

Presenting



Simple. Smart Way to Take Continuous Opinions of Stakeholders

*Unlock and Harness the Untapped, Latent Power of Your Organization*

**And Enhance Your Stakeholder Governance**

A Digital Product for the World by



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**Your Digital Insights Partner For Your Success & Growth!**

*Similar to Sensory organs in a Human body*

## Stakeholders are the Live Sensors of an Organisation



They Emit Critical Signals. Continuously.

- No wonder why CEOs and CXOs travel a lot to meet & interact with the stakeholders - Directly
- Progressive organisations invest in methods and systems to listen to their stakeholders – Continuously
- Globally, there is a growing consensus that Boards need better engagement, expertise and to be asking for more information on stakeholder opinions and how this should direct the company strategy.

## The What and Whys of Insights

# Insights

=

The capacity to gain an accurate and deep understanding of someone or something.

A discovery about the underlying motivations that drive people's actions.

To know what makes Stakeholders happy



To know why Stakeholders are leaving



To get new Stakeholders



# Who are Stakeholders? Why their Opinions matter?

## Internal Stakeholders:

- Employees
- Trainees/ New Hires/ Alumni
- Executives/Managers
- Leadership Team
- Board of Directors
- Shareholders/Investors
- Students/ Faculty

## External – *Direct interaction*

- Customers
- Business Partners
- Suppliers/ Vendors
- Distributors & Agents
- Banks & Financial Institutions
- Members/ Consultants
- Parents

## External – *Critical to Succeed*

- Regulators
- Central/Federal Government
- State /Province Government
- Communities
- Environment Eco Players
- Industry Associations
- Fellow Businesses

## And Stakeholder Opinions & Experience Data provides Invaluable Insights

- ✓ Happiness - Satisfaction - Motivation Levels
- ✓ Views - Inputs - Inferences - Perceptions
- ✓ Difficulties - Challenges - Issues - Problems
- ✓ Needs - Preferences - Requirements - Expectations
- ✓ Choices - Options - Alternatives - Trends
- ✓ Suggestions - New Uses - New Ideas
- ✓ Market Intelligence – Competitor Activities – External Influences

- ❖ **It is this INSIGHTS DATA that explains the Whys & Hows of Performance Indicators (KPIs)**  
And drives decisions in the organisation.

