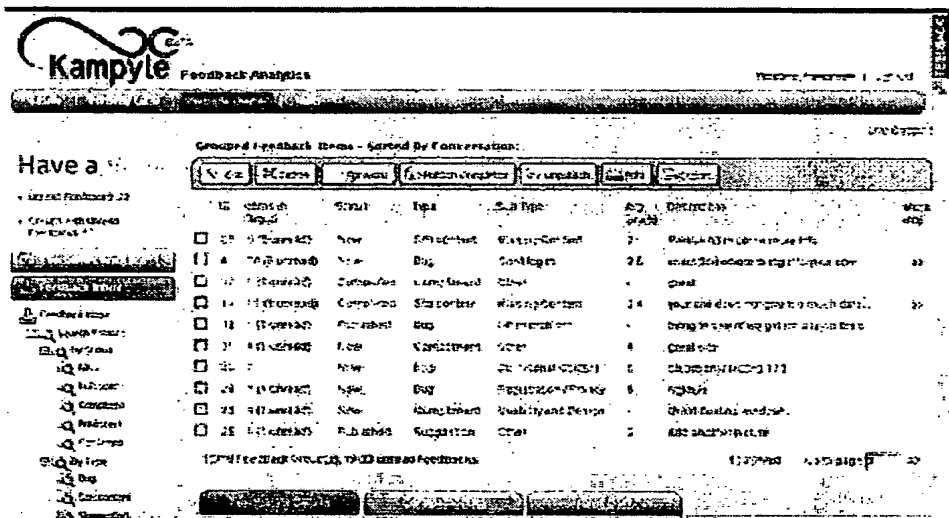
2. Analysis: Kampyle provides user feedback along with contextual data such as screen resolution, browser type, operating system, etc. Slicing and grouping functionality delivers a greater understanding of why an issue occurred, which ultimately translates into what to do about it.

3. Management: Data and suggested corrective actions are arranged in intuitive dashboards. Data is exportable to XML & Excel. Nothing much to write home about here.

4. Action: CRM-like functionality completes the feedback loop by allowing site owners to inform groups and individual users of the corrective action they have taken. The notification even includes a link to where the fix was made and offers a thumbs-up/down rating to further express satisfaction.

All-in-all a wide variety of companies can benefit from a service such as Kampyle's, which is bridging the gap between CRM and site-side analytics. Extending the CRM functionality to piggyback on full-blown CRM platforms such as SalesForce, SugarCRM, and even Zoho would go a long way in popularizing the service.

Kamplye is still in closed beta so pricing is yet to be established, but once the service is commercially available 250 TechCrunch readers will get their first month free. [Sign-up here to get on the list.](#)



CrunchBase Information

Kampyle

Information provided by CrunchBase

Case Study – P1000.co.il

"Thanks to Kampyle all problems of an immediate nature were detected, solved and there has been a clear, localized increase in conversion rates"



- Industry: e-commerce
- Using Kampyle for: 4 months
- # of Monthly Page Views: 10M
- 6000 Products
- For more information:
www.p1000.co.il

About the company

P1000 is one of Israel's leading shopping sites, with over 9 years experience in the market. It offers over 6000 products, out of 182 categories. The site conducts sales through auctions, group sales, as well as by "reserved price". Nowadays, the company runs 2 sites: p1000.co.il and Ynet-shops.co.il. It enjoys around 9.5 million views a month, generated by over 50,000 visitors a day. P1000's parent company is Smile, dually traded (Nasdaq and Tel- Aviv) as IGLD.



Many purchase cancellation requests.
Website navigation problems causing users not to find what they were looking for

The Problem

P1000's conversion is higher than the market average, and stable. But in a business in which there is no direct, personal contact with your client, how will you know what you are doing right and what you are doing wrong? How can you learn how to perform better? There are tools that serve to monitor the transactions on the website, but no way to understand WHY users behave the way they do. At the same time, there were clear signs that there was room for improvement: some users were requesting to cancel their purchases, while others supplied bids that were clearly higher than necessary.

Management focus on Feedback collected by Kampyle in the first few weeks. Then changing the usage to routine customer service mode

The Solution

In the first weeks after implementing Kampyle, P1000 reviewed thousands of feedback items, with management focus, to better understand the problems. After this period, the main problems were identified and all problems of an immediate nature were solved. Work with Kampyle was then modified to routine-mode or customer service. The website manager now goes over all feedback items, responds (and reacts) to them. The manager then issues a report with the appropriate action items sent to the relevant people within the company.

Immediate changes were made on the website. Other problems have been identified and added to the development plan

Benefits and Results

Using Kampyle, P1000 discovered that there was some confusion among many users regarding the terms and conditions of one of the sales methods, leading to misunderstandings and many cancellation requests. P1000 were able to understand the root of the problem, while also discovering the simplicity and low-cost of the required fix. Purchase cancellations have decreased dramatically. In fact, "all problems of an immediate nature were detected, solved, and there has been a clear, localized increase in conversion rates". Said Dani Elovitch, E-commerce division manager at P1000. Moreover, P1000 now have a better understanding of the navigation problems causing users not to find products that they were looking for, as well as their users' needs and required modifications. P1000: "with Kampyle we can now begin to understand why our users behave the way they do on P1000.co.il". For P1000, a "new communication channel with clients has been established", as problems, suggestions, and compliments began pouring in.

Kampyle for Websites - Allows website owners to listen and respond to their website users. Kampyle provides website owners with a management application that arranges the corrective actions required in a clear and proactive manner, even in cases of large amounts of data.

Case Study – GetPrice.com.au

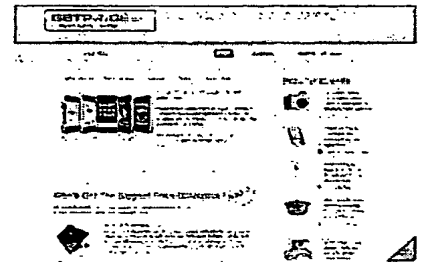
"Kampyle helped us to get a clear understanding of the needs and requirements of our users; the data of our recently conducted usability test was backed up by the user feedback collected by Kampyle. This information helped us to improve our website and provide our consumers with the best user experience possible."

GETPRICE!!! Compare Before You Buy

- Industry: e-commerce
- Using Kampyle for: 4 months
- # of Monthly Page Views: 3.2M
- More than 600,000 products
- Compares products and prices from 400 online shops
- For more information: www.getprice.com.au

About the company

GetPrice is Australia's largest comparison shopping engine, allowing retailers to display their products in a way that is easy for consumers to compare, buy & save. It offers rich content such as buying guides, price history charts, user reviews and comparison tables. The www.getprice.com.au site receives over 3 million page impressions a month, generated by more than 1.5 million unique visitors. The company runs other websites, including www.shopferret.com.au and <http://www.comparebroadband.com.au>.



Users were experiencing troubles with the site's search options

The Problem

GetPrice has long suspected that its users were experiencing troubles with the site's search options. Moreover, GetPrice's aim is to offer the consumer the best possible user experience on their website. Lacking direct contact with large numbers of users, diagnosing the problems accurately was a difficult task.

Kampyle offered a very comprehensive insight into what users want

The Solution

Using Kampyle, GetPrice analyzed hundreds of feedback items to better understand the users' problems, needs and requirements with regards to price comparison. Kampyle offered a very comprehensive insight into what users want. In addition, GetPrice conducted a usability test that showed identical results.

Identifying and improving the internal search is an essential issue, as searching and finding a requested product is the most important activity for GetPrice users

Benefits and Results

Using Kampyle, GetPrice were able to confirm and understand previously suspected problems with their internal search, as well as discover new difficulties that users were encountering. For example: the search filter functionality was difficult to use and therefore did not help the users to refine their search results. Identifying these issues was essential, as searching and finding a requested product is the most important activity for GetPrice users. Kampyle helped to uncover issues that could not have been observed in a usability test.

With Kampyle, GetPrice have been getting valuable functionality requests and suggestions that have given them a new insight into what their users are looking for. In addition, the possibility to get back to the users on their feedback has been helpful in improving customer relations.

Following this in-depth analysis, Kampyle feedback items are now reviewed and answered by the website manager on a daily basis, assisting GetPrice with its customer support and community-building efforts.

Kampyle for Websites - Allows website owners to listen and respond to their website users. Kampyle provides website owners with a management application that arranges the corrective actions required in a clear and proactive manner, even in cases of large amounts of data.

Kampyle Developer API (Version 1.0)

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Kampyle Feedback Export API

By using Kampyle's developer API you will be able to export your feedback items received between specific dates.

Table 1: API Keys and Descriptions

Key	Mandatory (Y/N)	Description
\$key	Y	Example usage: \$key="Kampyle_2_Ersd3DFwAly.html" Notes: To find your Kampyle Private Key, enter the management application and navigate to the Feedback Form Customization page. On the bottom of the page you will find your Private Key. Please note: Your Kampyle Private Key is case sensitive. Don't share others with this key.
\$site_code	Y	Example usage: \$site_code="9232342" The site_code can be found in the embed URL code (the code which you copy paste from Kampyle).
\$from_date	Y	Example usage: \$from_date= "2008-09-20 15:40:42" or just 2008-09-20 From which date you want the report.
\$to_date	Y	Example usage: \$to_date ="2008-09-20 15:40:42" or just 2008-09-20 The date up to which you want the report.
\$gmt	N	Example usage: \$gmt=5 Get all times and dates in GMT +5 timezone.

Important: Kampyle recommends running the API once a day, retrieving feedback from the last 24 hours, as this will ensure optimal performance. To do so, you should omit the **start_date** and **end_date** from the parameters you send.

Example of PHP code

```
//To find your Kampyle Private Key, enter the management application and navigate to
the Feedback Form Customization page.

//On the bottom of the page you will find your Private Key. Please note: Your Kampyle
Private Key is case sensitive.

//Don't share others with this key. Example of key=Kampyle_2_Ersd3DFwAly.html
$key="TODO";

//The site code can be found in the embed URL code (the code which you copy paste from
Kampyle). Example of site_code="9232342"
$site_code="TODO";

//From which date you want the report. Example: "2008-09-20 15:40:42" or just 2008-09-
20
$from_date="TODO";

// The date up to which you want the report. Example : "2008-09-20 15:40:42" or just
2008-09-20
$to_date="TODO";

// create a new cURL resource
$ch = curl_init();

// set URL and other appropriate options
curl_setopt($ch, CURLOPT_URL,
"http://www.kampyle.com/zlib_off/export_to_xml_file.php");
curl_setopt($ch, CURLOPT_HEADER, 0);
curl_setopt($ch, CURLOPT_POST, true);
$gmt=5; //Your time zone difference from GMT ; E.g.: $gmt=5 for GMT+5
curl_setopt($ch, CURLOPT_POSTFIELDS,
"key=$key&site_code=$site_code&from_date=$from_date&to_date=$to_date&gmt=$gmt");

// grab URL and pass it to the browser
curl_exec($ch);

// close cURL resource, and free up system resources
curl_close($ch);
```

NOTE: To get cURL, go to <http://curl.haxx.se/>.

API XML Example

```
<?xml version="1.0" encoding="UTF-8" ?>
= <root>
= <feedback>
- <feedback_id>188</feedback_id>
  <user_name>important_user</user_name>
  <user_email>important@gmail.com</user_email>
  <description>I can't pay</description>
  <url>http://www.yoursite.com/payment</url>
  <creation_date>Feb 17, 09 10:32</creation_date>
  <prio>1</prio>
  <status>New</status>
  <grade>--</grade>
  <type>Payment</type>
  <sub_type>Can't finalize purchase</sub_type>
</feedback>
= <feedback>
- <feedback_id>187</feedback_id>
  <user_name>goodbuyer</user_name>
  <user_email>goodbuyer@gmail.com</user_email>
  <description>Could't find the product</description>
  <url> http://www.yoursite.com/product_search</url>
  <creation_date>Feb 17, 09 09:36</creation_date>
  <prio>1</prio>
  <status>New</status>
  <grade>--</grade>
  <type>Search</type>
  <sub_type>Search results</sub_type>
</feedback>
= <feedback>
- <feedback_id>186</feedback_id>
  <user_name>Guest</user_name>
  <user_email />
  <description>You should consider changing the homepage layout.</description>
  <url> http://www.yoursite.com/homepage</url>
  <creation_date>Feb 17, 09 09:35</creation_date>
  <prio>1</prio>
  <status>New</status>
  <grade>--</grade>
  <type>Suggestion</type>
  <sub_type>Feature request</sub_type>
</feedback>
= <feedback>
- <feedback_id>185</feedback_id>
  <user_name>bestcustomer</user_name>
  <user_email>bestcustomer@yahoo.com</user_email>
  <description>I couldn't find enough information about the product, like its
    size</description>
  <url> http://www.yoursite.com//products</url>
  <creation_date>Feb 17, 09 09:34</creation_date>
  <prio>1</prio>
  <status>New</status>
  <grade>--</grade>
  <type>Content</type>
  <sub_type>Missing Content</sub_type>
</feedback>
</root>
```

Output Descriptions

Table 2: Output field descriptions

Field	Description
<feedback_id>	Unique id number of a specific feedback item.
<user_name>	Username of the user who submitted the feedback.
<user_email>	Email of the user who submitted the feedback.
<Description>	The description submitted by the users in the feedback.
<url>	The url in which the user has submitted the feedback.
<creation_date>	Date of creation of the feedback items, i.e.: feedback submission date.
<Prio>	Feedback item's priority (low, medium,high)
<status>	Feedback item's status (new, in progress, completed)
<Grade>	The feedback grade, i.e.: the user's answer to the opening question, value between 1-5, when 1 is most negative and 5 the most positive.
<type>	The category of the feedback item.
<sub_type>	The sub-category of the feedback item



Feedback Analytics

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Registration - Website Feedback Analytics

Register now for our FREE version - a powerful service for websites who want to get feedback and improve. Kampyle also offers advanced packages for websites who want to enjoy the full power of Kampyle Feedback Analytics. You don't need to decide now. You can always choose to upgrade your free version in the future.

User Information

* Full Name:

* Email:

Company Information

* URL:

* Mandatory fields



How to Kampyle

- Live Support
- View Demo
- Contact Sales
- Support Forum



ABOUT SSL CERTIFICATES

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Registration - Website Feedback Analytics

Please complete your registration.

User Information

* Full Name:

* Email:

* Password:

* Confirm Password:

* Security Question:

* Your Answer:

Street Address 1:

Street Address 2:

Country:

State/Province:

Postal/Zip code:

* Phone:

Company Information

* Company Name:

* URL:

Additional Information

☐ I agree to the Terms and Conditions for using Kampyle

☒ Subscribe to Kampyle's newsletter

* Mandatory fields

[Create Account](#)

* Notwithstanding your request above, if provided, to receive updates and marketing materials, you may notify Kampyle, at any time, of your request to cancel your approval for such delivery and stop receiving such materials by sending an email to Kampyle at the address appearing on the "Contact Us" in the Kampyle website.



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[About us](#) | [Terms of Use](#) | [Privacy Policy](#) | [Contact Us](#) | [Site Map](#)

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How do you feel about this site?



Select your feedback topic below



Bug



Site content



Suggestion

Select a relevant issue

Browser not supported

Objectionable Content

Can't log in

Other problem

Disability enquiries

Site content

Registration / Privacy

Usability and Design



Compliment



Other

Send

Cancel

Feedback Form by © Kampyle Ltd.

[Privacy Policy](#)



Want to follow up on your feedback? Enter your email (Optional)

Enter your email - Optional

Email:

Submit

Feedback Form by © [Kampyle Ltd.](#)

[Privacy Policy](#)



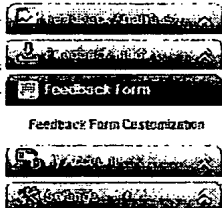


Feedback Form Customization

Manage Your Feedback Forms

You can use several Feedback Form instances at different locations on your website to make the Feedback Form more relevant to your site's goals. Do you use templates in your website? Use one instance per template to allow the Kampyle system to better analyze your site's feedback.

