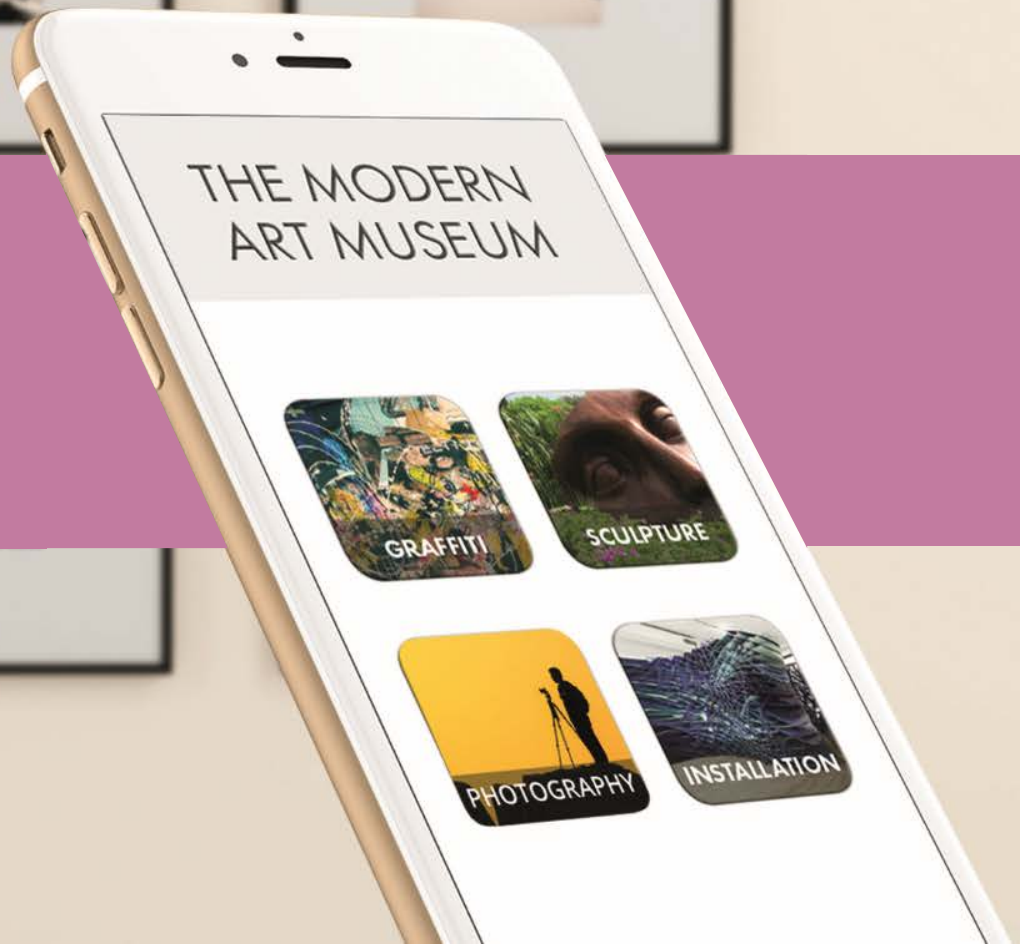
Using Mobile Polls & Surveys

To Better Engage with Your Visitors



guide by cell

About Guide by Cell

- Cloud-based, no downloads
- 14 years in business
- No company in U.S. offers our unique approach & tools
- 4,000 clients in 10 countries
  - Getty
  - Valley Forge
  - Bruce Museum
  - Monterey Bay Aquarium
  - Smithsonians

2 Platforms

Text Messaging

- Inbound texting
  - Employees text to join a list
- Outbound texting
  - Schedule texts to lists by calendar date or sequence

Mobile Web Authoring

- Create mobile sites on the fly - feels like an app but no download
- Store content like videos, Word docs, Powerpoints, photos, mp3
- Create engagements - quizzes, polls, leaderboards - fun tasks to keep them interested

Guide by Cell:

Helping cultural institutions use mobile phones to create memorable experiences

TRY IT!