Digital Insights are the New Currency of Business. - *Forrester Research*

Only **4%** of problems are known to top managers

**96%** of problems are *not* known to top managers

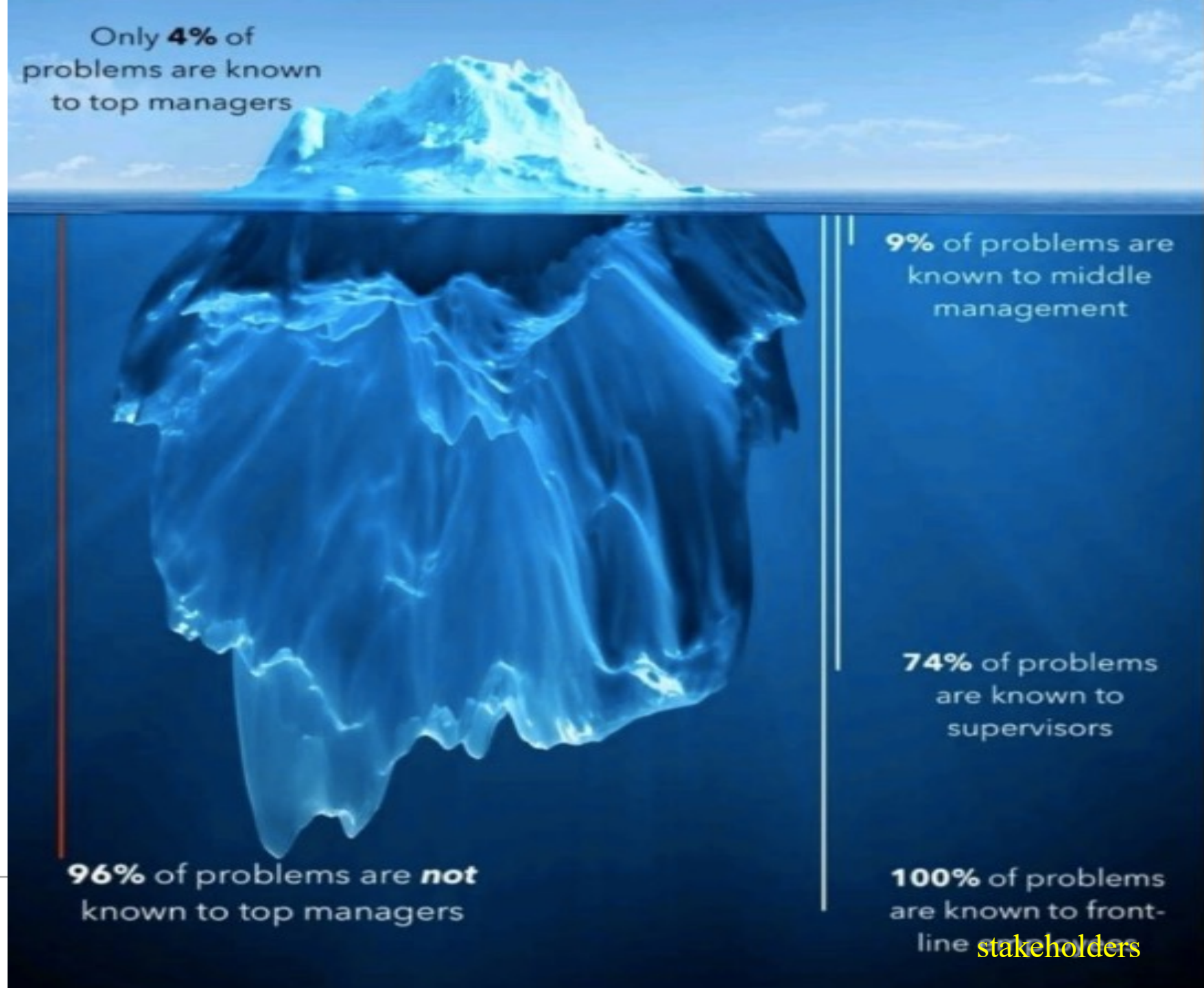
**9%** of problems are known to middle management