• Unread Feedback: 22



[Add Feedback Form Instance](#)

Instance Name:

Active with Hebrew

Preview

- Edit
- Delete
- Rename
- Duplicate
- Embed URL
- Translate
- Auto reply Email

Instance Name:

Customized Form (22/01/09 18:29:45)

Preview

- Edit
- Delete
- Rename
- Duplicate
- Embed URL
- Translate
- Auto reply Email

Instance Name:

English with all-categories

Preview

- Edit
- Delete
- Rename
- Duplicate
- Embed URL
- Translate
- Auto reply Email

Instance Name:

Customized Form (09/02/09 12:43:55)

Preview

- Edit
- Delete
- Rename
- Duplicate
- Embed URL
- Translate
- Auto reply Email

Instance Name:

Japanese words

Preview

- Edit
- Delete
- Rename
- Duplicate
- Embed URL
- Translate
- Auto reply Email

Instance Name:

Customized Form (May 26, 09, 4:24:07 pm)

Preview

- Edit
- Delete
- Rename
- Duplicate
- Embed URL
- Translate
- Auto reply Email

Instance Name:

Default Form

Preview

- Edit
- Delete
- Rename
- Duplicate
- Embed URL
- Translate
- Auto reply Email

Your Private Key is: Kampyle_6122_B8MFrW7.html

Do you want your registered users to be recognized by the Kampyle system when providing feedback on your website? Use your private key. Learn more about this on our forum.



ABOUT SSL CERTIFICATES





Home » Management Application » All Instances | Received | Unlimited | Show data in English | Search Feedback



Unread Feedback: 30



Feedback Form Customization



Feedback Form Customization

Design » Categories » Sub-Categories » Feedback Button » Get Embed Url

Customize your Feedback Form design

Customize Your Feedback Form with your choice of Color Theme, logo and grading icons to make it feel more integrated with your site



Select the Feedback Form's language.

English

This will indicate to the system which language you use during this wizard in all places where you enter text. Once you've completed the wizard, you can translate your form to additional languages.

Choose a color theme:

☒ Predefined Themes: ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

☐ Customize your theme: Click Here!

Add your logo:

Browse... View Remove

Jpg/Gif/Png format only, dimensions should not exceed 50x25 pixels, net be more than 200Kb in size.

Define the grading's opening question:

How do you feel about this s

Up to 20 characters

Select the grading icons style:

Numbers

< Back

Save & Continue > | Cancel



ABOUT SSL CERTIFICATES





Management Application | Log Out | Live Status | Reports

Feedback Coming from

All Instances

 | Received

Unlimited

 | Show data in

English

 | Search Feedback



Unread Feedback: 30



Feedback Form Customization



Feedback Form Customization

Design > Categories > Sub-Categories > Feedback Button > Get Embed Url

Define up to 6 Feedback categories

In order to help you collect the best data from your users, Kampyle enables you to delineate which topics are relevant to your website and define them as Categories on the Feedback Form. You can use the Categories in order to help your users easily submit relevant feedback on your website. Please note that categories you create will appear in future instances that you initiate, and that changes made to categories will affect them in other instances as well.



Add Category

Select categories from the following list or create your own

Activate	Category	Category Icon (Optional)	Order	Delete
☒	Bug	Up to 25 characters	View Remove	1 X
☒	Product info	Up to 25 characters	View Remove	2 X
☒	Suggestion	Up to 25 characters	View Remove	3 X
☒	Compliment	Up to 25 characters	View Remove	4 X
☒	Other	Up to 25 characters	View Remove	5 X

Note: some categories in this feedback form cannot be shown, because they have not been translated. To view these categories, you must first translate them using the translation wizard.

< Back

Save & Continue > | Cancel



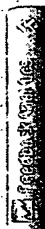
ABOUT SSL CERTIFICATES



Feedback Coming from All Instances | Received | Unlimited | Show data in English | Search Feedback | page info



Unread Feedback 30



Feedback Form Customization



Customize Your Feedback Form Sub-Categories

In order to help you collect the best data from your users, Kampyle enables you to determine which issues are relevant to your website and define them as Sub-Categories on the Feedback Form. You can use the Sub-Categories to help your users easily submit relevant feedback on your website. Users will then be reporting feedback by selecting a Category, followed by a Sub-Category, for example: Bug > Browser not supported.

Preview

Define Up To 10 Feedback Form Sub-Categories For The Category:

Bug
Suggestion

Add Sub-Category

Activate	Sub-Category	Order	Delete
☒	Browser not supported	1	X
☒	Can't log in	2	X
☒	Disability enquiries	3	X
☒	Site content	4	X
☒	Registration / Privacy	5	X
☒	Usability and Design	6	X
☒	Objectional Content	7	X
☒	Other problem	8	X

< Back

Save & Continue > | Cancel

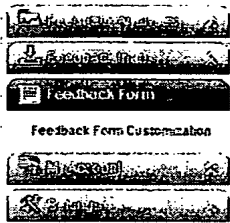


ABOUT SSL CERTIFICATES





• Unread Feedback: 36



Feedback Form Customization

page info

Design > Categories > Sub-Categories > Feedback Button > Get Embed URL

Select Your Feedback Form Button

Select the Feedback Form button you want to add to your website. Your users will press on this button and the Feedback Form will open.



Tips for selecting the right feedback button:

- The feedback button should be positioned in a visible and prominent place on your site to encourage your users to give their feedback.
- Check that the buttons are located on your website so as not to hide any functionality, as part of the button is transparent and might block underlying functionalities. Please check the button in 1024x768 resolution, as it is the most common.

Choose a color for your button:



Choose a button:

Top Right Corner



Bottom Right Corner



Top Left Corner



Bottom Left Corner



Within the site's Layout



Do you need feedback buttons in other languages? To get the Kampyle Feedback Button in other languages, click here.
Do you want a different button for your website? Feel free to click and customize the buttons to suite your site. In the Kampyle Forum you will find Zip files which include all the buttons in GIF and PSD (Photoshop) formats. For more information click here.

< Back

Save & Continue > | Cancel



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Feedback Coming from: All Instances Received Unlimited Show data in English Search Feedback



Unread Feedback: 32

Feedback Analytics

Feedback Inbox

Feedback Form

Feedback Form Customization

My Account

Settings

Feedback Form Customization

page info

Design > Categories > Sub-Categories > Feedback Button > Get Embed Url

Add the Feedback Form Button To Your Website

Follow the steps on this page to add the feedback button to your website

Preview

☒ I want to place this Feedback Form on a secure (SSL) page

1 30 % of the users will be actively asked if they want to provide feedback before they navigate away from your website.

Do not ask for feedback if the user was on the website for less than 30 seconds

Once implemented, changing your percentage selector will make it necessary to re-copy the code in step 2 to your site. Learn more about our advanced settings in our Forum.

2 Copy and paste the code into your website inside the <head> tag.

This code is responsible for the Feedback Form's CSS as well as for the loading window that actively asks the client for feedback.

```
<!--Start: Kampyle Exit-Popup Code-->
<script type="text/javascript">
var k_push_vars = {
  "display_after": 30,
  "view_percentage": 30,
  "popup_font_color": "#000000",
  "popup_background": "#F0D769",
  "header": "Your feedback is important to us!"
};
</script>
```

Copy and paste the code into your website immediately before the <body> tag.

This code is responsible for displaying the Feedback Form button on your website

```
<!--Start: Kampyle Feedback Form Button--><div
id="k_close_button" class="k_float kc_bottom kc_right"></div>
<div><a href="https://www.kampyle.com/" target="kampyleWindow"
id="kampylelink" class="k_float kc_bottom kc_right"
onclick="javascript:k_button.open_if('site_code=213146&
amp;form_id=11304&camp_lang=en');return false;"></a></div>
```

☒ Forward this code and instructions to your Webmaster

3



Download and Extract the Zip file in your web server's root folder
The zip file includes important files such as the Feedback Form button and the JavaScript file that allow you to actively ask for feedback



Download

< Back

Finish > | Cancel



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Kampyle Feedback Analytics

Feedback Coming from: All Instances | Received | Unlimited | Show data in: English | Search Feedback



Feedback Form Languages

Select Languages > Edit Translation > Get Embed URL

Feedback Form Languages

Select the languages you wish the Feedback Form to support in order to better fit your site's supported languages. At the end of this process we will provide you with the correct URL you need to embed into the pages with the different languages.

Additional Languages: add language

Selected Languages		
Edit	Language	Status
☐	English	partial translation
☒	French	translated
☐	Spanish	partial translation
☐	Hebrew	translated
☐	Dutch	partial translation
☐	Russian	partial translation
☐	Finnish	no translation
☐	Italian	partial translation
☐	Japanese	partial translation

Preview

Next > | Cancel



ABOUT SSL CERTIFICATES





Welcome, myfeedback@yourkampyle.com | Sign Out

Home | Management Application | Blog | Feedback | Feedback Form

Feedback Coming from: All Instances Received Unlimited Show data in: English Search Feedback



Feedback Form Languages

page info

Select Languages > Edit Translation > Get Embed Url

Get embed URL of your Feedback Form

Copy and paste the code into your website where you wish the button to appear

Preview

Unread Feedback 30

Feedback Form Languages

Feedback Form

Feedback Form Customization

Feedback Form

Feedback Form

Feedback Form

1 Choose a language to generate the correct URL: French

2 Copy and paste the code into your website inside the <head> tag.
This code is responsible for the Feedback Form's CSS as well as for the loading window that actively asks the user for feedback.

```
<!--Start Kampyle Exit-Popup-Code-->
<script type="text/javascript">
var k_push_vars={
  "display_after": 30,
  "view_percentage": 30,
  "popup_font_color": "#000000",
  "popup_background": "",
  "header": "Votre avis nous est important!"
};
</script>
```

Copy and paste the code into your website immediately before the </body> tag:
This code replaces the one placed in the original language instance

```
<!--Start Kampyle Feedback Form-Button--><div
id="k_close_button" class="k_float kc_bottom kc_right"></div>
<div><a href="https://www.kampyle.com/" target="kampyleWindow"
id="kampylelink" class="k_float kc_bottom kc_right"
onClick="javascript:k_button.open_if('site_code=2219146;
form_id=13404&lang=fr');return false;"></a></div>
```

Status

Additional Information

Language	Status
French	translated
Spanish	partial translation
Hebrew	translated
Dutch	partial translation
Russian	partial translation
Finnish	no translation
Italian	partial translation
Japanese	partial translation

Do you have one page for all languages?
Click here for instructions on how to integrate the link

< Back

Finish > | Cancel



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Feedback Coming from

All Instances

Received

Unlimited

Show data in

English

Search Feedback



Auto Reply Email Text Customization

This page allows you to customize the automatic emails sent by Kampyle to users who have left their emails, to thank them for their feedback.

page info

Preview

• Unread Feedback 30

Feedback Analytics

Feedback Form

Feedback Form Customization

Feedback Form Customization

Customize Your English Auto Reply Email:

From Name:

Reply to Email:

Subject:

Use a name that your users can instantly recognize, such as your company name.
 Your users' replies will go to this email address.
 Click here to edit/remove e-mails from this list.

Enter a subject for the email that will be sent to your users

Dear: ##USER_EMAIL##,

Thank you for submitting feedback on ##SHORT_URL##.

Your feedback is highly appreciated.

The ##SHORT_URL## team.

Up to 1000 characters.

Use ##USER_EMAIL## to have the user's email added automatically.

Use ##SHORT_URL## to have your website's URL added automatically.

Use this code to enter a link

Restores to default email text

- ☒ Enable the auto reply email response for this Feedback Form
- ☒ Advanced - I use multilingual feedback forms and I want to configure a different email for each language.

4. feedback form may be translated to several languages. If you want Kampyle to send a different message for each language, choose the language you would like the e-mails to be sent for (if you want Kampyle to send different messages for each language).

Select the Feedback Form's language English

Save >> Preview



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From: kampyle <dafna.penn@kampyle.com>

Subject: Thank you for your feedback

Reply: dafna.penn@kampyle.com

Dear customer,

Thank you for submitting feedback on <http://myfeedbackforyou.com>.

Your feedback is highly appreciated.

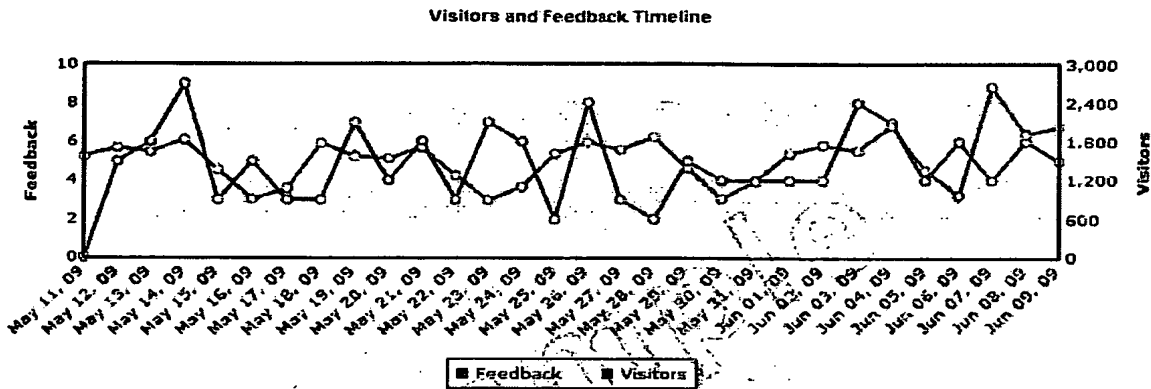
The <http://myfeedbackforyou.com> team.

This email was automatically delivered to customer because you provided your email address when submitting feedback on <http://myfeedbackforyou.com> using the Kampyle Feedback Form. Kampyle respects your privacy. Your email address will only be visible to <http://myfeedbackforyou.com> and will not be shared by Kampyle with any third party under any circumstance. For inquiries regarding your privacy please read Kampyle's [Privacy Policy](#) or email us at: support@kampyle.com

Website feedback by [Kampyle](#)

Close

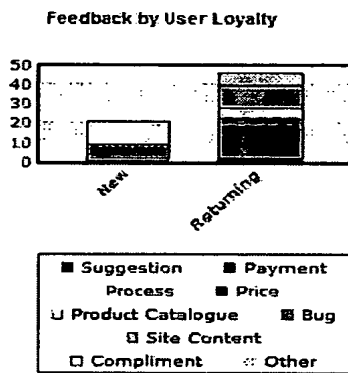
Visitors and Feedback Timeline



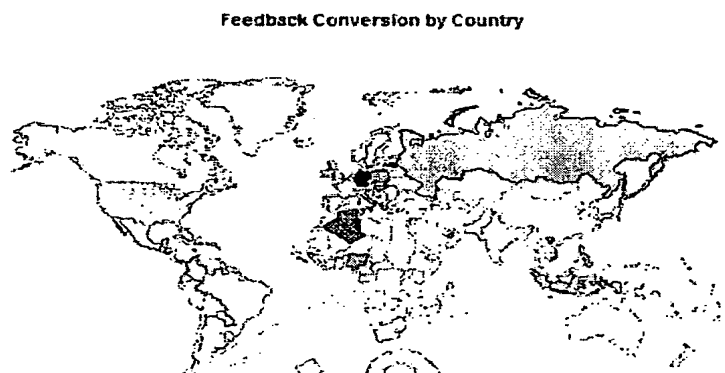
Alerts

Description	Most Reported Feedback	Date	Show Details
No. of visitors has decreased by 28.6%, avg. feedback grade has decreased by 25%	Bug > Can't log in	Jun 05, 09 - Jun 06, 09	>>
Number of visitors has decreased by 27.6%	-	Jun 07, 09 - Jun 08, 09	-
Number of visitors has increased by 173.3%	-	Jun 06, 09 - Jun 07, 09	-
No. of visitors has increased by 173.3%, avg. feedback grade has increased by 11.1%	Site Content > Missing Content	Jun 06, 09 - Jun 07, 09	>>

Feedback by User Loyalty



Feedback Conversion by Country



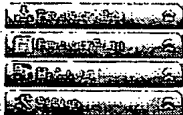
Top Landing Pages

Page	Avg. Grade	Most Reported Feedback	Page	Avg. Grade	Most Reported Feedback
http://www.example.com	2.9	Site Content > Missing Content	http://www.example.com	2.9	Site Content > Missing Content
http://www.example.com/landing	3.1	Bug > Can't Register	http://www.example.com/shopping_cart3	3.4	Shipping > Shipping Prices
http://www.example.com/product=3	3.3	Products > Missing Information	http://www.example.com/shopping_cart2	3.3	Shipping > Shipping Destinations
http://www.example.com/product=6	4.1	Compliment > Site Content	http://www.example.com/products=12	4.0	Suggestion > Inaccurate Content
http://www.example.com/register	3.7	Bug > Browser not Supported	http://www.example.com/search	3.7	Search > Non Relevant Result

Feedback Coming from: All instances | Received | Unlimited | Show data in: English | Search Feedback



- Feedback Analytics
- Feedback Dashboard
- General Feedback Info New
- Overview
- Categories
- Crises
- Feedback Forms
- Feedback
- Users Info New
- Country
- Browser
- Operating System
- Browser Language
- Screen Resolution
- Color Depth
- Page Version
- Cookies
- Feedback by Page
- Google Analytics New
- AdWords Campaigns New

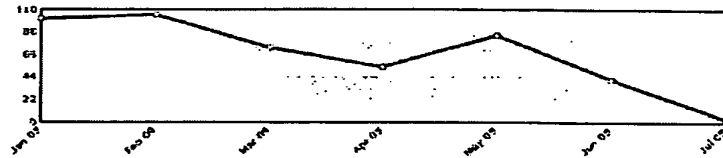


Feedback Dashboard

The Feedback Dashboard provides you with an overview of your entire website in one page. Here, you can get an understanding of who your users are, how they view your website, and what type of feedback they submit.