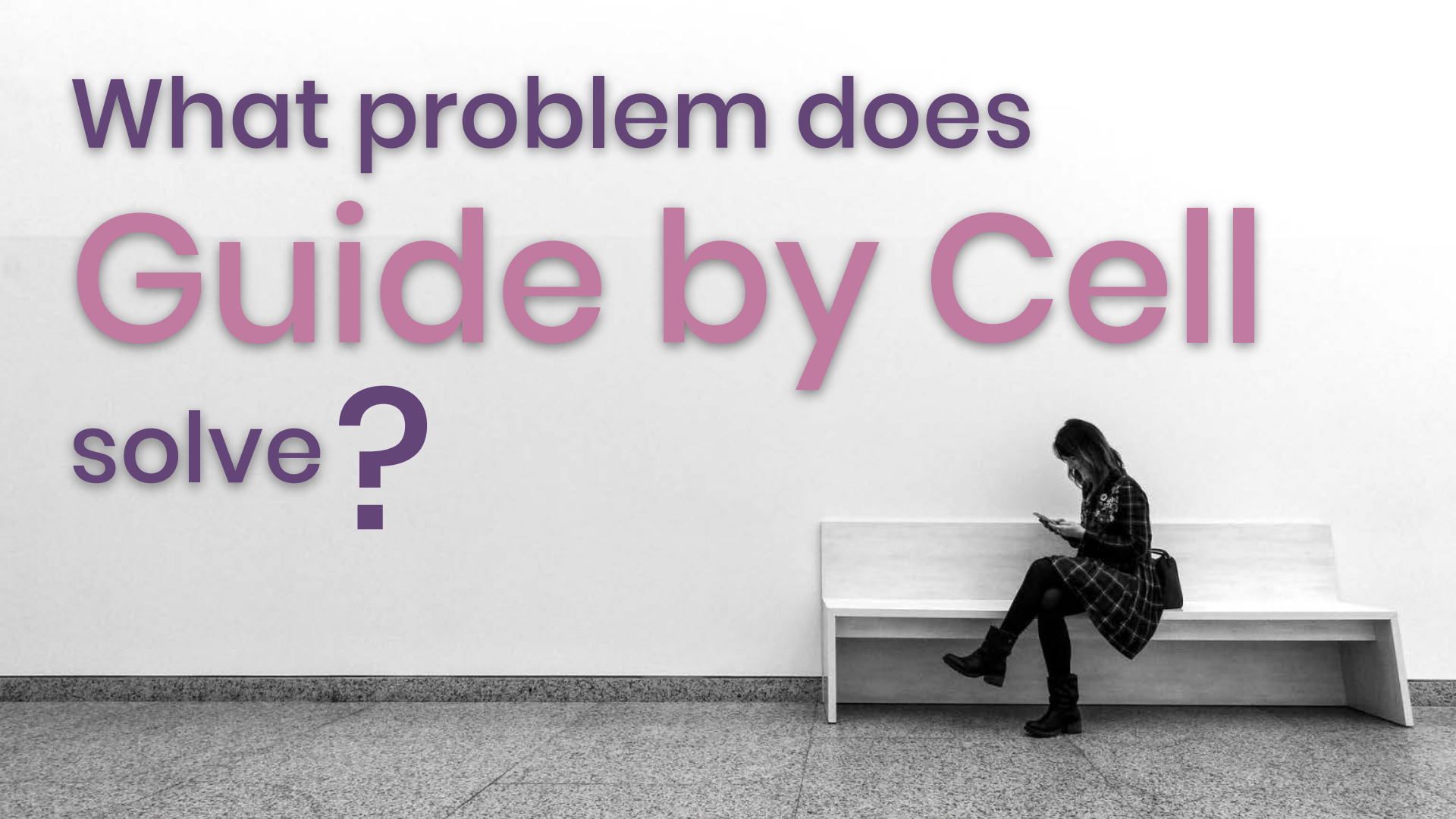
U.S

TEXT **POLL** TO **56512**

Canada

TEXT **TRAIN** TO **393939**

What problem does Guide by Cell solve?



We help solve the problem of **visitor engagement**

- Attendance down or flat
- Static content
- Competition for visitors attention
- No one wants to rent, check-out and carry handheld device
- After one visit, no reason to return

We know how to **increase** engagement

- Encourage patrons to use **their cell phones** at the museum by offering an audio tour

- Provide added content with a **smartphone tour**
- Invite visitors interaction with Augmented Reality and GPS wayfinding
- Create text messaging games and interactions

- Increase donation with our mobile fundraising tools

Secret Ingredients

- Visitors use their own phone to dial in to an audio tour
- Visitors self-enroll in various lists by sending a text
- Send a text with a link to the mobile web platform
    - The text is the nudge and the link takes them to the Smartphone tour
- Schedule texts by calendar date or by sequence
- Create a mobile web page for every exhibit with more information than can fit on a traditional wall sign

Surveys
and Polls

Why now? Why Mobile?

- Visitor expectations are higher
- Visitor may not feel comfortable talking with someone face-to-face
- There may not be someone available to take the visitor's feedback
- Mobile offers a variety of ways to collect feedback
- Along with feedback, mobile also allows you the ability to collect contact information for further engagement