**74%** of problems are known to supervisors

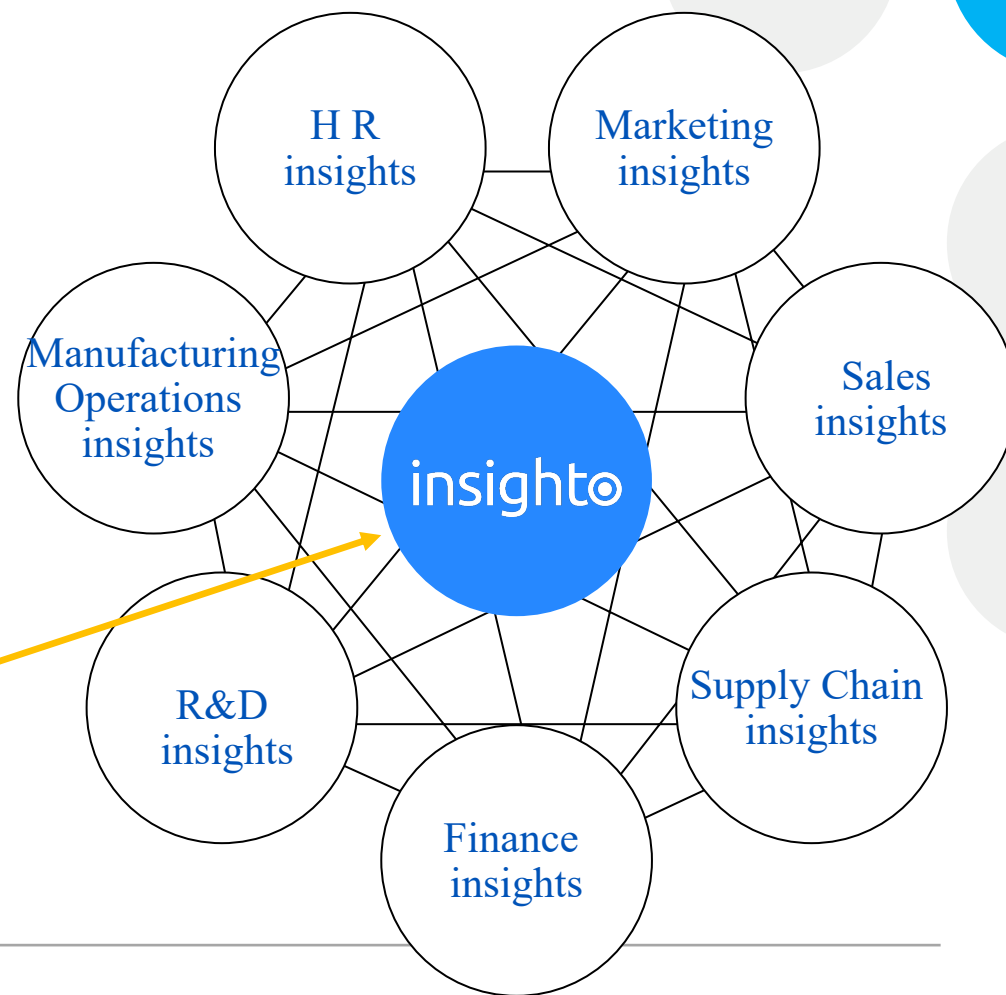