Show all feedback items excluding deleted

Feedback by Page



View report

Feedback Items: 463 Unique Feedback Providers: 33

Most Reported Feedback: Suggestion > Feature request

Avg. time on site before feedback: 00:00:03

Feedback by Country

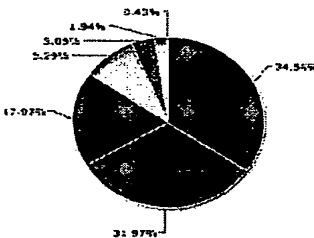


View report

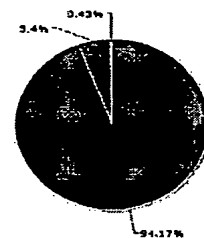
View report

Feedback by Category

- Suggestion
- Product info
- Bug
- Complaint
- Other
- No category
- New type into site



View report



Feedback by Item

Item	Category	Feedback Items	% Feedback Items	Most Reported Page	More Info
1	Suggestion > Feature request	64	14.5%	http://myfeedback.kampyle.com	>>
2	Suggestion > Site content	47	10.8%	http://myfeedback.kampyle.com/feedback.html	>>
3	Product info > Fraud Report	37	8.5%	http://myfeedback.kampyle.com	>>
4	Product info > Insurance Central	34	7.6%	http://myfeedback.kampyle.com/feedback.html	>>
5	Suggestion > Disability support	33	7.6%	http://myfeedback.kampyle.com	>>
6	Bug > Can't log in	32	7.3%	http://myfeedback.kampyle.com	>>
7	Product info > Copyright Violation	25	5.7%	http://myfeedback.kampyle.com	>>
8	Complaint > Site content	22	5%	http://myfeedback.kampyle.com	>>
9	Bug > Browser not supported	16	4.1%	http://myfeedback.kampyle.com	>>
10	Other > Other	17	3.9%	http://myfeedback.kampyle.com/feedback.html	>>



Unread Feedback: 20

Feedback Analytics

Feedback Dashboard

General Feedback Info New

Overview

Categorization

Grade

Feedback Forms

Languages

User's Info New

Country

Browser

Operating System

Browser Language

Screen Resolution

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Cookies

Feedback by Page

Google Analytics New

AdWords Campaigns New

Feedback Analytics

Feedback Analytics

Feedback Analytics

Feedback Analytics

Feedback Analytics

Feedback Analytics

Feedback Analytics

Feedback Analytics

Categorization Information

page info

The Categorization Information page provides you with information on the feedback categories that your users chose to submit feedback on. Use this page to learn about the distribution of categories and sub-categories within the feedback received on your website.

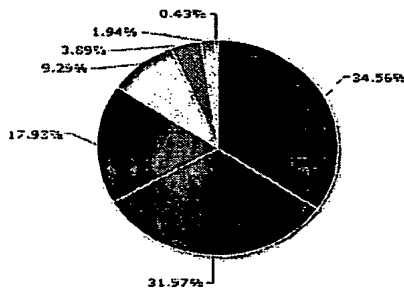
Show all feedback items including deleted

Feedback Distribution by Category and Sub-Category

View: Sub Categories by Categories : Sub Categories without Categories

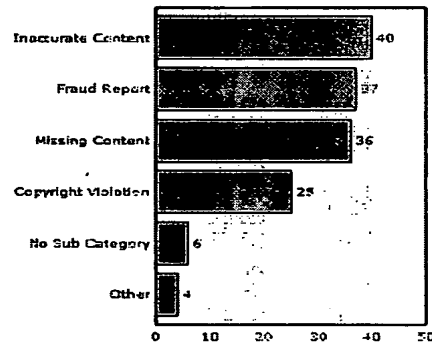
Categories

- ☒ Suggestion
- ☒ Product Info
- ☒ Bug
- ☒ Complaint
- ☒ Other
- ☒ No category
- ☒ Feedback form not found



Sub Categories

Showing sub categories of Product Info



Feedback Distribution by Category and Sub-Category - Details

Category	Avg. Grade	Feedback Items	Show Details
Product Info » Inaccurate Content	4.0	40 (1 unread)	>>
Product Info » Fraud Report	2.5	37 (3 unread)	>>
Product Info » Missing Content	-	36 (2 unread)	>>
Product Info » Copyright Violation	3.0	25 (2 unread)	>>
Product Info » No Sub Category	-	6	>>
Product Info » Other	-	4	>>

6/6 item(s)

1 Goto page

Show rows: 12

Find containing >>



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Feedback Coming from **All Instances** | **Received** | **Unlimited** | **Show data in** **English** | **Search Feedback**



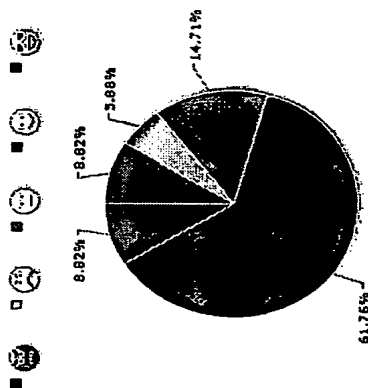
Grade Information

The Grade information table provides you with additional information that is related to the grades provided by your users in response to the opening question. Use this page to learn more about the distribution of grades submitted by your users on your website.

Show all feedback items including deleted

Feedback Distribution by Grade

View: Pie Chart | Bar Chart



Feedback Distribution by Grade - Items

Grade	Feedback Items	User Reported Feedback	Show Details
Grade 1	3 (1 unread)	Bug > Disability inquiries	>>
Grade 2	2	Suggestion > Disability support	>>
Grade 3	5 (1 unread)	Product info > Copyright Violation	>>
Grade 4	21 (1 unread)	Suggestion > Feature request	>>
Grade 5	3	Suggestion > Feature request	>>

5/5 Item(s)

1 Go to page # Show rows: 10

Find >>

Feedback Analytics

Feedback Dashboard

General Feedback Info New

Overview

Categorization

Grades

Feedback Forms

Languages

User's Info New

Country

Browser

Operating System

Browser Language

Screen Resolution

Color Depth

Flash Version

Cookies

Feedback by Page

Google Analytics Heat

AdWords Campaigns New



ABOUT OUR CERTIFICATES



Feedback Coming from: **All Instances** | **Unlimited** | **Received** | **Show data in:** **English** | **Search Feedback**

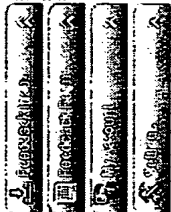


Unread Feedback: 30

Feedback Analytics

Feedback Dashboard
General Feedback Info Heat

- Overview
- Categorization
- Grade
- Feedback Forms
- Languages
- Users' Info Heat
- Country
- Browser
- Operating System
- Browser Language
- Screen Resolution
- Color Depth
- Flash Version
- Cookies
- Feedback by Page
- Google analytics
- AdWords Campaigns



Feedback Forms Information

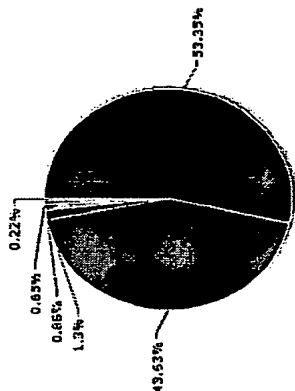
The Feedback Forms Information page provides you with detailed information about feedback form instances from which your users submitted feedback in your website.

Show all feedbacks not including deleted

Feedback Form Distribution

View: Pie Chart Bar Chart

- ☒ Active with Hebrew
- ☒ Default Form
- ☒ English with all categories
- ☒ Japanese words
- ☒ Customized Form (22/01/05 16:29:45)
- ☐ Customized Form (09/02/09 12:43:55)



Feedback Form Distribution Details

Instance	Active	Feedback Items	Not Reported Feedback	Show Details
Active with Hebrew	3.4	247 (10 unread)	Product Info > Fraud Report	>>
Default Form	3.9	202 (10 unread)	Product Info > Copyright Violation	>>
English with all categories	-	8 (1 unread)	Suggestion > Usability and Design	>>
Japanese words	-	4	הודעה על שחיתות	>>
Customized Form (22/01/05 16:29:45)	-	3 (1 unread)	Eug > Browser not supported	>>
Customized Form (09/02/09 12:43:55)	-	1	Eug > Registration / Privacy	>>

Go to page: 1 | 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100 | Show rows: 10 | 20 | 30 | 40 | 50 | 60 | 70 | 80 | 90 | 100



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Feedback Coming From: All Instances Unlimited Received English Search Feedback



Feedback Form Languages Information

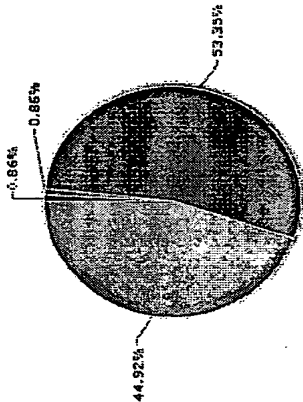
The Feedback Form Languages information page provides you with detailed information about the Feedback Form Languages in which your users submitted feedback on your website. If you use multiple language feedback forms on your website, this chart will allow you to find out how much feedback is generated by each feedback form language.

Shows all feedback items including deleted

Feedback Form Languages Distribution

View: Pie Chart | Bar Chart

☒ Spanish ☒ Japanese ☒ Hebrew ☒ English



Language	Avg. Grade	Feedback Items	Feedback Items	Feedback Items	Show Details
Hebrew	3.4	247 (18 unread)	Product Info > Fraud Report		>>
English	3.9	203 (11 unread)	Product Info > Copyright Violation		>>
Japanese	-	4	הודעה למנהל אתר		>>
Spanish	-	4 (1 unread)	Buy > Browser not supported		>>
4x item(s)		1	Go to page	10	Show rows

Find containing >>

Unread Feedback

Feedback Analytics

Feedback Dashboard

General Feedback Info Nav

Overview

Categorization

Grade

Feedback Forms

Languages

Users Info Nav

Country

Browser

Operating System

Browser Language

Screen Resolution

Color Depth

Flash Version

Cookies

Feedback by Page

Google Analytics Nav

AdWords Campaigns Nav

Feedback by Page

Feedback by Page

Feedback by Page

Feedback by Page

Feedback by Page

Feedback by Page

Feedback by Page

Feedback by Page

Feedback by Page

Feedback by Page

Feedback by Page

Feedback by Page



ABOUT OUR CERTIFICATE



Feedback Coming from ☐ All Instances ☒ Received ☐ Unlimited ☐ Show data in ☐ English ☐ Search Feedback



Country Information

The Country Information page displays detailed data about the geographic location of users who submitted feedback on your website.

Show all feedback items including deleted

Geographic Feedback Dashboard



Unread Feedback 30

Feedback Analytics

Feedback Dashboard

General Feedback Info New

Overview

Categorization

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Feedback Forms

Language

Users' Info New

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Screen Resolution

Color Depth

Flash Version

Cookies

Feedback by Page

Google Analytics New

AdWords Campaigns New

Feedback by Page
Feedback by Page
Feedback by Page
Feedback by Page
Feedback by Page

Geographic Feedback - World Details

Country Name	Feedback Items	Avg. Grade	Most Reported Feedback	Show Details
Israel	455 (20 unread)	3.6	Product info > Fraud Report	>>
France	4	-	Complaint - Site content	>>
Netherlands	4	-	Bug - Site content	>>
2/3 Item(s)				

Find containing >>

1 Go to page # >> Show rows: 10 >>



ABOUT SSL CERTIFICATES



Feedback Coming from **All Instances** **2** Received **Unlimited** Show data in **English** **2** Search Feedback



Unread Feedback: 59

Feedback Analytics

Feedback Dashboard

General Feedback Info View

Overview

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Feedback Forms

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User Info View

Country

Browser

Operating System

Browser Language

Screen Resolution

Color Depth

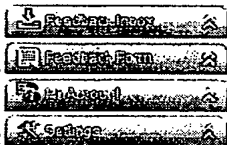
Flash Version

Cookies

Feedback by Page

Google Analytics View

AdWords Campaigns View



Feedback by Browser

page info

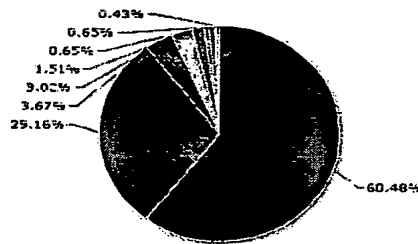
The Feedback by Browser page provides you with detailed information about the browsers that were used by people who submitted feedback on your website.

Show all feedback items including deleted

Feedback Distribution by Browser

View: Pie Chart Bar Chart

Firefox 3 Internet Explorer 7 Firefox 2 Chrome 1 Internet Explorer 6 Safari 3 Opera 9 Chrome 2 Internet Explorer 8



Feedback Distribution by Browser - Details

Browser Name	Avg. Grade	Feedback Items	Most Reported Feedback	Show Details
Firefox 3	3.6	280 (14 unread)	Bug > Can't log in	>>
Internet Explorer 7	3.5	135 (4 unread)	Product Info > Copyright Violation	>>
Firefox 2	2.5	17 (12 unread)	Product Info > Fraud Report	>>
Chrome 1	-	14	Complaint > Site content	>>
Internet Explorer 8	-	7	Product Info	>>
Safari 3	-	3	Suggestion > Feature request	>>
Opera 9	-	3	Product Info > Inaccurate Content	>>
Chrome 2	-	2	Suggestion > Site content	>>
Internet Explorer 6	4.0	2	Product Info > Fraud Report	>>

99 Item(s)

1 Go to page 1 >> Show rows: 10

Find containing >>



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Feedback Coming from **All Instances** | Received | Unlimited | Show data in **English** | Search Feedback



Feedback by Operating System

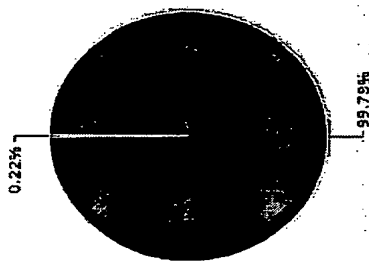
The Feedback by Operating System page provides you with detailed information about the operating system in use by people who submitted feedback on your website.

Show all feedback items including deleted

Feedback Distribution by Operating System

View: Pie Chart | Bar Chart

Windows XP Linux



Feedback Distribution by Operating System - Details

Operating System	Feedback Items	User Reported Feedback	Show Details
Windows XP	482 (30 unread)	Suggestion > Site content	>>
Linux	1	Bug > Can't log in	>>

22 item(s) 1 Go to page 1 Show rows: 10

Find containing >>

Unread Feedback: 30

Feedback Analytics

Feedback Dashboard
General Feedback Info New!

- Overview
- Categorization
- Grade
- Feedback Forms
- Languages

User Info New!

- Country
- Browsers
- Operating System
- Browser Language
- Screen Resolution
- Color Depth
- Flash Version
- Cookies

Feedback by Page
Google Analytics New!

AdWords Campaigns New!

Feedback by Page
Feedback by Language
Feedback by Country
Feedback by Browser



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Management Application | All Instances | Feedback Conting from | All Instances | Received | Unlimited | Show data in | English | Search Feedback



Feedback by Browser Language

The Feedback by Browser Language page provides you with detailed information about the default browser language in use by people who submitted feedback on your website.

Show all feedback items including deleted

Feedback Distribution by Browser Language

Unread Feedback: 20

Feedback Analytics

Feedback Dashboard

General Feedback Info New!

Overview

Categorization

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User's Info New!

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Operating System

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Screen Resolution

Color Depth

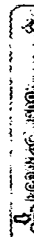
Flash Version

Cookies

Feedback by Page

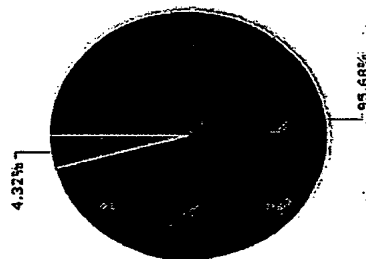
Google Analytics New!