Types of Feedback

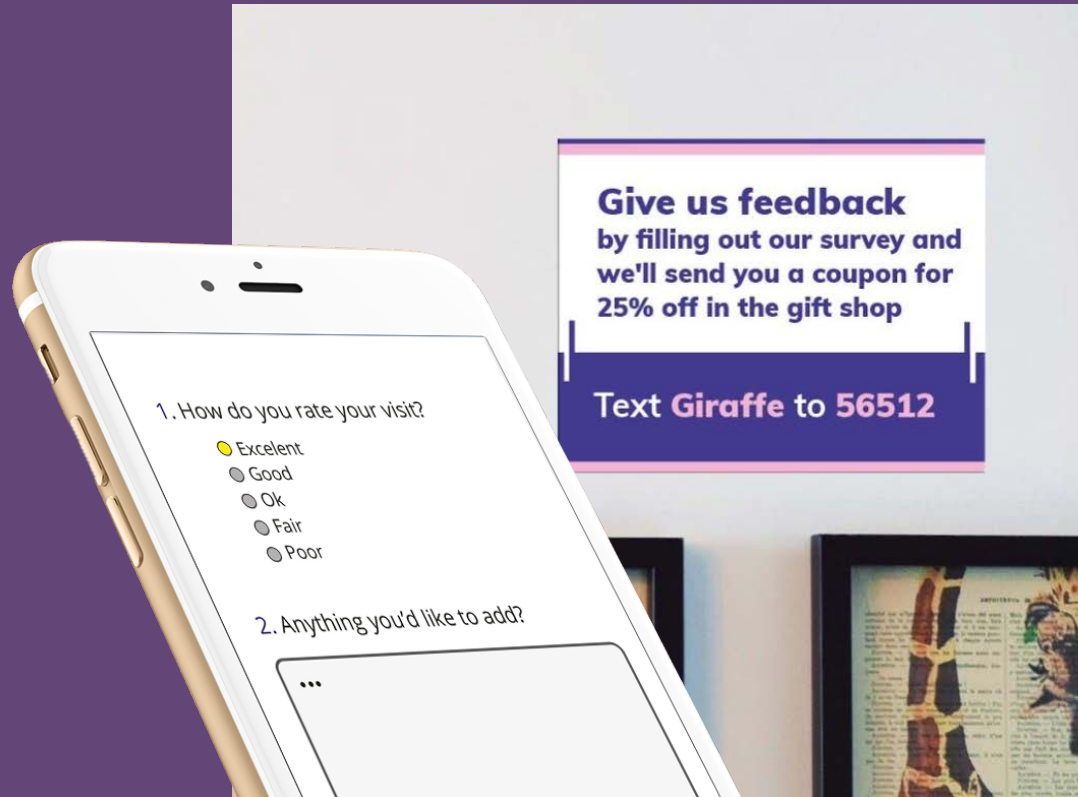
- Audio dial-in

Types of Feedback

- Audio dial-in
- SMS

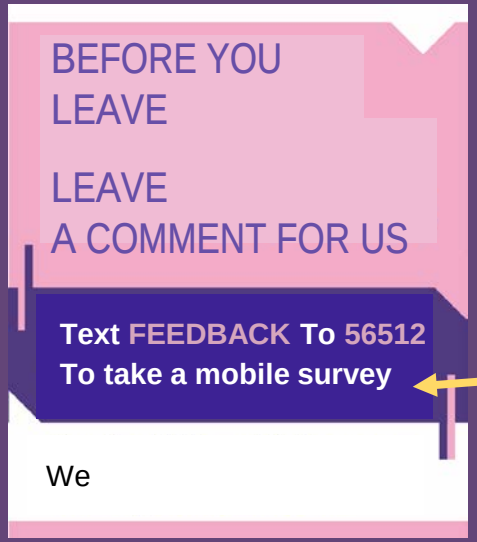
Types of Feedback

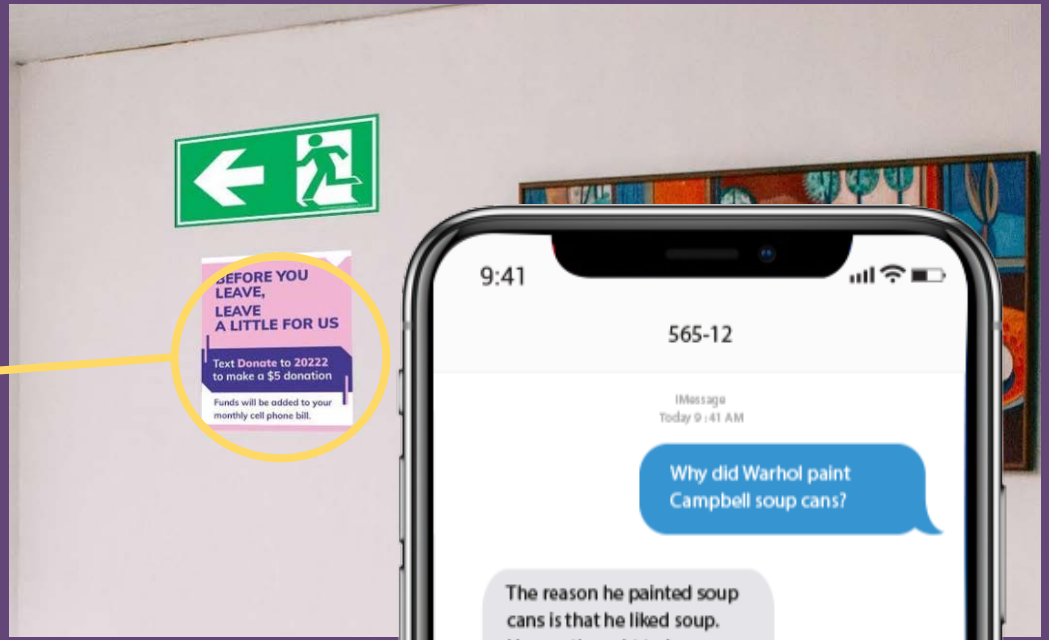
- Audio dial-in
- SMS
- Mobile Web



Uses for
Surveys & Polls

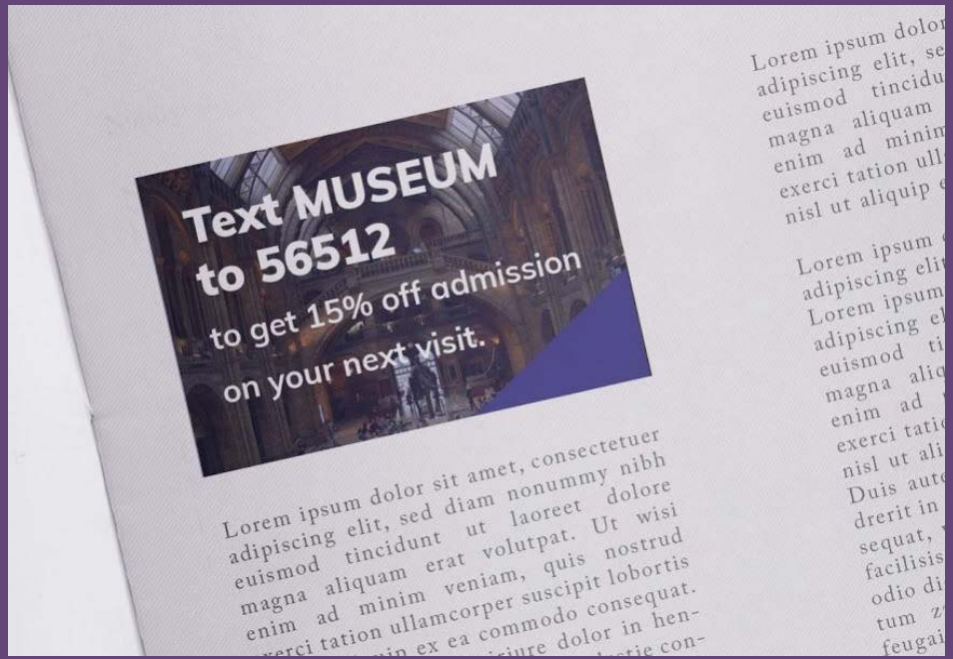
Visitor Experience