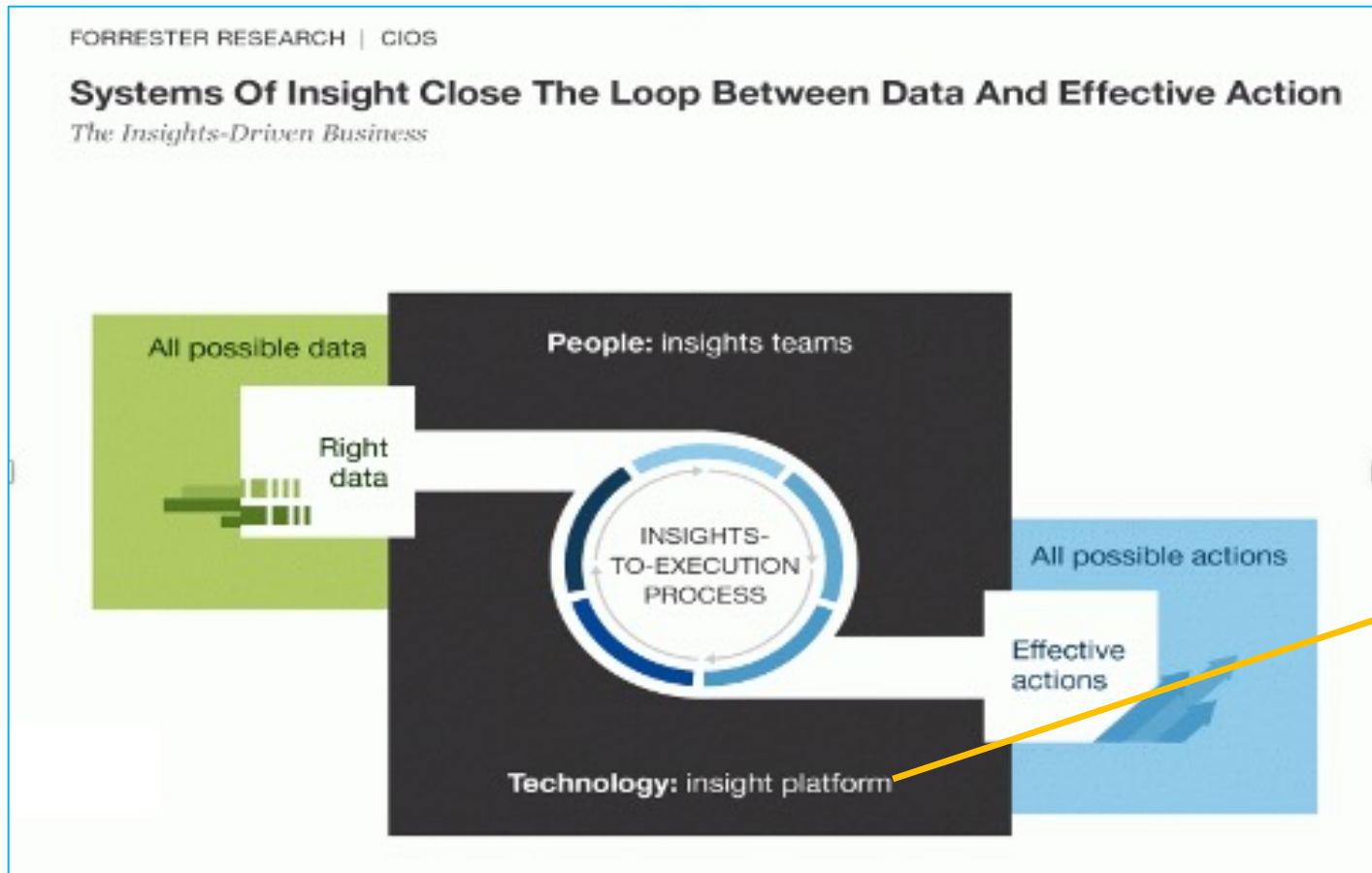
**100%** of problems are known to front-line **stakeholders**