AdWords Campaigns New!



View: Pie Chart Bar Chart

English Hebrew



Feedback Distribution by Browser Language - Items

Browser Language	Avg Grade	Feedback Items	Product info > Copyright Violation	Product info > Fraud Report	Show Details
English	3.6	443 (13 unread)	>>	>>	>>
Hebrew	2.7	20 (12 unread)	>>	>>	>>

2/2 Item(s) 1 Go to page 1 Show rows: 10

Find containing >>



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Feedback Controlling from All Instances

Feedback by Screen Resolution



Unread Feedback: 30

Feedback Analytics

Feedback Dashboard

General Feedback into Next

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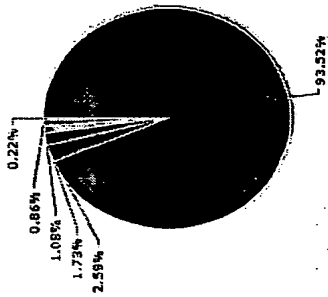
Flash Version

Contra

Feedback by Page

Google Analytics Next

AdWords Campaigns Next



View: Pie Chart Bar Chart

1280x1024 1280x800 1620x1080 1880x1050 1440x900 800x600

Show all feedback items including deleted

Feedback by Screen Resolution

The Feedback by Screen Resolution page provides you with detailed information about the screen resolution used by people who submitted feedback on your website.

Feedback by Screen Resolution - 30 items

Screen Resolution	Avp. Grade	Feedback Items	Unread Reported Feedback	Show Details
1280x1024	3.6	433 (23 unread)	Product Info > Fraud Report	>>
1280x800	2.0	12	Suggestion > Feature request	>>
1920x1080	-	2 (1 unread)	Bug > Site content	>>
1440x900	3.0	5	Bug > Disability enquiries	>>
1600x1050	-	4	Complaint > Site content	>>
800x600	-	1	Bug > Can't log in	>>

1 Go to page 1 Show rows: 10

Find containing



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Feedback Coming from All Instances | Received | Unlimited | Show data in English | Search Feedback



Feedback by Color Depth

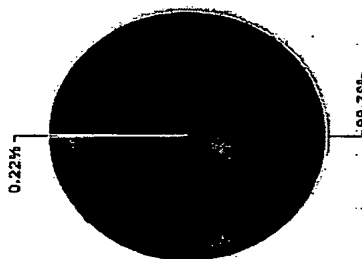
The Feedback by Color Depth page provides you with detailed information about the color depth preferences of people who submitted feedback on your website.

Show all feedback items including deleted

Feedback Distribution by Color Depth

View: Pie Chart | Bar Chart

33 bit 24 bit



Feedback Distribution by Color Depth: Details

Color Depth	Avg Grade	Feedback Items	Unal Reported Feedback	Show Details
33 bit	3.8	482 (30 unread)	Product info > Fraud Report	>>
24 bit		1	Bug > Can't log in	>>

22 item(s) 1 Go to page 1 Show rows: 10

Find containing >>

Unread Feedback: 30



Feedback Dashboard

General Feedback Info New

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Color Depth

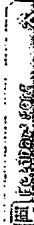
Flash Version

Cookies

Feedback by Page

Google Analytics New

AdWords Campaigns New



ABOUT OUR CERTIFICATES

Feedback Coming from Received: Show data in Search Feedback



Feedback by Flash Version

The Feedback by Flash Version page provides you with detailed information about the Flash player versions in use by the people who submitted feedback on your website.

Show all feedback items including deleted

Feedback by Flash Version

Unread Feedback: 30

Feedback Analytics

Feedback Dashboard

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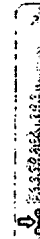
Flash Version

Cookies

Feedback by Page

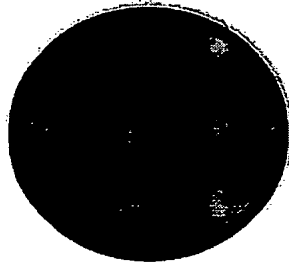
Google analytics New

AdWords Campaigns New



ABOUT SSL CERTIFICATES

10.0 r22



View Pie Chart Bar Chart

Feedback by Flash Version - Details

Flash Version	Avg. Grade	Feedback Items	Most Reported Feedback	Show Details
10.0 r22		17 (1 unread)	Suggestion > Usability and Design	>>

1/1 item(s)

1 Go to page 1/1 Show rows 10

Find containing >>



Feedback Coming from | Show data in |



Feedback by Cookies Settings

The Feedback by Cookies Settings page provides you with detailed information about the preferences of people who submitted feedback on your website with regard to cookies.

Show all feedback items including deleted

Feedback Distribution by Cookies Settings

Unread Feedback: 32



Feedback Dashboard

General Feedback Info New!

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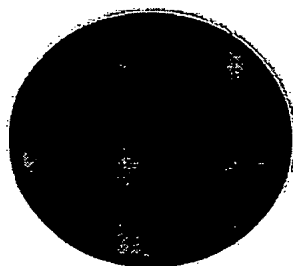
Feedback by Page

Google Analytics New!

AdWords Campaigns New!



Enabled



View: Pie Chart Bar Chart

Feedback Distribution by Cookies Settings - Grade

Cookies Enabled?	Avg. Grade	Feedback Items	Most Reported Feedback	Show Data
Enabled	3.6	493 (20 unread)	Product info > Fraud Report	>>
1/1 item(s)				
Find containing >>				
1 Go to page 1 >> Show rows: 10 >>				



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Home | Management Application | Blog | Feedback Analytics | Feedback Analytics

Feedback Coming from All Instances

Received Unlimited

Show data in English

Search Feedback



Feedback by Page

The Feedback by Page section enables you to view the distribution of feedback on the pages of your site. This allows you to view the combined, analyzed feedback data, while letting you measure your customer satisfaction levels on each individual page of your website.

Feedback Details by Page

Unread Feedback: 20

Feedback Analytics

Feedback Dashboard

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Feedback by Page

Google analytics New

AdWords Campaigns New



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Page	Feedback Items	Avg Grade	Most Reported Feedback	Show Details
http://myfeedbackforyou.com/	217 (18 unread)	3.3	Suggestion > Feature request	>>
http://myfeedbackforyou.com/kampyle_test/	200 (10 unread)	3.9	Product info > Missing Content	>>
file:///C:/Documents%20and%20Settings/user1/Des...	5 (1 unread)	-	Suggestion > Usability and Design	>>
http://www.myfeedbackforyou.com/	2 (1 unread)	-	Suggestion > Feature request	>>
http://www.myfeedbackforyou.com/kampyle_test/	12	-	Suggestion > Feature request	>>
file:///C:/Documents%20and%20Settings/user1/Des...	4	-	Product info > Missing Content	>>
http://www.myfeedbackforyou.com/kampyle_test/	3	-	Product info	>>
file:///C:/Documents%20and%20Settings/user1/Des...	2	-	Bug > Browser not supported	>>
http://myfeedbackforyou.com/index.html	4	4	Product info > Fraud Report	>>
http://www.myfeedbackforyou.com/kampyle_test/	1	-	Suggestion > Feature request	>>
file:///C:/Documents%20and%20Settings/user1/Des...	1	-	Product info > Missing Content	>>
file:///C:/Documents%20and%20Settings/user1/Des...	1	-	Bug > Browser not supported	>>
file:///C:/Documents%20and%20Settings/user1/Des...	1	-	Bug > Can't log in	>>
http://myfeedbackforyou.com/kampyle_test/	1	-	Suggestion > Site content	>>

15/18 item(s)

1 | 2 | Next

Go to page #



Feedback Coming from: Received: Show data in: Search Feedback



• User Feedback 10

Feedback Analytics

Feedback Dashboard

General Feedback Info Near

Overview
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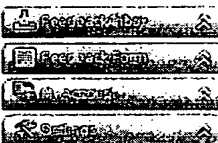
Users' Info Near

Country
Browser
Operating System
Browser Language
Screen Resolution
Color Depth
Flash Version
Cookies

Feedback by Page

Google Analytics Near

AdWords Campaigns Near



Google Analytics Information

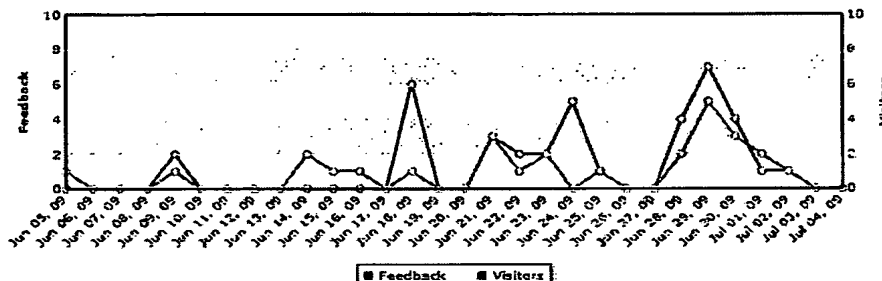
page info

The Google Analytics Information page integrated information gathered from your website's Google Analytics account in your Kampyle account. The Google Analytics information is then combined with Kampyle's feedback data, and displayed in order to allow you to learn WHAT your users are doing on your site from GA, and WHY they do it from Kampyle. Note: all GA data is stored up to 30 days.

Show all feedback items including deleted

Google Analytics View reports: myfeedback@kampyle.com/ My Analytics Accounts: www.haveseen.com/

Visitors and Feedback Timeline



Alerts

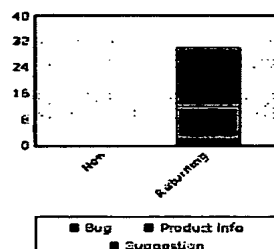
Description	Most Reported Feedback	Date	Show Details
1. No. of visitors has decreased by 100%, avg. feedback grade has decreased by 100%.	Product Info > Fraud Report	Jun 09, 09 - Jun 10, 09	>>
2. Number of visitors has decreased by 100%	-	Jun 29, 09 - Jul 02, 09	-
3. Number of visitors has increased by 5	-	Jun 27, 09 - Jun 29, 09	-
4. No. of visitors has increased by 1 avg. feedback grade has increased by 4.	Product Info > Fraud Report	Jun 09, 09 - Jun 09, 09	>>

4/4 Item(s)

1 Go to page: >> Show rows: 10

Find Alert containing: >>

Feedback by User Loyalty



Feedback Conversion by Country



Top 10 Rating by Page

Page	Avg. Grade	Most Reported Feedback
http://myfeedback@kampyle.com/y_test/	4.0	Suggestion > Site content
http://myfeedback@kampyle.com/	-	Bug > Registration / Privacy

Top 10 Page

Page	Avg. Grade	Most Reported Feedback
http://myfeedback@kampyle.com/y_test/	4.0	Suggestion > Site content
http://myfeedback@kampyle.com/	-	Bug > Registration / Privacy



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AdWords Campaign Feedback Information

Campaign	Visits	Conversion Rate	Per visit Goal Value	Feedback Items	Avg. Grade	Most Reported Feedback	Show Details
(not set)	38,988	12.63%	3.25\$	47	4.5	Site Content > Missing Content	>>
Sports Wear	6,788	12.43%	2.51\$	41	4.5	Suggestion > Other	>>
Evening Wear	615	15.07%	3.10\$	31	3	Site Content > Missing Content	>>

3/3 item(s)

1 Go to page >> Show rows:

Find Campaign >>



AdWords Campaigns

The AdWords Campaigns provides you with valuable information about your Adwords campaigns, by linking user feedback to Google Analytics data. Note: all GA data is stored up to 30 days

- Unread Feedback 221

Feedback Analytics

Feedback Dashboard

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Feedback by Page

Google analytics Nav

AdWords Campaigns Nav



ABOUT SSL CERTIFICATES

Show all feedback items including deleted

Google Analytics View reports: [www.kampyle.com - Websites](#) [My Analytics Accounts: www.kampyle.com](#)

AdWords Campaign Feedback Information

Campaign	Visits	Conversion Rate	Per Visit Goal Value	Feedback Items	Avg. User Reported Feedback Grade	Compliment	Other	Show Details
		%		29 (7 unread)	3.3			>>
	5	0.00%	0.005	0				
	5	%	0	0				
	0	0.00%	0.005	0				

4/4 item(s)

Find Campaign containing: >>

1

Go to page #

Show rows: 10





Kampyle Feedback Analytics

Welcome, myfeedbackforyou@kampyle.com | Sign Out

Management Application | About Us | Terms of Use | Privacy Policy | Contact Us

Feedback Coming from Received | Show data in | Search Feedback



Company and Website Information

This page allows you to keep the Kampyle system up to date with regard to the information on your company. Keeping this section up to date will help you to get the most out of the Kampyle system.

* Company Name:

Category:

Sub Category:

Company Logo:

* URL:

* mandatory fields

Unread Feedback: 20

- Feedback Analytics
- Feedback Value
- Feedbacks for Admin
- My Account

- Company and Website Information
- Contact Information
- Payment



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Save >> Cancel



Kampyle Feedback Analytics

Welcome, myfeedbackforyou@kampyle.com | Sign Out

Home | Management Application | Blog | Live Support | Forums

Feedback Coming from: | Show data in: | |



Company and Website Information

This page allows you to keep the Kampyle system up to date with regard to the information on your company. Keeping this section up to date will help you to get the most out of the Kampyle system.

* Company Name:

Category:

Sub Category:

Company Logo:

* URL:

• Unread Feedback: 30

-
-
-
-

Company and Website Information

Contact Information

Payment



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Feedback Coming from:



Contact Information

This page allows you to keep the Kampyle system up to date with regard to your contact details. Keeping this section up to date will help you to get the most out of the Kampyle system.

* Full Name: Title:
 Email:

Send me reports about my website's feedback activities

Password:

Title/Position:

* Security Question:

* Your Answer: Must be at least 3 characters long.

Street Address 1:

Street Address 2:

Country: State/Province:

Postal Code:

* Phone: Additional Phone:

☒ Subscribe to Kampyle's newsletter

* mandatory fields

• Unread Feedback: 20

Company and Website

Information

Contact Information

Payment

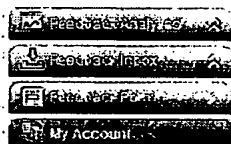


ABOUT SSL CERTIFICATES





Unread Feedback: 30



Company and Website Information

Contact Information

Payment

Payment

Current service package: Kampyle for Websites v2.0 Platinum Package

LIVE HELP

You are currently using the Kampyle for Websites v2.0 Platinum Package service package. Click here to upgrade or contact us at sales@kampyle.com

upgrade

How does the Free service package work?

Kampyle offers you several service packages at different costs and billing cycles, among which is the Free package. The Free package is a free service that will allow you to enjoy up to 50 feedback items a month for an unlimited amount of time. The service is limited in features, but will allow you to get acquainted with Kampyle, as well as assess which Kampyle service package is right for you. The Free Package is not, however, a "Trial Version" per se, since it is not limited in time.

What is the Special Registration Bonus?

The Special Registration Bonus is a gift from Kampyle to our newest users, aimed to congratulate them for joining Kampyle. The bonus consists of giving our new registrants 1000 free feedback items for a timeframe of 15 days from the registration date. This means that in the first 15 days since registration, new users can enjoy up to 1000 feedback items. Once users have reached 1000 feedback items, or 15 days have gone by, the user's account will become standard Free package.

What is the "Special Offer" mentioned in the payment section?

Kampyle offers its customers a special offer: get 2 months free! You can choose to pay one annual fee in advance, and pay for 10 months instead of 12. You can, of course, choose the monthly payment, and be charged the selected monthly fee.

Will I be able to change my service package in the future?

Kampyle will allow you to upgrade your service package at any time, and the upgrade will take effect immediately. You are also allowed to downgrade your service package at any point, however, the downgrade will only take effect at the end of the billing cycle. Thus, the downgrade will only affect your next payment to Kampyle, and not the present one.

What type of payments does Kampyle take?

Payments to Kampyle are made exclusively through PayPal. Using PayPal, you have the possibility to pay using your PayPal account, or with your credit card. In addition, you are offered the option to choose between paying on a monthly basis, or on an annual basis. You can read more on the subject in Kampyle's Billing Policy page.

If I purchase an account, can I use Kampyle on more than one website?

The capability to manage multiple websites in one Kampyle account is currently being developed. If you own more than a single website and require a solution, please contact us at sales@kampyle.com.

Where can I review your terms of service, privacy policies and billing policies?