Appeal to your visitors with signage before they leave.

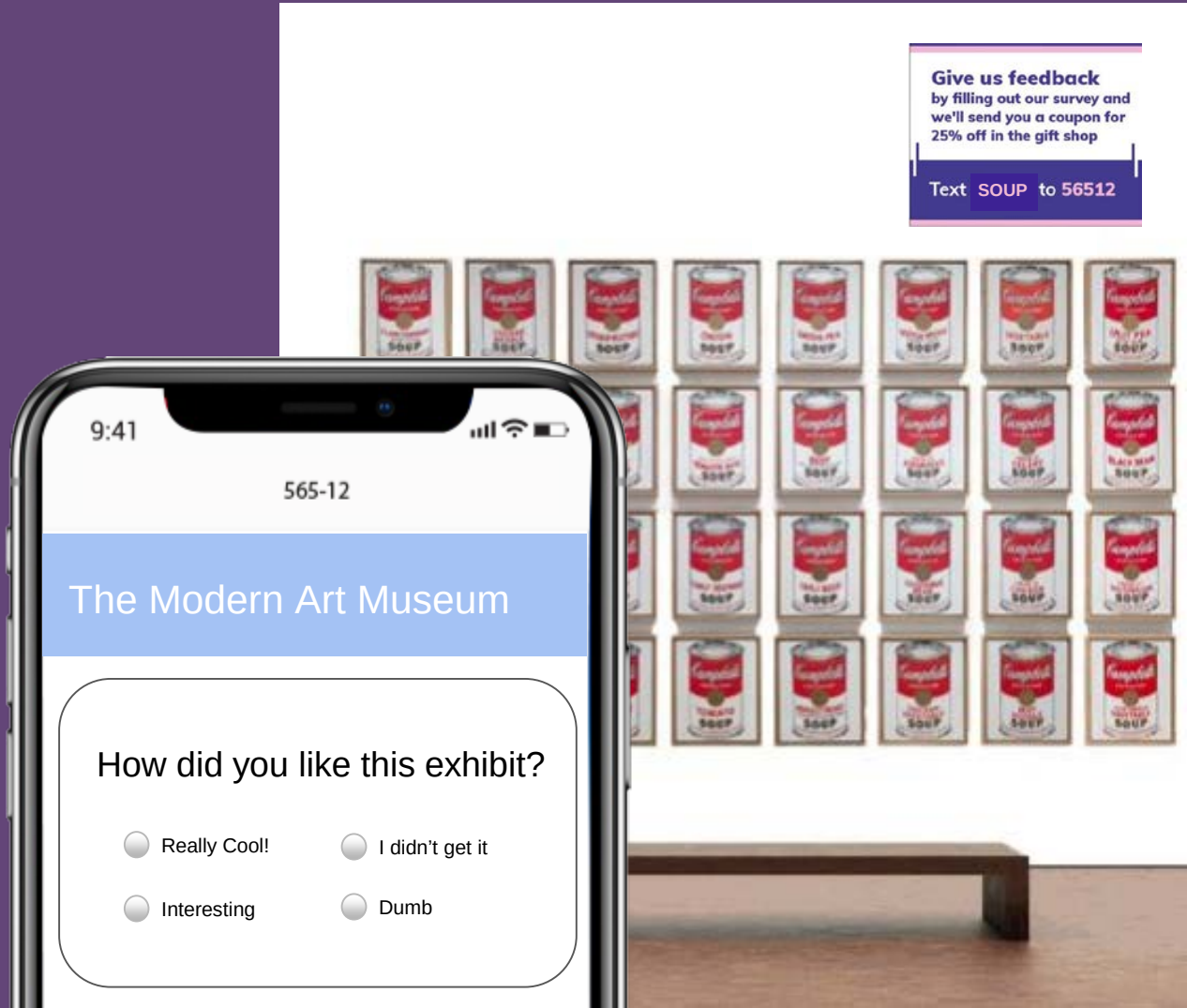
Marketing



- **Ads** - Reach out to potential visitors in publications relevant to your venue
- **Promotions** - Incentivize people to give feedback by offering discounts or deals
- **Social Media** - Broadcast out to your networks

Education

- Collect feedback on a particular exhibit.