## The Iceberg of Ignorance

- Sidney Yoshida



## A Decision Support System - for Insights Data Generation & Analytics



## Multi-Formats for Insights Data Gathering



### *Could be used for*

- Digital Questionnaires
- **Digital Surveys**
- Digital Pulse Surveys
- **Digital Feedback**
- Digital Polls & Contests
- **Digital Ratings**
- Digital Suggestions & New Ideas
- **Digital Checklists**
- Digital Requirements & Leads Generation
- **Digital Assessments & Evaluations**
- Digital Enrollment
- **Digital Interviews – Video Information**
- Digital Data Compilation
- **Digital Information/Intelligence Gathering**
- Digital Self-Performance Record
- **Digital Complaints/Grievances**
- Digital Access to Whistleblowers

### Harnessed Stakeholder Insights Data Drives Apt Decisions.



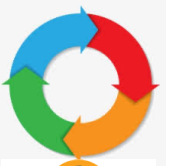
**Gain insights from every process & sub-process  
Of the entire organization**



**Strengthen Engagement with Stakeholders  
- the People Critical to Success**



**Create - Define - Refine Policies. Processes.  
Systems. Procedures**



**Drive Continuous Process Improvement  
Enhance Productivity**



**Optimise resources.  
Maximise Efficiencies  
Reduce Costs**



**Develop New Products. Services  
Programmes. Projects**



**Attract. Retain - Customers. Employees.  
Suppliers. Distributors ...All Stakeholders**



**Devise / Refine Strategies. Tactics. Plans**



**Discover New Revenue Opportunities.  
And Threats**



**Identify Risks & Plan for Mitigation Swiftly**



**Constantly Track Market. Trends. Preferences.  
Competitor activities**



**Anticipate and Respond to the Changes.  
Ringfence the business**



**Derive /Build Competitive Edge  
Accelerate the Growth**



**Build / Strengthen Good Governance Systems**



## Direct- One to One - PRIVATE Conversational Channel with Stakeholders

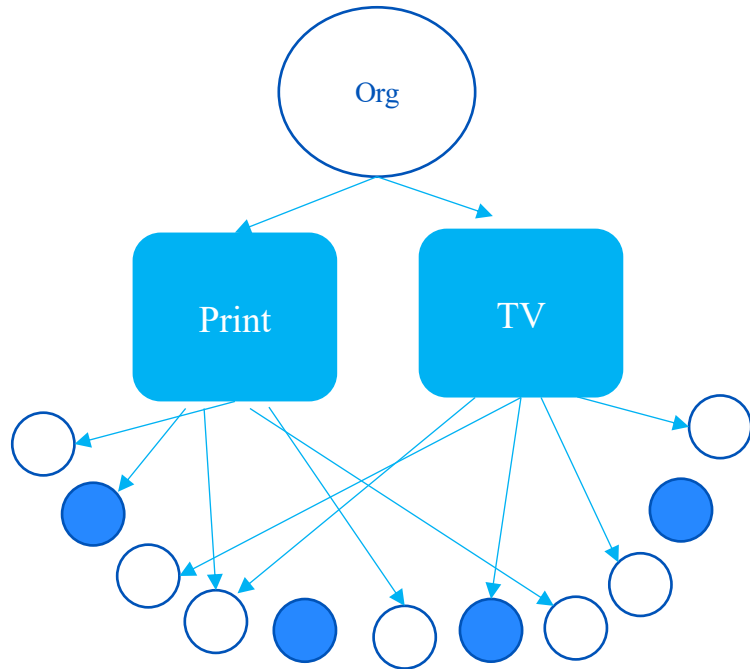