All of these documents are accessible through Kampyle's website. For your convenience, here are our Terms of Use, our Privacy Policy and our Billing Policy documents. If you have any questions please contact us at support@kampyle.com.

Read our Billing Policy



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Feedback coming from: All responses | Received: Unchecked | Show data in: English | Download Feedback



Service Package Selection

Website Tools + Service Package + Feedback Circle + Dashboard + Summary

Current service package: Kampyle for Websites v2.0 Platform Package

LIVE HELP

Select your Service Package level

	Free	Basic	Standard	Professional	Enterprise
Number of Monthly Website Feedback items	50	200	500	1000	2000
Manual Email Application	✓	✓	✓	✓	✓
Reply to Users	✓	✓	✓	✓	✓
Reports	✓	✓	✓	✓	✓
Ability Ask for Feedback	✓	✓	✓	✓	✓
Ability Ask for Feedback - advanced settings	✓	✓	✓	✓	✓
Feedback Form Customization	✓	✓	✓	✓	✓
Number of Customized Feedback Forms	1	2	5	7	10
Language Support	1	1	5	7	10
Browser Feedback Form	✓	✓	✓	✓	✓
User list (Name, email, IP address, etc)	✓	✓	✓	✓	✓
Extra Export to Excel and CSV	✓	✓	✓	✓	✓
Google Analytics and Kampyle Metrics	✓	✓	✓	✓	✓
Support	✓	✓	✓	✓	✓
Advanced account settings	✓	✓	✓	✓	✓
Auto reply email customization	✓	✓	✓	✓	✓
Secured Access to Management Application	✓	✓	✓	✓	✓
Feedback Form on Secured Page	✓	✓	✓	✓	✓
Integration with Facebook's Existing users	✓	✓	✓	✓	✓
Custom Front panel and Reply to email address	✓	✓	✓	✓	✓
Automatic Forwarding	✓	✓	✓	✓	✓
Advanced reporting including Google Analytics	✓	✓	✓	✓	✓
Ability to use existing feedback of the Feedback Form	✓	✓	✓	✓	✓
Feedback Analytics on Google Analytics	✓	✓	✓	✓	✓
Priority Support	✓	✓	✓	✓	✓
Developer API	✓	✓	✓	✓	✓
Monthly price	Free	\$19	\$49	\$149	\$299

Not a "one price" model. Contact us at info@kampyle.com

Next > | Cancel

How does the Free service package work?

Kampyle offers you a free service package at initial cost and billing cycle, among which is the Free package. The Free package is a free service that will allow you to enjoy up to 50 feedback items a month for an unlimited amount of time. The service is limited to 50 items. It will allow you to get acquainted with Kampyle, as well as a period when Kampyle service package is right for you. The Free Package is not provided a "Free Version" package, since it is not limited in time.

What is the Special Registration Bonus?

The Special Registration Bonus is a gift from Kampyle to our newest users. It is a combination of a 100% discount on the first month of the service. The bonus consists of giving our new users 1000 free feedback items for a period of 15 days from the registration date. This means that in the first 15 days since registration, new users can enjoy up to 1000 feedback items. Once users have reached 1000 feedback items, or 15 days have passed, the users' account will become a standard Free package.

What is the "Special Offer" mentioned in the payment section?

Kampyle offers its customers a special offer: get 3 months free! You can choose to pay one annual fee in advance, and pay for 10 months in cash of 12. You can, of course, choose a one monthly payment, and be charged the selected monthly fee.

Will I be able to change my service package in the future?

Kampyle will allow you to upgrade your service package at any time, and the upgrade will take effect immediately. You will be charged to upgrade your service package at any point, however, the upgrade will only take effect at the end of the billing cycle. Thus, the upgrade will only affect your next payment to Kampyle, and not the present one.

What type of payments does Kampyle take?

Payments to Kampyle are made exclusively through PayPal. Using PayPal, you have the possibility to pay using your PayPal account, or with your credit card. In addition, you are offered the option to choose between paying on a monthly basis, or on an annual basis. You can read more on this subject in Kampyle's Billing Policy page.

If I purchase an account, can I use Kampyle on more than one website?

The capability to manage multiple websites on one Kampyle account is currently being developed. If you need more than a single website and require a solution, please contact us at info@kampyle.com.

Where can I review your terms of service, privacy policies and billing policies?

All of these documents are accessible through Kampyle's website. For your convenience, here are the Terms of Use, our Privacy Policy and our Billing Policy documents. If you have any questions, please contact us at info@kampyle.com.

Read our Billing Policy





Feedback Analytics

Welcome, myfeedback@you@kampyle.com | Sign Out

Feedback Coming from All Instances | Received | Unlimited | Show data in English | Search Feedback



Unread Feedback 30

- Feedback Analytics
- Feedback Inbox
- Feedback Form
- My Account

Company and Website Information
Contact Information
Payment



Review Order

Website Type > Service Package > Review Order > Checkout > Summary

Review your order

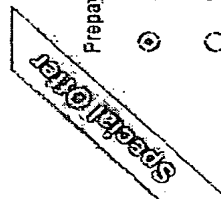
LIVE HELP

Order Details

Service Package	Price
Kampyle for Websites v2.0 Silver Package	\$249 per month
VAT	\$ 41.09 Per month
Total	\$290.09 per month

* Kampyle will charge an additional 16.5% VAT if according to Paypal, your country of residence is Israel.

You can change your service package at any time by going through this wizard again



Prepay for 1 year and get 2 months free and save \$499

- ☒ No, thanks, please bill me \$249 per month
- ☐ Yes, I'll take the special offer

< Back

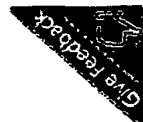
Proceed to Check out > | Cancel



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Feedback Analytics

Welcome, myfeedback@you@kampyle.com | Sign Out

Home | Management Application | Blog | Help | Support | Account

Feedback Coming from

All Instances

▼

Received

Unlimited

▼

Show data in

English

▼

Search Feedback

Q



Unread Feedback 32

Feedback Analytics

Feedback Info

Feedback Form

My Account

Settings

Advanced Settings

Email Settings

General

Feedback Forwarding

Partners Settings



ABOUT SSL CERTIFICATES

Advanced Settings

This page allows you to manage your Kampyle account's advanced settings.

Time Zone

Define the time zone of your Feedback Analytics account

(GMT+03:00) Eastern African Time (Africa/Nairobi)

It's important to note that modifying your time zone will only affect data going forward, and will not be applied retroactively. You may notice a flat spot or a spike in feedback charts around the time that you updated your time setting. This is caused by a time shift forwards or backwards, respectively. In addition, your feedback analytics data may refer to the old time zone for a short period after you update your settings, until our servers have processed the change.

Stored Personal Data

☐ Do not store users' IP address upon feedback submission

Save >>>

Cancel



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Home | Management Application | Blog | Live Support | Forums

Feedback Coming from All Instances

Received Unlimited

Show data in English

Search Feedback



Email Settings

This page allows you to manage Kampyle's email settings. Kampyle's email settings allow to customize elements of the emails sent from Kampyle to your users.

Default From Name:

Choose the name that will appear in the "From" field of emails sent from Kampyle to your users.

• Unread Feedback: 20

- Feedback Analytics
- Feedback Analytics
- Feedback Form
- My Account
- Settings

Advanced Settings

Email Settings

General

Feedback Forwarding

Partners Settings

Refresh

Email Address and Status			
Default	Email Addresses	Status	Action
☒	dafna.penn@kampyle.com	Address Verified	May 19, 09 X

Save Cancel



ABOUT SSL CERTIFICATES





Kampyle Feedback Analytics

Welcome, myfeedback@you@kampyle.com | Sign Out

Home | Management Application | Blog | Live Support | Forums

Feedback Coming from

All Instances

Received

Unlimited

Show data in

English

Search Feedback



Automatic Feedback Forwarding

This page allows you to configure Kampyle to automatically forward feedback items directly to selected email addresses. This is done through "rules" which you are required to create in order to define which feedback will be forwarded to whom and when.

Automatic Forwarding of Feedback Items to Email

Create rules to automatically forward feedback items by email

Add Rule

Automatic Forwarding Rules

Activate	Rule Description	Frequency	Edit	Delete
☒	New Rule	Real Time	edit	X
☒	New daily Rule	Once a day (midnight)	edit	X
☒	New weekly Rule	Once a week (Monday 8:00am)	edit	X

Save

Cancel



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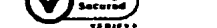
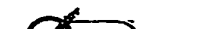
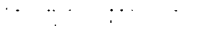
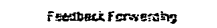
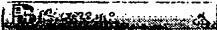
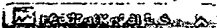
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Feedback Coming from: **All instances** | Received: **Unlimited** | Show data in: **English** | Search Feedback



Unread feedback: 20



Automatic Feedback Forwarding

This page allows you to configure Kampyle to automatically forward feedback items directly to selected email addresses. This is done through "rules" which you are required to create in order to define which feedback will be forwarded to whom and when.

Edit existing rule

General

Rule Description: **New Rule**

Which feedback items would you like to forward?

Categories

- ☒ All
- ☒ Bug
- ☒ Product info
- ☒ Suggestion
- ☒ Complaint
- ☒ Other

Less options...

Feedback coming from:

- ☒ All instances
- ☐ Default Form
- ☐ Active with Hebrew
- ☐ Customized Form (22/01/09 16:29:45)
- ☐ English with all categories
- ☐ Customized Form (05/02/09 12:43:55)
- ☐ Japanese words

Hold Ctrl to select several items.
Hold Shift to select a range.

Languages:

- ☒ All languages
- ☐ English
- ☐ French
- ☐ Spanish
- ☐ German
- ☐ Hebrew
- ☐ Arabic

Hold Ctrl to select several items.
Hold Shift to select a range.

Description:

☒ All items

Email:

☒ All items

Submission Method:

☒ All items

Grade:

☒ All items

URL:

☒ All items

Configure the alert's content and settings

- ☒ Include user information in email (Browser, OS Platform, IP Address, etc.)
- ☒ Enable direct-reply to users.

Less options...

What would you like to do with the feedback items?

Forward the items to:

- ☐ Me (myfeedback@you@kampyle.com)
- ☒ ds@ha.paan@kampyle.com

This list is populated with all email addresses previously verified in this account. Click here to add/remove emails from this list.

Frequency:

☒ Real Time

☐ Mark forwarded items as read (in your Kampyle Feedback Inbox).

Save

Cancel



ABOUT SSL CERTIFICATES





Kampyle Feedback Analytics

Welcome, myfeedbacktoreyou@kampyle.com | Sign Out

Home | Management Application | Blog | Live Support | Returns

Feedback Coming from



■ Unread Feedback: 20



Advanced Settings

☐ Email Settings

General

Feedback Forwarding

Partners Settings



ABOUT SSL CERTIFICATES

Best Available Copy



page info ^

Partners Settings

This page allows you to manage the Kampyle partners settings. With Kampyle partners you can enhance the Kampyle Feedback Analytics Platform with additional data.

Google Analytics

- ✓ Access to Google Analytics was granted on June 29, 2009, for the following accounts:
* www.haveaview.com/

Revoke access

Kampyle also offers a Firefox extension that enables you to view Kampyle's Feedback data in Google Analytics' interface. Click here to learn more.



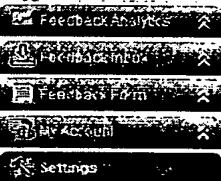
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Feedback Coming from: All Instances Received Unlimited Show data in English Search Feedback



• Unread Feedback 20



• Advanced Settings
☒ Email Settings
 • General
 Feedback Forwarding
 • Partners Settings

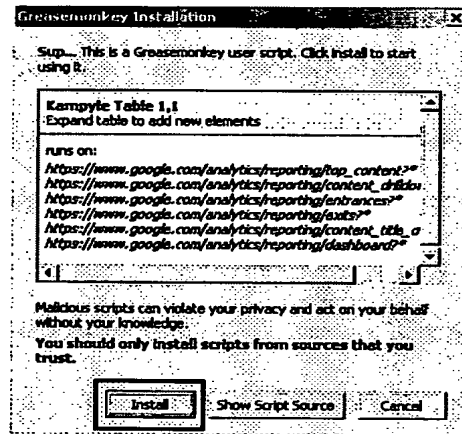
Partners Settings

page info

This page allows you to manage the Kampyle partners settings. With Kampyle partners you can enhance the Kampyle Feedback Analytics Platform with additional data.

Installation instructions for the Kampyle Google Analytics extension (Beta)

1. Install Greasemonkey Firefox extension from here.
2. Get the Kampyle script here.
3. On the Greasemonkey Installation window press 'Install'.



4. Make sure your Greasemonkey is enabled.



[Finish >>](#)



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Feedback Center Home | All Feedback

Received | Unread

System data in English

Search Feedback



Feedback Index

1/1 page size

Feedback Index

Select: All, New, Read, Unread, Flagged, Unread

Display: All, Collapse All

1/1 page size

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Feedback Coming from: All instances | Received: Unlimited | Show data in: English | Search Feedback

Feedback Inbox

Unread Feedback:

Feedback Inbox

Pre-saved search:

By Status

By Category

By Priority

By Reply Status

By Grade

Flagged

Reply to User - Complete your message

From Name:

Reply to:

Bcc:

Subject:

Comment:

Hi,

Thank you for submitting your feedback on <http://myfeedbackforu.com>.

We are happy to inform you that we have reviewed your feedback.

Based on your feedback we were able to improve our website to give you and the other users a better service.

Thank you for using <http://myfeedbackforu.com>

☒ Include the user's feedback description in the email

☐ Send me a copy

Item ID: 474
 Priority: Medium
 OS Platform: Windows XP
 IP Location: Israel
 IP Address: 81.218.143.239
 Cookies Enabled: Yes
 Screen Resolution: 1280x1024
 Color Depth: 32
 Flash Version: 10.0 r22

Reply to User	Edit	Delete
☐ New	dafna.penn@kam...	false
☐ New	dafna.penn@kam...	manual pop up
☐ New	dafna.penn@kam...	reply: stjisktylr
☐ New	dafna.penn@kam...	rat
☐ New	dafna.penn@kam...	push for to the river
☐ New	dafna.penn@kam...	chrom now
☐ New	dafna.penn@kam...	dont send email
☐ New	dafna.penn@kam...	11111
☐ New	dafna.penn@kam...	2222
☐ New	dafna.penn@kam...	chrom
☐ New	dafna.penn@kam...	flash ie7
☐ New	dafna.penn@kam...	flash
☐ New	dafna.penn@kam...	auto reply
☐ New	dafna.penn@kam...	auto reply
☐ New	sd@sdfs.com	test
☐ New	dafnap10@hotmail.com	dont send email
☐ New	dafna.penn@kam...	don send auto reply
☐ New	dafna.penn@kam...	en - not default but text is
☐ New	dafna.penn@kam...	auto heb
☐ New	dafna.penn@kam...	wix

25/484 Feedback Item(s) 3 unread

1 | 2 | 3 | 4 | ... | Next | Go to page | Show rows | 25





Unread Feedback: 20

Feedback Analytics

Feedback Inbox

Feedbacks Inbox

Pre-saved searches

By Status

By Category

By Priority

By Reply Status

By Grade

Flagged

Feedback Form

Feedback

Settings

Feedback Inbox

Select: All, None

Status:

New

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Select Export Format

Export selected items

Export all items in this view

Microsoft Excel (.csv) file

XML file

dasha.penn@kam.

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Expand All, Collapse All

Date

Jul 05, 08, 4:36 pm

Jul 05, 08, 2:54 pm

Jul 02, 08, 2:15 pm

Jul 01, 08, 5:42 pm

Jun 30, 08, 2:51 pm

Jun 30, 08, 2:44 pm

Jun 30, 08, 2:40 pm

Jun 30, 08, 10:59 am

Jun 29, 08, 11:08 pm

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Jun 29, 08, 12:21 pm

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Jun 28, 08, 10:40 am

Jun 25, 08, 9:44 am

Jun 24, 08, 3:49 pm

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Jun 24, 08, 3:31 pm

Jun 24, 08, 3:14 pm

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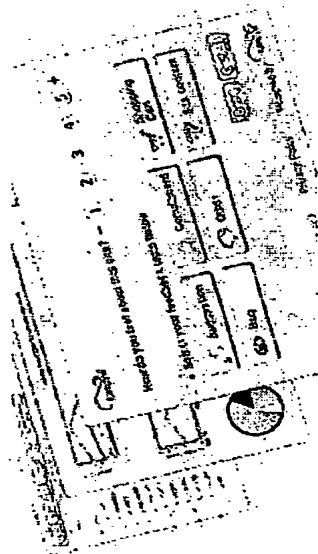
Jun 28, 08, 1:29 pm

Jun 28, 08, 10



Feedback Analytics

Live Support



Website Feedback Form

Get it now, Set up takes only 5 minutes

15,000+ customers | 8,000,000 Feedback Forms | 60 Languages

Get a Feedback Form for Your Website Today!