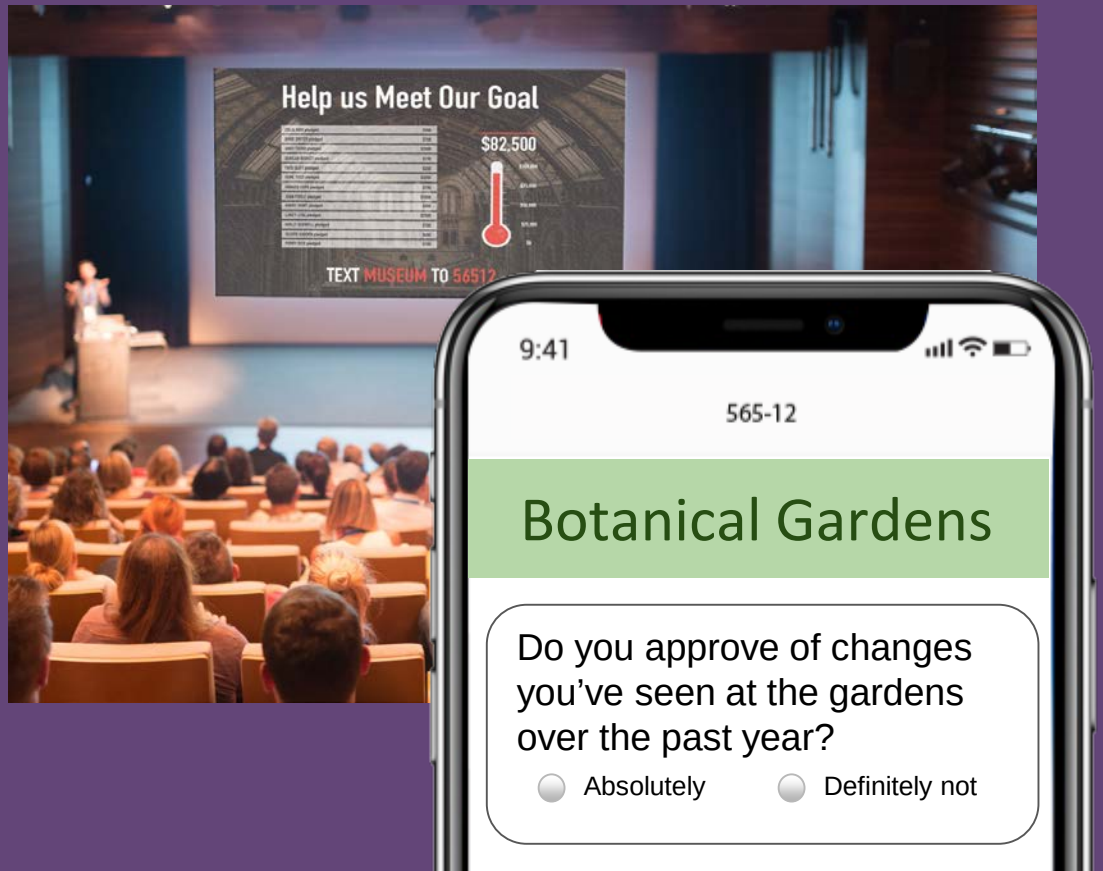


Membership

- Send a survey out to your members to assess their feelings on what is being offered at your venue