Stakeholders

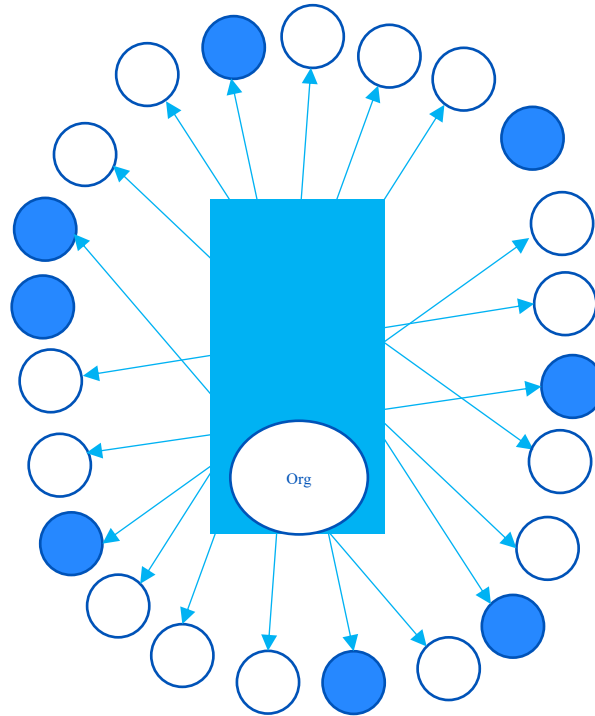


Others not connected

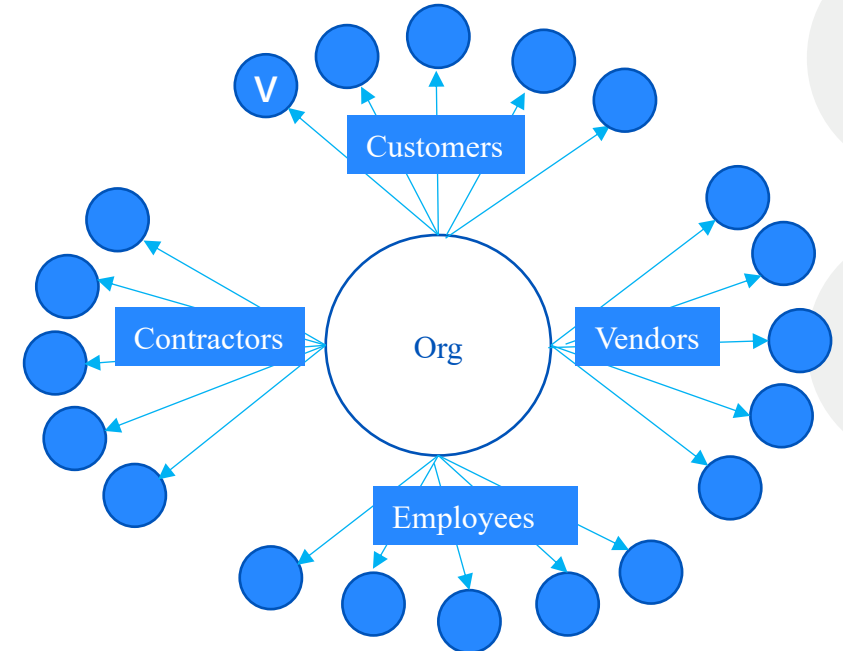
### Regular Media



### Social Media



### With insighto Digital - Direct - Conversations

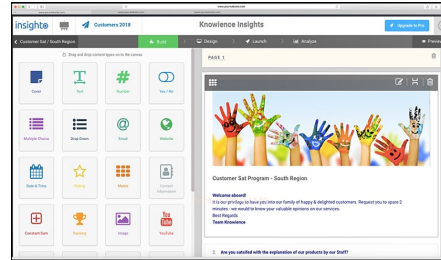


# insighto Key Features

## Digital. Direct. Disruptive. Democratic.

- **Simple and intuitive interface**

- Do-It-Yourself capability
- No need for any tech help

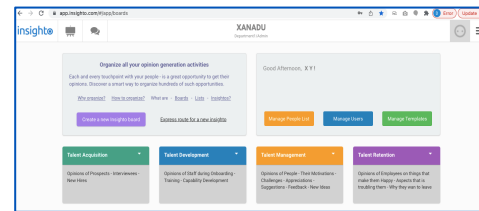


- **Multi-language content**

- Text
- Image
- Video



- **Insight generation opportunity in every Process – Sub-process**



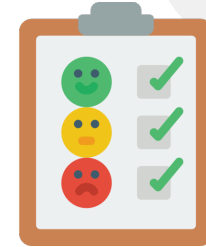
- **Dedicated Opinions page for each Stakeholder**

- To answer at their convenience 24 x 7
  - Strengthens Engagement
  - Builds Trust
  - Drives high response rates



- **Can be used for different insight generation formats**

- Digital Surveys
- Digital Feedback
- Digital Questionnaire
- Digital Polls. Contests.
- Digital Assessments
- Digital Lead Generation
- Digital Checklists

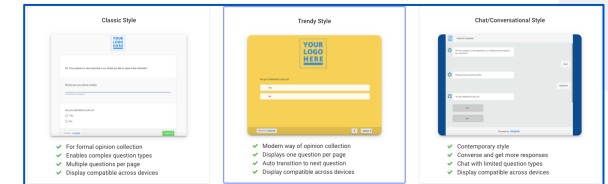


- **Send to & Get responses from any Geography**



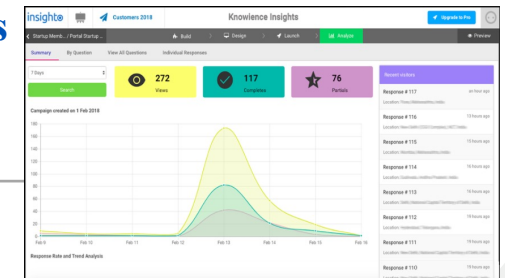
- **3 Style options to collect responses**

- Classic
- Trendy
- Chat/Conversational



- **Real time data capture & analysis**

- Through any device
  - Completes & Partial responses
  - Data exports in several formats
  - Even make online presentations



- Robust and Powerful Digital Platform
- **Highly Scalable. Highly Secure**
- Simple User Interface – with Easy Do-It-Yourself capabilities
- **Multi-tenant architecture**
- Built on Microsoft Technology Infrastructure
- **Runs on Microsoft Azure**



Strongly supported by Microsoft

Is Member of -

- **Microsoft Global Startup Founders Hub Program**
  - **Microsoft Independent Software Vendor (ISV) Program**
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