Listen and react to your customers' feedback.

Kampyle for Websites is a powerful on-demand solution to collect, analyze and manage your website visitors' feedback.

Discover how Kampyle lets you leverage valuable customer feedback to:

- Increase conversion rates
- Reduce customer attrition
- Improve customer satisfaction and loyalty

It's quick and easy to set up. In just a few minutes, your customized feedback form will be ready.

Start Here:

Full Name:

Email:

Url:

http://



All Fields are required

* Kampyle combines the ease-of-use, feature-rich tool B&H Photo-Video needs... *



Henry Posner | B&H Photo-Video

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Feedback Analytics

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Registration - Software Installation Feedback Analytics

Register now for our FREE version - a powerful service for websites who want to get feedback and improve. Kampyle also offers advanced packages for websites who want to enjoy the full power of Kampyle Feedback Analytics. You don't need to decide now. You can always choose to upgrade your free version in the future.

User Information

* Full Name:

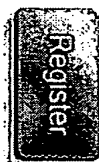
* Email:

Download URL Info

* Primary

Download URL:

* Mandatory fields



- View to Kampyle
- Live Support
 - View Demo
 - Contact Sales
 - Support Forum



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Registration - Software Installation Feedback Analytics

Please complete your registration.

User Information

* Full Name:

* Email:

* Password: Must be at least 6 characters long

* Confirm Password:

* Security Question:

* Your Answer: Must be at least 3 characters long

Street Address 1:

Street Address 2:

Country:

State/Province:

Postal/Zip code:

* Phone:

Company Information

* Company Name:

* URL:

Additional Information

☐ I agree to the Terms and Conditions for using Kampyle

☒ Subscribe to Kampyle's newsletter

Mandatory fields

[Create Account](#)

* Notwithstanding your request to delete your account, you may not delete your account at any time, as your request to delete your account is subject to our Terms and Conditions. By clicking on the "Create Account" button, you agree to our Terms and Conditions.



ADD UP 8.8% CERTIFICATE

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Kampyle Feedback Analytics

Welcome, kampyle_test_sfo_screen@kampyle.com | Sign Out

Home | (Management Application) | Blog | Live Support | Forums

Search Feedback

Show data in English

▼

Received Unlimited

No Instances

page info

Feedback Form Customization

Add the Feedback Form to your software

Choose a feedback type for your software (Installation Cancel or Uninstall) and create your own landing page and feedback form with the customization wizard.

- Create a Feedback Form for Installation Cancel
- Create a Feedback Form for Uninstall

Advanced Settings

Email Settings

General

Feedback Forwarding

Next >



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Give Feedback



Feedback Coming from

No Instances

Received

Unlimited

Show data in

English

Search Feedback

Feedback Form Customization

Design > Categories > Sub-Categories > Landing Page > Get Embed URL

Customize your Feedback Form design

Customize Your Feedback Form with your choice of Color Theme, logo and grading icons to make it feel more integrated with your site

Preview

Advanced Settings

Email Settings

General

Feedback Forwarding

Select the Feedback Form's language:

English

This will indicate to the system which language you use during this wizard in all places where you enter text. Once you've completed the wizard, you can translate your form to additional languages.

Choose a color theme:

Predefined Themes:



Customize your theme: Click Here!

Add your logo:

Browse...

Jpg/Gif/Png format only, dimensions should not exceed 50x25 pixels, not be more than 200KB in size.

Define the grading's opening question:

How did the installation make

Up to 60 characters

Select the grading icons style:

Classic Faces

< Back

Next > | Cancel



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Feedback Analytics

Home | Management Application | Blog | Live Support | Forums

Welcome, kampyle_test_site_screen@kampyle.com | Sign Out

Feedback Coming from

No Instances



Received

Show data in

English

Search Feedback



Feedback Form Customization

Design > Categories > Sub-Categories > Landing Page > Get Embed URL

Define up to 6 Feedback categories

In order to help you collect the best data from your users, Kampyle enables you to determine which topics are relevant to your website and define them as Categories on the Feedback Form. You can use the Categories in order to help your users easily submit relevant feedback on your website. Please note that categories you create will appear in future instances that you initiate, and that changes made to categories will affect them in other instances as well.

Preview

Advanced Settings

Email Settings

General

Feedback Forwarding

Add Category

Select categories from the following list or create your own

Activate	Category	Category Icon (Optional)	Order	Delete
☒	Installation Process	Up to 25 characters	0	X
☒	Other Concern	Up to 25 characters	1	X
☒	Suggestion	Up to 25 characters	2	X

< Back

Next > | Cancel



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Search Feedback

Show data in English

▼

Unlimited

2

Received

No Instances

page info

Feedback Form Customization

Design > Categories > Sub-Categories > Landing Page > Get Embed Url

Customize Your Feedback Form Sub-Categories

In order to help you collect the best data from your users, Kampyle enables you to determine which issues are relevant to your website and define them as Sub Categories on the Feedback Form. You can use the Sub Categories to help your users easily submit relevant feedback on your website. Users will then be reporting feedback by selecting a Category, followed by a Sub Category, for example: Bug > Browser not supported.

Preview

Define Up To 10 Feedback Form Sub-Categories For The Category:

Installation Process

Add Sub-Category

Add your own sub-categories

Activate	Sub-Category	Order	Delete
☒	Too long	1	X
☒	Generating error mess	2	X
☒	Affects my computer	3	X
☒	Other	4	X

< Back

Next > | Cancel



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[← Back](#)

प्रश्न १०८

ON

62人

600000 Young Adults: Absent

Preview »

३३३

Page 12 of 12

Thank you for helping us improve our service

875

Size: 12pt Color:  Format:  Normal

Would you be willing to give us a quote?

Size.

Size: 22 Color Format Bold

Your feedback is important to us!

© 1997 by The McGraw-Hill Companies, Inc.

Printed on Demand

04/05 12/104

Figure 1 | **Diagram illustrating the experimental design.**

☐ 1999年12月1日

စံသျှမ်း လူပုဂ္ဂိုလ် အစဉ်အဆက်

Preview»

28.000

.....

Browse:

SUB

Size 13 Color  Format Bold

Installation Cancelled

ff. 51v

U.S. GOVERNMENT PRINTING OFFICE: 1967 O - 348-000

Browse...

☐ အသေးစား ကုမ္ပဏီများ

[illegible]

પ્રકાશનું સ્ત્રોત

સર્વેશ

ಅಧಿ ರಾಜ್ಯಪಾಲರು ಸಹಾಯ (ಇಂಟ್ರ) ದೃಷ್ಟಿ 2019 ರಲ್ಲಿ ಬಡವರ ಗಂಡು ಮಕ್ಕಳಿಗೆ ಅರ್ಜಿ ಹಾಗೂ ಪರಿಶೀಲನೆ

Office: 616.262.2200 ext. 2200

[Design & Categories](#) - [SEO-Checkpoints](#) - [Landing Page](#) - [Get Embeds Un-](#)

Feedback Form: Customer

7 Received 1 January 1987

sum: 1 under: 2 for: 1

1990-1991

မောင်နှမများ အားပေးမှု

CC **kampyle** **fr.**

Feedback Coming from

No Instances

Received

Show data in

English

Search Feedback

Feedback Form Customization

Design > Categories > Sub-Categories > Landing Page > Get Embed Un

Add the Feedback Form Button To Your Software

Follow the steps on this page to add the feedback form to your software

Preview

- 1 Copy and paste the code into your software where you would like to trigger the feedback collection:
This is the address you should print the user's browser id.

<http://www.kampyle.com/sifs/?id=577940427489>

- 2 Append the Wizard Step parameter (indicating in which step of the wizard the user abandoned installation) to the above link, as explained in the relevant Forum post

Need help?

Contact us and we'll help you add the code to your website.
Live Support email: support@kampyle.com

< Back

Finish > | Cancel



ABOUT SSL CERTIFICATES



Installation Cancelled

Your Feedback is important to us!

Would you be willing to give us a short (1 minute) feedback?

Yes

No

Thank you for helping us improve our service



Software Installation Feedback Analytics by Kampyle

Privacy Policy

Uninstallation Completed Successfully

Your Feedback is important to us!

Would you be willing to give us a short (1 minute) feedback?

Yes Please

No Thank you

Thank you for helping us improve our service.

Software installation Feedback Analytics by Kampfe

Privacy Policy



Installation Cancelled

Your Feedback is important to us!

Would you be willing to give us a short (1 minute) feedback?

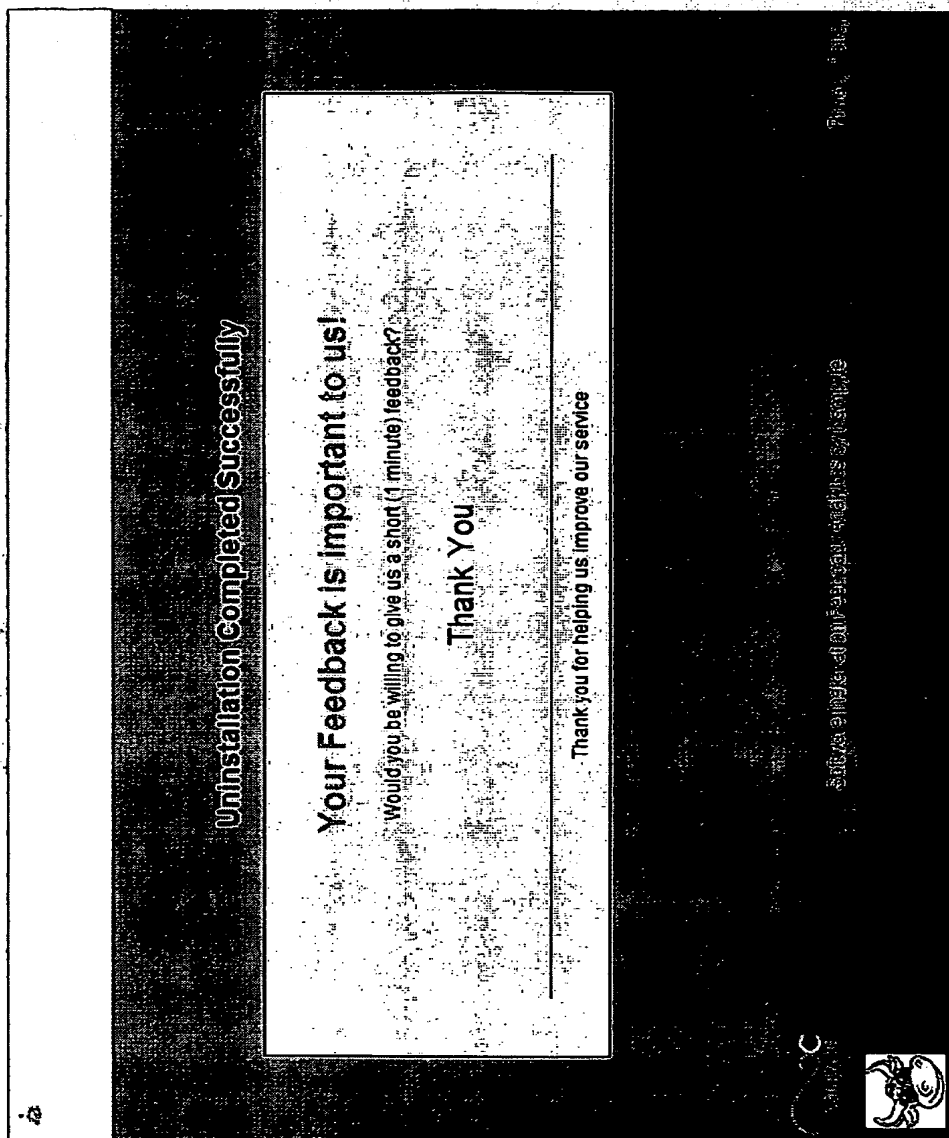
Thank You

Thank you for helping us improve our service



Software Installation Feedback Analytics by Kampyle

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Feedback Analytics

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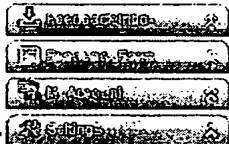
 Feedback Coming from: **All Uninstall Instances** | Received: **Unlimited** | Show data in: **English** | Search Feedback

Unread Feedback: 2

Feedback Analytics

Feedback Dashboard

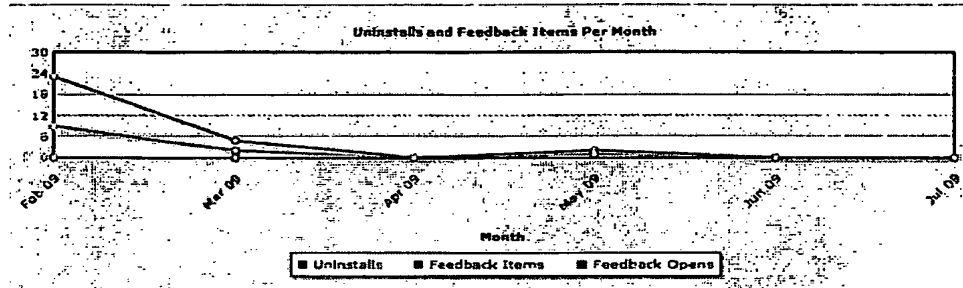
Feedback by Page



Feedback Dashboard

The Feedback Dashboard provides you with an overview of your entire software in one page. Here, you can gain an understanding of how your users view your software and what types of feedback they submit.

page info ~



Average Feedback Grade

2.5

Most Reported Feedback

Functional > I Have similar software

Number of Feedback Items

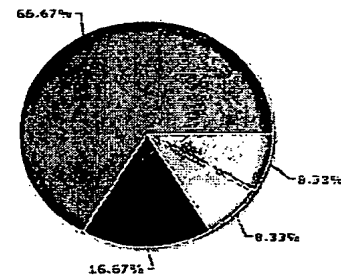
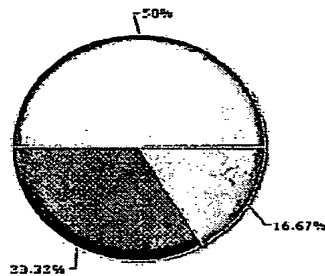
12 feedback items

Uninstall Based on time of Usage

 1-2 Days 2-7 Days 8-14 Days
 15-60 Days 60-180 Days 180+ Days

Feedback by Category

Functional Technical Suggestion No Category



Most Important Feedback - Includes copy of feedback item and the status of item or in-process

Item	Category	Feedback Item	% Feedback Item	Avg. Usage Time	Average Grade	More Info
1	Functional > I Have similar software	4	33.4%	42 Days	2	>>
2	Functional > I don't know how to use it	2	15.2%	337 Days	1	>>
3	Suggestion > Feature request	1	8.1%	-	-	>>
4	Functional > Software is too complicated	1	8.1%	-	-	>>
5	Technical > Security issues	1	8.1%	97 Days	4	>>



Feedback Analytics

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Feedback Coming from: All Installation Cancellation Instances Received Unlimited Show data in: English Search Feedback

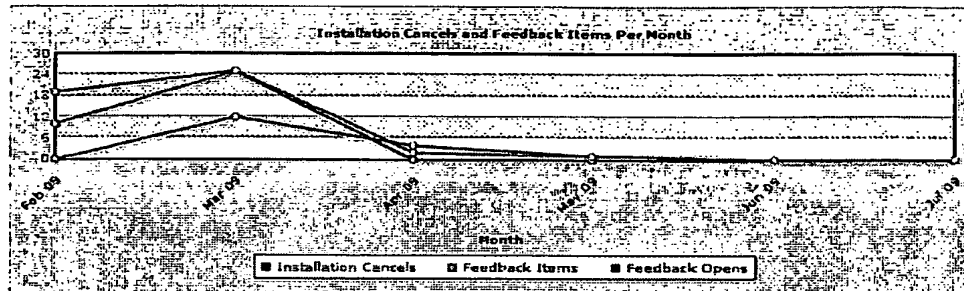
Feedback Analytics

Feedback Dashboard

Feedback by Page

Feedback Dashboard

The Feedback Dashboard provides you with an overview of your site's software in one page. Here, you can gain an understanding of how your users view your activities and what types of feedback they submit.