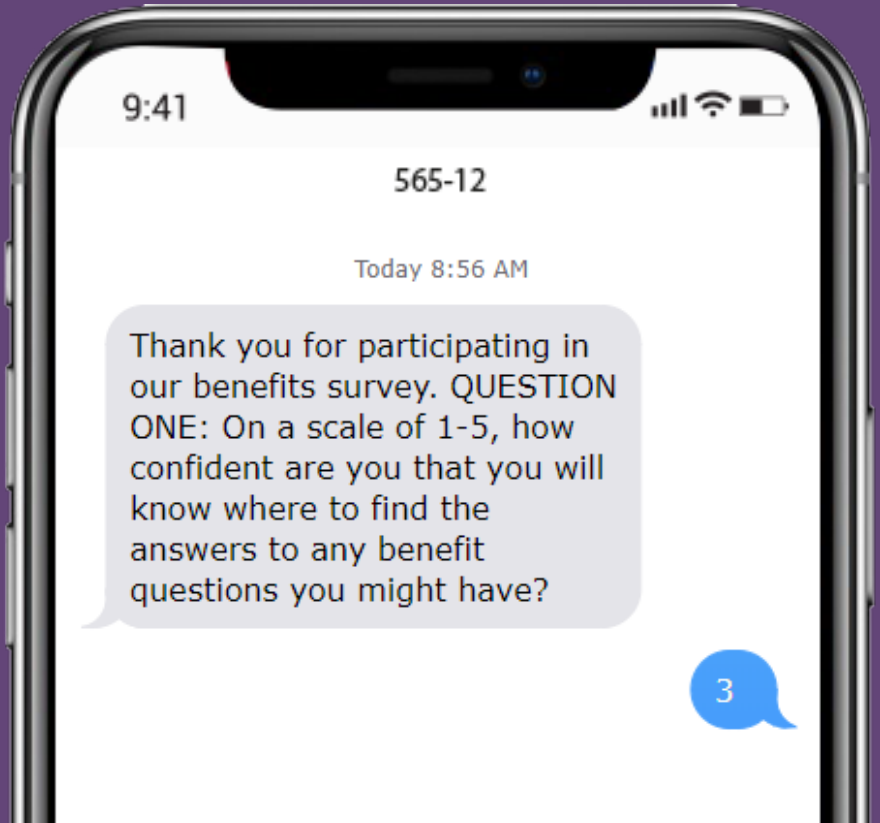
Development

- **Send a survey out to donors to make sure that their voices are heard in the decision making for your venue.**



Human Resources

- **Recruiting** - Send out a questionnaire to prospective employees to see if they are a good fit for your museum
- **Employees** - Get a sense of job satisfaction from your workforce
- **Benefits** - Easily identify the knowledge gaps about benefits on your team



Our User Interface

Audio Guide Admin

Control Panel

Audio Tour Number : (646) 205-7612 (4087940829)
Prompt Recording Number : (646) 205-7613 (4087940828)
Feedback Key :0 #

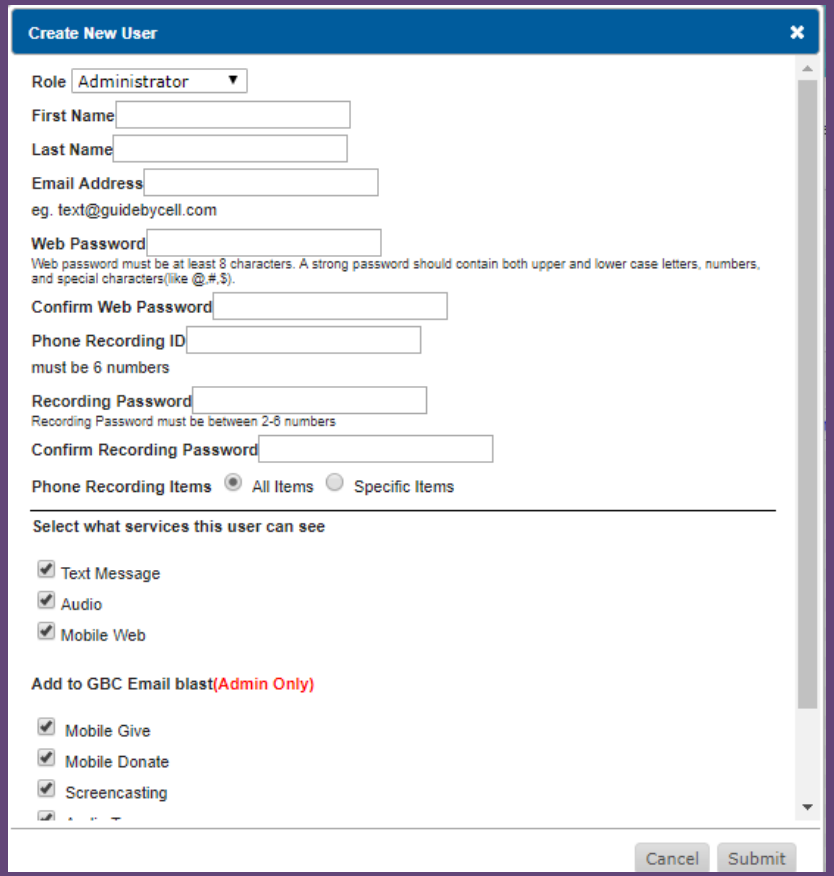
Add one new item number | Add multiple items | Delete Selected Items | Best Practices

1 2

Choose Page Size 50

When you upload an audio file or you call in to record a new prompt, do one test first. Then call into your account from a cell phone, play the new audio file and make sure it sounds good.
Once you have recorded the files, it is too late to change the quality, so do one test to start and then make changes (adjust sound level, bit rate, etc.) in the beginning.
Also, if you are uploading audio files, be sure that the file names do not include spaces or special characters (i.e. -,@,$, etc.)

All	Item#	Title	Audio Status	Manage Audio Content*	Admin Content
	888888	Welcome Greeting	Live		
	999999	Feedback Greeting			
	1	Introduction	On Hold		
	2	item two	On Hold		
	3	item3	On Hold		
	4	item4	On Hold		
	5	Item5	On Hold		
	6	item6	On Hold		
	7	item 7	On Hold		
	8	Intro panel	Live		
	9	item 9	Live		



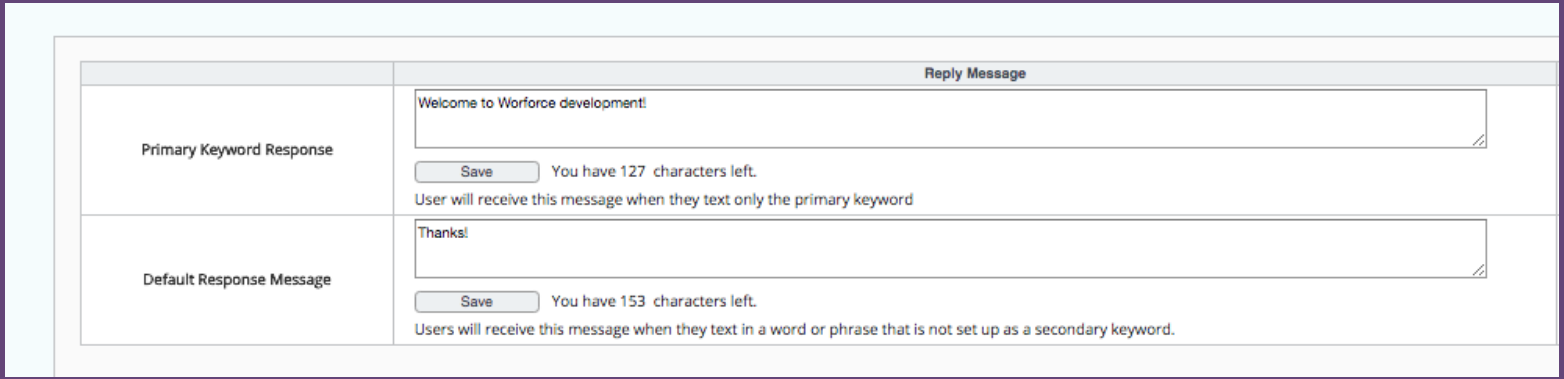
Administration Dashboard

- You **control admin access**
- Your can **assign different levels** of access depending on user's role

Text Messaging Platform

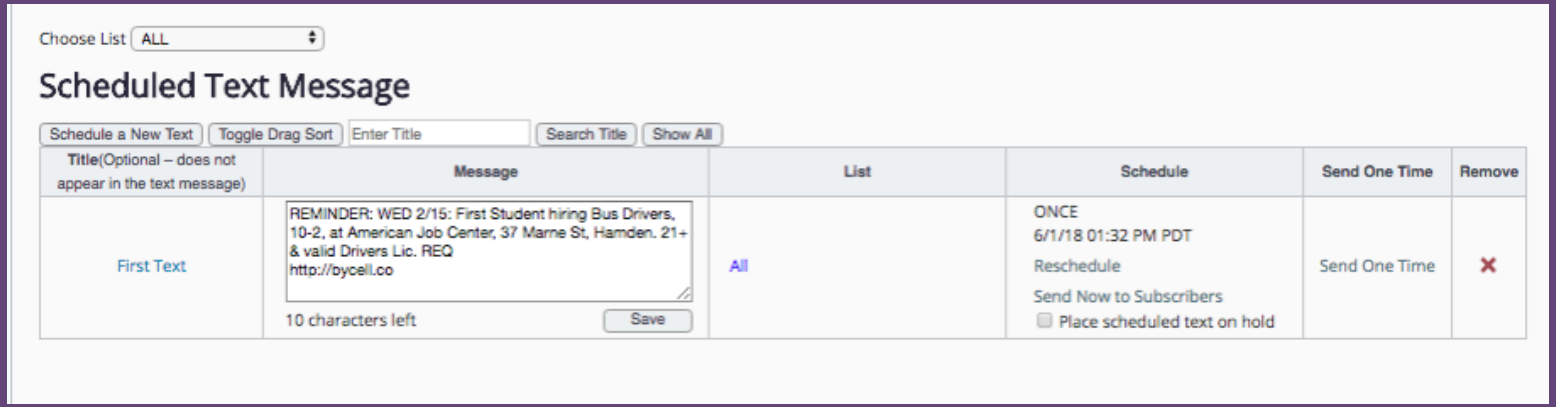
- **Inbound texting** - employees opt in to the lists which apply to their job search
- **Outbound texting** - you push messaging to people in those lists
- **Schedule by calendar date or by sequence** (# days in between messaging)
- **Add a “text chat” feature to have** one-on-one discussions