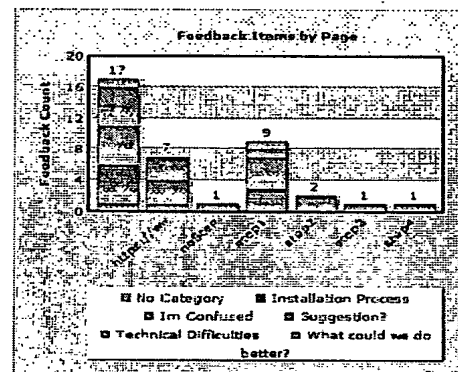


Average Feedback Grade: 3.2

Most Reported Feedback: I'm Confused > Didn't understand instructions

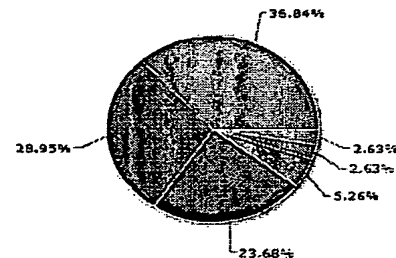
Number of Feedback Items: 38 feedback items

Feedback by Page



Feedback by Category

Im Confused Suggestion? Installation Process
 Technical Difficulties No Category
 What could we do better?



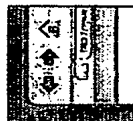
Most Important Feedback - display on feedback banner under news of new or in process

Rank	Category	Feedback Items	% Feedback Items	Most Reported Page	Average Grade	More Info
1	I'm Confused > Didn't understand instructions	7	18.4%	step1	4	>>
2	Installation Process > Taking too long	6	15.6%		-	>>
3	I'm Confused > What about my IE settings?	5	13.2%	https://www.kampyle.com/files/index.php?..	-	>>
4	Suggestion? > Make the download smaller	4	10.5%	https://www.kampyle.com/files/index.php?..	4	>>
5	Suggestion? > Let me choose my language	4	10.5%	step2	1	>>
6	Installation Process > Other	3	7.9%		3	>>
7	Technical Difficulties > Firefox doesn't work	2	5.3%	step1	-	>>
8	I'm Confused > Need more information	1	2.6%		-	>>
9	What could we do better? > next time	1	2.6%	step1	-	>>



Feedback Form Analytics Solutions

Kampyle for Websites



Feedback Form Analytics for Websites

Kampyle for Websites is a powerful on-demand solution to collect, analyze and manage your website visitors' feedback.

Discover how Kampyle lets you leverage valuable customer feedback to:

- Increase conversion rates
- Reduce customer attrition
- Improve customer satisfaction and loyalty

It's quick and easy to set up. In just a few minutes, your customized feedback form will be ready. Learn More about the benefits of Kampyle for Website



Kampyle for Software

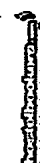


Feedback Form Analytics for Software

Kampyle for Software enables software developers to collect and analyze feedback from their users to:

- Increase successful installation rate
- Enhance software usage
- Decrease installation abandonment and software uninstall

Learn More about the benefits of Kampyle for Software



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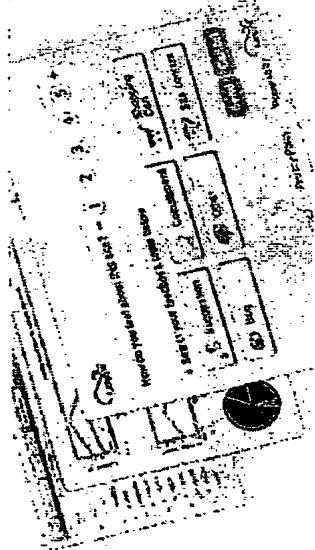
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Feedback Analytics

Live Support



Website Feedback Form

Get it now, Set up takes only 5 minutes

15,000 customers | 18,000,000 Feedback Forms | 60 Languages

Get a Feedback Form for Your Website Today!

Listen and react to your customers' feedback

Kampyle for Websites is a powerful on-demand solution to collect, analyze and manage your website visitors' feedback.

Discover how Kampyle lets you leverage valuable customer feedback to:

- Increase conversion rates
- Reduce customer attrition
- Improve customer satisfaction and loyalty

It's quick and easy to set up. In just a few minutes, your customized feedback form will be ready.

Start Here:

Full Name:

Email:

Url:

http://

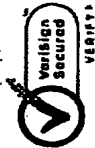
Get it now!

All Fields are required

"Kampyle combines the ease-of-use, feature-rich tool B&H Photo-Video needs..."



Henry Posner | B&H Photo-Video



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Customer Login



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Kampyle for Windows
Kampyle for Mac OS X

Feedback Form and Feedback Analysis

Get Feedback, Get Better!

Kampyle's Feedback Analysis helps you get on with feedback about products, services and user experience to your website. It will help you understand customer satisfaction on a website level.

Website owners now have the ability to easily create customized feedback forms that can be placed on all pages of their sites.

Information gathered from feedback forms, and the feedback analysis data resulting from it will help you understand not only WHAT happened on your site but also WHY it happened. This provides you with a holistic approach and understanding towards your customer's needs, increases customer satisfaction and loyalty, and ultimately leads to higher revenue and ROI.

Online surveys and polls services available from Kampyle's feedback form provides you with page and website level information. The feedback form's powerful structure and the option to customize every aspect of it means that it's easy to manage.

- Is non-invasive and takes the user only few seconds to complete
- Provides high quality and a desirable message level of the responses of the site
- Allows monitoring the data and getting back to the users that require more help

Benefits from Kampyle's fully customized feedback forms

When you want answers - you don't need to ask the right questions.

The Customization feature is one of the capabilities that makes Kampyle stand out as a leading Feedback Analysis among other services available on the net. Kampyle is all about customization with your online users. With Kampyle's customization capabilities, you can get the most relevant feedback from your users, view and manage it in the way that suits you best and notify them of the actions taken. The more a feedback form is customized to fit the page and the message concerning it, the more impact the feedback will have. Using extensive, customized feedback forms for the homepage, product pages and shopping carts, for business, makes an e-commerce site achieve better conversion rates and, of course, which then results in increased conversion and ROI.

How does it work?

It all starts with a customized feedback form that is placed on your website. Your website's users then submit feedback using the form, choosing a category and rating the page and getting a short cut request from the feedback tool. You can start seeing the results on Kampyle. Here is an example form:

1. Using the feedback form form user, you can choose to display feedback from a specific feedback form. For example, you can choose to only view feedback received from the feedback form that you placed on shopping carts.

2. Thanks to Kampyle's analytics, when you can quickly find out which was the most important feedback issue, for instance, a malfunction in the payment system.

3. A short drill-down will lead you to the feedback form's response.

4. Once the form was submitted, you can send your own company's branded email reply from within Kampyle to each of the users who submitted the feedback.

5. You can now notify users who abandoned shopping carts to come back and finish their transaction, and then back and increase revenue.

A Robust and Flexible Feedback Form

It enables the creation of a form, customizable either with Kampyle's features and a user friendly feedback form that has been specially designed for this purpose.

- Can limit the type and number of feedback forms to your website. It can be used for business needs.
- Create multiple feedback forms and apply them on different locations of your website (home page and other pages) with the relevant questions for each location.
- The feedback form can be modified in real-time. Changes can be saved and removed without any delay.

A simple and intuitive Feedback Form Customization wizard will quickly guide you through the steps required to create the best feedback form for your site. The wizard will help you to quickly design your feedback form, its content, the feedback button's look and location, and much more. Creating a feedback form that is all your own takes only 5 minutes and does not require any coding skills!

New User

Get it free now! Setup takes only 5 minutes

Get it now!

New User

Setup takes only 5 minutes

Get it now!

See to Kampyle

- User Support
- User Guide
- Contact Sales
- Support Forum

Case Studies

See a complete list of case studies

See a complete list of case studies



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Home | Services | Solutions | Company | Blog | Help | Customer Login

Kampyle for Websites
Kampyle for Software

Kampyle for Websites

Website Feedback Analytics

Listen to your Customers. Collect, analyze and manage your website visitor's feedback. Kampyle on-demand (SaaS) application combines:

- Fully customizable feedback form builder
- Powerful reporting and analysis tools
- Easy to use feedback management application

Get it now!

Kampyle's feedback life-cycle includes four main phases:



Collect
Install the Kampyle feedback form on your Website and start receiving feedback from your customers



Analyze
Use the powerful real-time reporting engine to analyze the feedback received

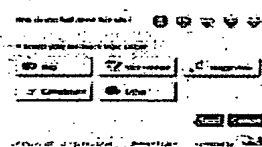


Manage
Identify the changes needed and convert your customer feedback into actions



Communicate
Inform your customer of the improvements you have made and close the feedback loop

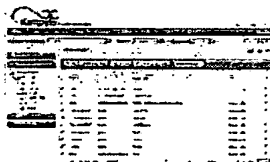
Feedback form



The Kampyle Feedback Form

- Customize the look and feel of your feedback forms to fit your website's, as well as your business needs.
- Create multiple feedback forms for different locations of your website with the relevant questions for each page.
- Maximize the response rate from your website visitors with our intuitive and user friendly feedback forms that have been especially designed for that purpose

Feedback Management Application



Website Owner Management Application

- The feedback received is automatically organized into categories
- The real time reports let you analyze the data and identify the changes needed
- The built-in response system enables you respond to your customer efficiently

Case Studies:

e-commerce: GetPrice

e-commerce: P1000

How to Kampyle

- Live Support
- View Demo
- Contact Sales
- Support Forum



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[Kampyle for Software](#)

Kampyle for Software

Software Feedback Analytics:

Kampyle's Software Installation Feedback Analytics feature is aimed at helping software providers understand their users behavior while performing specific actions of unique importance: downloads and uninstall actions of their software.

Software Installation Feedback Analytics can help you understand your users better, improve your services, and reduce churn rates.

[Register](#)

What is it?

The Software Installation Feedback Analytics feature is an application that has been built on top of the Kampyle Feedback Analytics platform. The aim of the application is to provide the software providers with targeted feedback information on users who have

1. Begun installing the software providers' software and have aborted the installation process before completion
2. Chosen to un-install the software providers' software

Software Installation Feedback Analytics will automatically request the users to submit feedback on the reasons which led them to perform either of the above mentioned actions.

How does it work?

- 1 The users either install an application and abort the installation before completion, or they un-install an existing application.
- 2 A browser window is opened and asks the user if he would be willing to provide a feedback on the reasons that led his install cancellation or un-install action.

Your feedback is important to us!

Would you be willing to give us a short (1 minute) feedback?

Thank you for helping us improve our service

- 3 If the user agrees to leave a feedback, the Kampyle Feedback Form opens up allowing him to submit his feedback.

How did the installation make you feel?

Select your feedback topic below:

[Contact Us](#) | [Privacy Policy](#) | [Powered by Kampyle](#)



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Website Feedback Form

Website Feedback Form

Software Feedback Form

Feedback Analytics

Customer Feedback Form

Shopping Cart

Abandonment Feedback

The Website Feedback Challenge

Website owners want to listen to their customers, but this is easier said than done. Customers don't always have the time to say exactly what they think, and when they do, they are not sure that they should. Moreover, online business owners don't always have the availability, or the possibility to ask for customer feedback, then listen and react to every comment that their customers report.

Kampyle helps website owners to overcome these difficulties, and maximize their business potential by giving them the necessary tools to collect, analyze, and respond to online customer feedback.

Kampyle's Website Feedback Solution

Kampyle for Websites allows website owners to place branded, fully customizable feedback forms on their website, which customers can easily access by clicking on a non-intrusive button placed on the website. Once customers submit feedback, they have the option to leave their email addresses for future follow up. It is at this stage that over 60% of users choose to submit their authentic emails!

A Feedback Analytics Dashboard provides a high level, management view of the feedback. Through advanced, automated analysis, the dashboard helps website owners get the overview and perspective needed to improve their site. Lastly, the Feedback Inbox gives website owners the ability to improve customer relations and satisfaction by letting them read and respond to feedback in a user friendly interface. The feedback is accessible to them only, therefore protecting their brand.

Website Customer Feedback Form

Kampyle provides website owners with branded, fully customizable feedback forms that they can built to their specifications in minutes. By allowing them to define categories and subcategories, Kampyle enables website owners to focus users on the issues most crucial to the website. Kampyle's customer feedback forms can be used in an entire site, or in parts of it. Different website feedback forms can be placed in different areas of a website, asking the questions that really matter, where they matter.

Kampyle's solution can be configured to actively ask users for feedback when and where the website owner chooses. In this way, he can gather feedback from users in the most critical areas of his site such as Shopping carts, product search, etc.

Kampyle's powerful customer feedback forms can be deployed on any website, on any page. Website owners can have the web's most advanced website feedback form up and running within moments.

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Case Studies:

1. e-commerce: GoThrive

2. e-commerce: P1000



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Software Feedback Form

Website Feedback Form

Software Feedback Form

Feedback Analytics

Customer Feedback Form

Shopping Cart Abandonment Feedback

Much like other service providers, Software creators need to know what clients think of their products and services in order to understand their needs, and how they can improve. But software being a field of unique characteristics, these companies require a solution that takes into account their special necessities and requirements.

As part of Kampyle's Feedback Analytics platform, Kampyle provides specially conceived feedback solutions for software. Kampyle develops solutions that fit the feedback necessities of software creators looking for an efficient way of getting feedback from their clients.

The Software Feedback Challenge

Software creators lose potential customers during specific processes, such as the installation process. Until today, they didn't have the tools to learn where and why the customer abandoned the installation. Furthermore, software creators lose many existing customers that uninstall their software, never knowing why, and without the ability to communicate with their abandoning customers.

Kampyle's Software Feedback Form solution

By asking the users to provide feedback at specially selected critical points, Kampyle gives the software provider access to critical information about his users and his product, answering simple questions that all software creators ask: "When, why and how do users decide not to use my software?". The result: an innovative and efficient way for the software provider to improve his software, win back users and reduce the loss of others. As with other Kampyle solutions, software feedback solutions such as Kampyle for Software feature fully customizable, branded customer feedback forms that the software provider can build and design to his precise needs.

Customer Feedback Management and Analysis

Customer feedback collection is just the beginning. Once the feedback has been collected, it will be analyzed by Kampyle in order to present the information to the software creators in the most actionable way possible, emphasizing the bottom line for them in an effortless process. Once this has been done and the software provider has received the high-level impression of his customers' feedback, he can return to users on their feedback, contact them and win them back, thus increasing customer satisfaction and revenues.

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Feedback Analytics

Website Feedback Form

Software Feedback Form

Feedback Analytics

Customer Feedback Form

Shopping Cart

Attachment Feedback

What is Feedback Analytics?

Every business owner wants to know what his customers are doing, and why. Most of them understand that the most effective way of truly understanding one's customers is to collect their feedback. But even so, some of the most important issues remain open: how should they collect the feedback? Where should it all go? What should they do with all the information collected? Feedback Analytics is the feedback methodology that brings a comprehensive approach to online customer feedback. The aim of Feedback Analytics is to provide a complete, online, end to end customer feedback solution. This aim is achieved by containing the task of feedback collection with advanced feedback analysis, as well as the ability to contact customers who submitted feedback - all in one, efficient, easy to use service.

The Feedback Analytics Challenge

For most businesses, developing such a system and dealing with the processing complexities of the feedback data is expensive and not part of their core business. Kampyle, the web's leading Feedback Analytics platform, has set out to make the task of listening to customer feedback a simple activity that increases sales, customer satisfaction, and revenues. Kampyle was developed with the aim of creating an advanced, effective Feedback Analytics service that would truly turn customer feedback to their benefit.

Kampyle's Feedback Analytics Solution

Kampyle's Online Feedback Analytics service opens up a new window to better online customer experience measurement, management and service. Kampyle's Online Feedback Analytics platform is designed to deliver the most sophisticated solution on the market to website owners and software creators of all kinds and sizes. Using an advanced feedback form, key performance indicators and feedback metrics, Kampyle helps businesses to collect feedback data and turn it into actionable information for product and service improvement. Facilitating customer engagement and satisfaction are Kampyle's major commitments, and the ability to get back to users on their feedback directly from Kampyle is a clear expression of this. Kampyle was designed to allow businesses to get to know their clients, engage them in conversation, let them know that their opinion matters, and ultimately - close the loop and win them back. Kampyle Feedback Analytics is more than a feedback solution: it is a brand new communication channel with customers.

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Customer Feedback Form

Website Feedback Form

Software Feedback Form

Feedback Analytics

Customer Feedback Form

Shopping Cart Abandonment Feedback

The Importance of Customer Feedback

The keys to success in internet businesses are in the hands of customers: they know what they want, and they know what they are willing to spend money on. A business owner's ability to deliver products and services that fall under these categories will determine the measure of this success.

There is no doubt that businesses who really listen have the edge over their competition, and there is much to listen to. Today, more than ever, online businesses need to carefully listen to customers in order to constantly improve, win back customers and keep up with competition that is always only one click away.

One might argue that customers are constantly providing business owners with feedback every time they return to an online store, uninstall a program, leave a site, and abandon shopping carts; they send feedback through actions. This is perfectly true, but this feedback is often hard to decipher, and takes a long time and valuable resources to understand and analyze.

The Customer Feedback Challenge

This difficulty in listening to customer feedback is like a gap separating business owners from their customers. This gap can be bridged by simply asking the customers for real feedback in real time. But this is easier said than done: how do you collect feedback? Who do you ask for feedback? Where does all that feedback go? Businesses today require a simple, comprehensive solution to their feedback needs: they require Kampyle Feedback Analytics.

Kampyle's Customer Feedback Form

Kampyle specializes in providing complete feedback solutions for websites and software creators. We are experts in customer feedback. Kampyle's Feedback form was designed to suit the needs of customers and business owners alike. Combining minimum effort with maximum usability, Kampyle's feedback form collects large amounts of information using non-intrusive methods.

Kampyle provides branded, fully customizable feedback forms that can be built in minutes. By allowing them to define categories and subcategories, Kampyle enables website owners and software creators to focus their users on the issues most crucial to them. Different feedback forms can be placed in different areas of a website or for different software processes, asking the questions that really matter, where they matter.

Kampyle is the business solution that turns the complex and intimidating chore of customer feedback, to an easy and effective method of increasing customer satisfaction, conversion rates, and revenues.

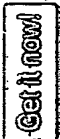
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e-commerce: GetPrice

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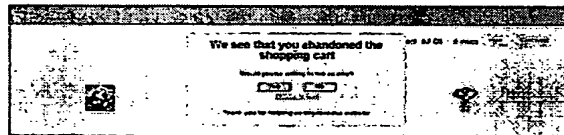
Why do users abandon shopping carts? What makes a website's user login, search for a product, add it to the shopping cart, then suddenly leave without leaving a trace? E-commerce is a complex business, and the answers to these questions differ widely between sites, products, countries, and many other parameters. One fact remains untouched throughout these variations: the customers know why they chose to abandon the shopping cart, and their reasons for doing so are worth money to any e-commerce owner who wishes increase his sales and revenues.

The Shopping Cart Abandonment Customer Feedback Challenge

How does one go about asking users why they decided to abandon his shopping cart? Who are these users, and how can they be reached? These are some of the questions that e-commerce owners face when trying to tackle the issue of shopping cart abandonment. Kampyle Feedback Analytics has endeavored to answer them with a simple and elegant solution. Using its unique capabilities and experience, Kampyle set out to develop a tool that would help e-commerce website owners find out why they are losing money due to shopping cart abandonment.

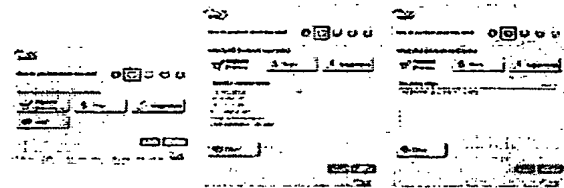
Kampyle's Shopping Cart Abandonment Customer Feedback Solution

The solution consists of asking users who have abandoned the shopping cart for feedback in real time, using Kampyle's customer feedback form. Kampyle's Shopping Cart Abandonment website feedback tool works by identifying customers who follow a specific behavioral path in a website. In this case - leaving the shopping cart. Once identified, potential shoppers are prompted with Kampyle's advanced, customizable feedback form, to leave feedback and describe why they decided to not to go through with the purchase



Shopping Cart abandonment Feedback Analysis and Management

The feedback data is gathered and analyzed by Kampyle, and displayed in the Management Application. Inside Kampyle, each feedback item can be read, replied to, and checked for more data using the Feedback Inbox, while the Feedback Dashboard provides high level management view of the feedback data, displaying analyzed, actionable feedback information.



With this new solution, e-commerce owners can finally understand how to fine-tune their site to stop losing money. Using information gathered from the highest authority on the subject - the customer - Kampyle helps e-commerce website owners to act quickly and efficiently to improve one of the most critical processes in their website.

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Case Studies:

e-commerce: GetPrice

e-commerce: P1600



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Kampyle is a leading vendor of Online Feedback Analytics, delivering website owners a powerful Software as a Service (SaaS) platform to collect, analyze, measure and manage website users' feedback on services, products and customer experience.

What is Kampyle?

Every website owner wants to know what his website's users are doing on his site and why. Many websites build their own feedback forms to collect this data. However, the main issue website owners face is the management of all the feedback data received from their users. Developing such a system and dealing with the processing complexities of the feedback data is expensive and not part of the website owner's core business.

Kampyle offers to take the task of Online Feedback Analytics Management off the shoulders of website owners allowing them to concentrate on their core business.

Kampyle's Online Feedback Analytics service opens up a new window to better web customer experience measurement, management and service. The Kampyle Online Feedback Analytics is designed to deliver the most sophisticated solution on the market to companies of all sizes, in all industries.

Kampyle's robust platform delivers website owners.

- The ability to increase customer satisfaction and long-term loyalty
- Tools to identify his users' changing habits and demands
- Sophisticated analytic engine focused on reducing the management of feedback data to minimum
- Quick and easy implementation
- Online, real-time feedback from live users
- Customizable feedback form: allowing the creation and management of different feedback forms for each page of Kampyle's customer's websites!
- Multi language support for feedback forms
- SaaS - no implementation costs!

Kampyle was founded in 2007 and is privately held

Contact Emails:

Support: support@kampyle.com
Sales: sales@kampyle.com
Business Development: bizdev@kampyle.com
Press Inquiries: press@kampyle.com
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Partners

Kampyle integrates with a variety of Technology Partners to provide our mutual customers a full suite solution. Kampyle also collaborates with many Website Service Providers that distribute Kampyle's services worldwide.

Website Service Providers

Website Service Providers who want to offer Kampyle's technology or components of it, as part of their offer to their clients can become official Kampyle partners. Kampyle certifies partners as either Kampyle Certified Consultant, or Kampyle Certified Partner. SEO/SEM consultants, Web Hostings, ISPs, Web designers and developers, etc. are all examples of potential Kampyle partners.

Kampyle Certified Consultants are partners who distribute Kampyle's technology, and are trained and qualified to consult, and help with the implementation of Kampyle among their clients.

Kampyle Certified Partners are partners certified to distribute Kampyle.

Partnerships with Kampyle will be on a Revenue Share agreement basis.

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Technology Partners

Providers of platforms, products and services that can be integrated with Kampyle platform resulting in mutual enhancement and added value for both offers. For example: Web Analytics vendors, CRM applications, Bug Tracking and Project Management applications, etc.

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www.btbuckets.com

BT Buckets is a free on-site segmentation and behavioral targeting tool. Engage your users with a richer experience with BT Buckets by creating user clusters based on any behavior your visitors practice on your website than can then be integrated with your adserver, CMS, web analytics, user feedback or any other site tool.

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BA Link delivers a full range of products and services solutions on the Force.com on-demand platform by Salesforce.com.

Our product solutions span the product configuration and proposal management domains for both Salesforce.com and other users of on-demand platforms.

Our services expertise helps our customers successfully implement SaaS technologies tailored to their specific business needs.
http://www.ba-link.com



One On One is an emerging rich media company with patent pending online video platforms that convert visitors into buyers. The platforms have been designed to add value by providing improved visitor experience while creating additional revenues for high traffic websites.
www.oneononereads.com

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www.btbuckets.com

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BA Link delivers a full range of products and services solutions on the Force.com on-demand platform by Salesforce.com.

Our product solutions span the product configuration and proposal management domains for both Salesforce.com and other users of on-demand platforms.

Our services expertise helps our customers successfully implement SaaS technologies tailored to their specific business needs.
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One On One is an emerging rich media company with patent pending online video platforms that convert visitors into buyers. The platforms have been designed to add value by providing improved visitor experience while creating additional revenues for high traffic websites.
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Kampyle Celebrates a Year of Feedback Success
April 03, 2008 | Eze Vidra



Kampyle: the most sophisticated simple website feedback tool on the web
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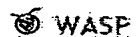
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The Internet's SuperGloss
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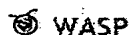
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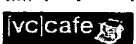
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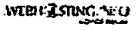
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March 19, 2007



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March 19, 2007



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Feb 19, 2007 | Eze Vidra

Press Release:

Kampyle for Windows
Celebrating 1st Anniversary
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Get ready for the holidays
Get your online retail business ready for the holidays with Kampyle's Postcard Analytics - December 17, 2007

End of 2007 data
Get instant access to your online survey insights - Kampyle's new analytics software - July 08, 2007

Kampyle Launches
The Next Generation of Online Feedback Analytics Now Available for All Visitors! - March 11, 2007

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Product Name	Manufacturer	Price	Features
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5M	5M Company	\$1.99	5M Scotch-Brite®
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95M	95M Company	\$1.99	95M Scotch-Brite®
96M	96M Company	\$1.99	96M Scotch-Brite®
97M	97M Company	\$1.99	97M Scotch-Brite®
98M	98M Company	\$1.99	98M Scotch-Brite®
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99

Henry Posner, Corporate Communications Dir.
B&H Photo-Video

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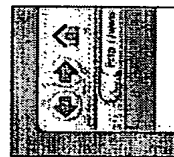
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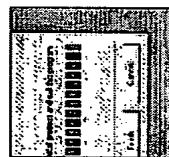
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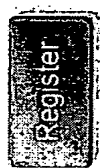
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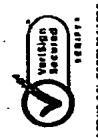
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International application number: PCT/IL2010/000543

International filing date: 07 July 2010 (07.07.2010)

Document type: Certified copy of priority document

Document details: Country/Office: US
Number: 61/270,369
Filing date: 07 July 2009 (07.07.2009)

Date of receipt at the International Bureau: 17 August 2010 (17.08.2010)

Remark: Priority document submitted or transmitted to the International Bureau in compliance with Rule 17.1(a),(b) or (b-*bis*)



World Intellectual Property Organization (WIPO) - Geneva, Switzerland
Organisation Mondiale de la Propriété Intellectuelle (OMPI) - Genève, Suisse

PCT REQUEST

Original (for SUBMISSION)

0	For receiving Office use only	PCT/IL 2010/000543
0-1	International Application No.	
0-2	International Filing Date	07 JUL 2010 (07.07.2010)
0-3	Name of receiving Office and "PCT International Application"	ISRAEL PATENT OFFICE PCT International Application
0-4	Form PCT/RO/101 PCT Request	
0-4-1	Prepared Using	PCT-SAFE [EASY mode] Version 3.51.045.221 MT/FOP 20100401/0.20.5.18
0-5	Petition The undersigned requests that the present international application be processed according to the Patent Cooperation Treaty	
0-6	Receiving Office (specified by the applicant)	Israel Patent Office (RO/IL)
0-7	Applicant's or agent's file reference	71460
I	Title of Invention	METHOD AND SYSTEM FOR ONLINE USER FEEDBACK ON WEBSITES AND SOFTWARE
II	Applicant	
II-1	This person is	Applicant only
II-2	Applicant for	All designated States except US
II-4	Name	KAMPYLE LTD.
II-5	Address	7 Abba Hillel Street 52522 Ramat Gan Israel
II-6	State of nationality	IL
II-7	State of residence	IL
III-1	Applicant and/or inventor	
III-1-1	This person is	Applicant and inventor
III-1-2	Applicant for	US only
III-1-4	Name (LAST, First)	FINKELSTEIN, Ariel
III-1-5	Address	8 Masada Street 30900 Zichron Yaakov Israel
III-1-6	State of nationality	IL
III-1-7	State of residence	IL

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III-2	Applicant and/or inventor	
III-2-1	This person is	Applicant and inventor
III-2-2	Applicant for	US only
III-2-4	Name (LAST, First)	SAVIR, Eran
III-2-5	Address	10 Ben Zvi Street 45204 Hod Hasharon Israel
III-2-6	State of nationality	IL
III-2-7	State of residence	IL
III-3	Applicant and/or inventor	
III-3-1	This person is	Applicant and inventor
III-3-2	Applicant for	US only
III-3-4	Name (LAST, First)	STEINER, Eylon
III-3-5	Address	8 Hamelitz Street, Apt. 5 63295 Tel Aviv Israel
III-3-6	State of nationality	IL
III-3-7	State of residence	IL
IV-1	Agent or common representative; or address for correspondence	
	The person identified below is hereby/ has been appointed to act on behalf of the applicant(s) before the competent International Authorities as:	Agent
IV-1-1	Name	SANFORD T. COLB & CO.
IV-1-2	Address	P.O. Box 2273 76122 Rehovot Israel
IV-1-3	Telephone No.	972-8-9455122
IV-1-4	Facsimile No.	972-8-9454556
IV-1-5	e-mail	colbpat@stc.co.il
IV-1-5(a))	E-mail authorization The receiving Office, the International Searching Authority, the International Bureau and the International Preliminary Examining Authority are authorized to use this e-mail address, if the Office or Authority so wishes, to send notifications issued in respect of this international application:	as advance copies followed by notifications
IV-2	Additional agent(s)	additional agent(s) with same address as first named agent
IV-2-1	Name(s)	COLB, Sanford, T.; ISRAEL, Aaron; GOLDSTEIN, Daniel; FISHMAN, Benjamin; ROSENSWEIG, Anat; GINSBURG, Hershel; WEISROSE, Stuart; LEV-HESS, Tiffany D.; BEIDER, Joel; STRICHMAN-ALMASHANU, Liora; SCHNECK, Daniel; SOMJEN, Giora

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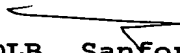
V	DESIGNATIONS		
V-1	The filing of this request constitutes under Rule 4.9(a), the designation of all Contracting States bound by the PCT on the international filing date, for the grant of every kind of protection available and, where applicable, for the grant of both regional and national patents.		
VI-1	Priority claim of earlier national application		
VI-1-1	Filing date	07 July 2009 (07.07.2009)	
VI-1-2	Number	61/270,369	
VI-1-3	Country	US	
VI-2	Incorporation by reference : where an element of the international application referred to in Article 11(1)(iii)(d) or (e) or a part of the description, claims or drawings referred to in Rule 20.5(a) is not otherwise contained in this international application but is completely contained in an earlier application whose priority is claimed on the date on which one or more elements referred to in Article 11(1)(iii) were first received by the receiving Office, that element or part is, subject to confirmation under Rule 20.6, incorporated by reference in this international application for the purposes of Rule 20.6.		
VII-1	International Searching Authority Chosen	United States Patent and Trademark Office (USPTO) (ISA/US)	
VIII	Declarations	Number of declarations	
VIII-1	Declaration as to the identity of the inventor	—	
VIII-2	Declaration as to the applicant's entitlement, as at the international filing date, to apply for and be granted a patent	—	
VIII-3	Declaration as to the applicant's entitlement, as at the international filing date, to claim the priority of the earlier application	—	
VIII-4	Declaration of inventorship (only for the purposes of the designation of the United States of America)	—	
VIII-5	Declaration as to non-prejudicial disclosures or exceptions to lack of novelty	—	
IX	Check list	Number of sheets	Electronic file(s) attached
IX-1	Request (including declaration sheets)	4	✓
IX-2	Description	16	—
IX-3	Claims	7	—
IX-4	Abstract	1	✓
IX-5	Drawings	16	—
IX-7	TOTAL	44	

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	Accompanying Items	Paper document(s) attached	Electronic file(s) attached
IX-8	Fee calculation sheet	✓	-
IX-18	PCT-SAFE physical media	-	✓
IX-20	Figure of the drawings which should accompany the abstract	1	
IX-21	Language of filing of the international application	English	
X-1	Signature of applicant, agent or common representative	 COLB, Sanford, T.	
X-1-1	Name (LAST, First)		
X-1-2	Name of signatory		
X-1-3	Capacity		

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10-1	Date of actual receipt of the purported international application	07 JUL 2010 (07.07.2010)
10-2	Drawings:	✓
10-2-1	Received	
10-2-2	Not received	
10-3	Corrected date of actual receipt due to later but timely received papers or drawings completing the purported international application	
10-4	Date of timely receipt of the required corrections under PCT Article 11(2)	
10-5	International Searching Authority	ISA/US
10-6	Transmittal of search copy delayed until search fee is paid	✓

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11-1	Date of receipt of the record copy by the International Bureau	