Inbound Text Messaging

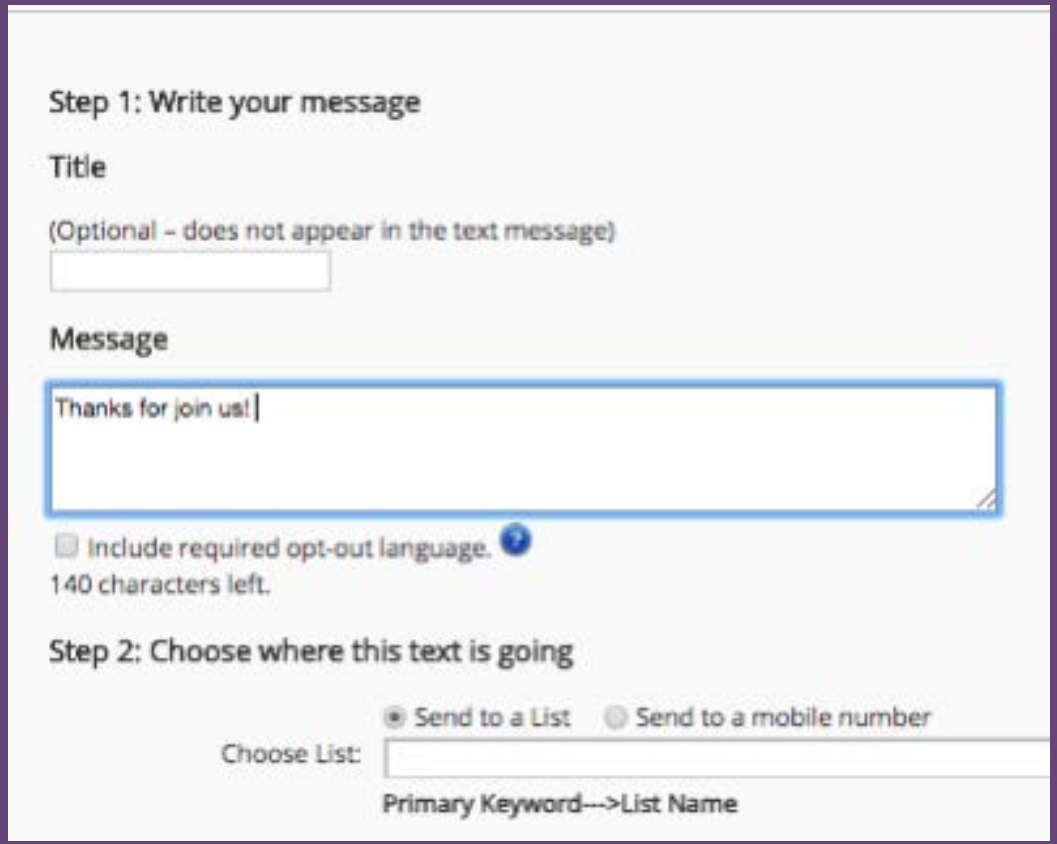


	Reply Message
Primary Keyword Response	Welcome to Worforce development! Save You have 127 characters left. User will receive this message when they text only the primary keyword
Default Response Message	Thanks! Save You have 153 characters left. Users will receive this message when they text in a word or phrase that is not set up as a secondary keyword.

Outbound Text Messaging

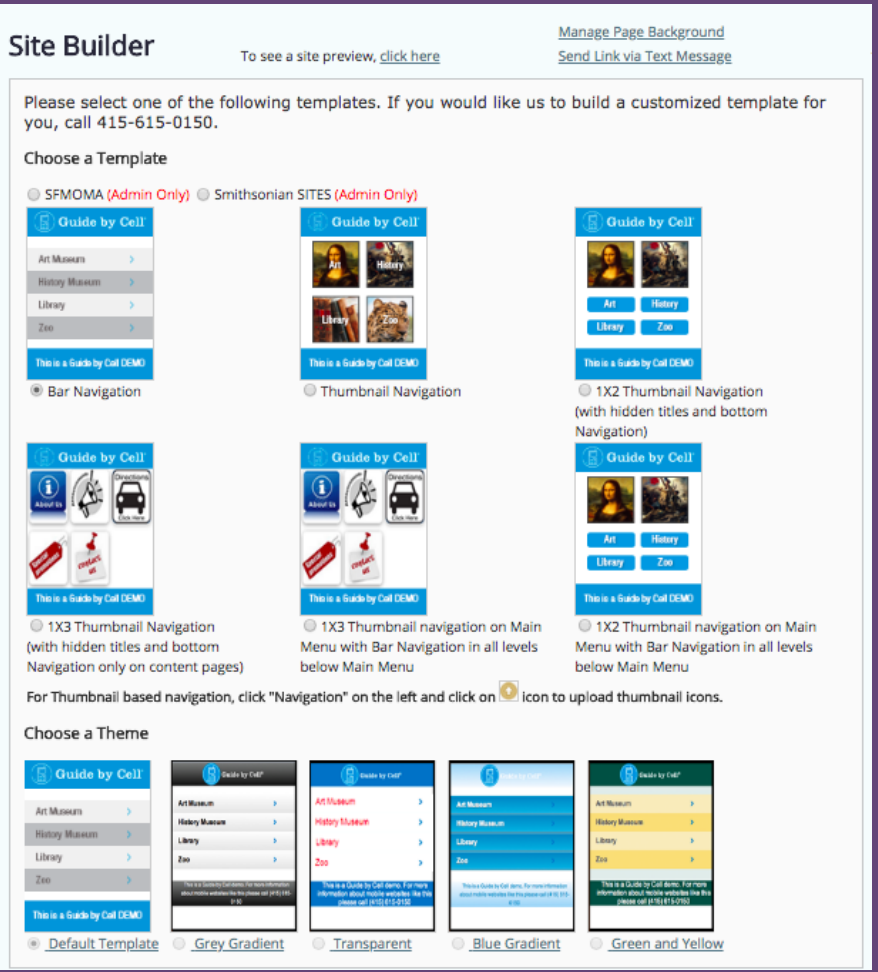


Outbound Text Messaging



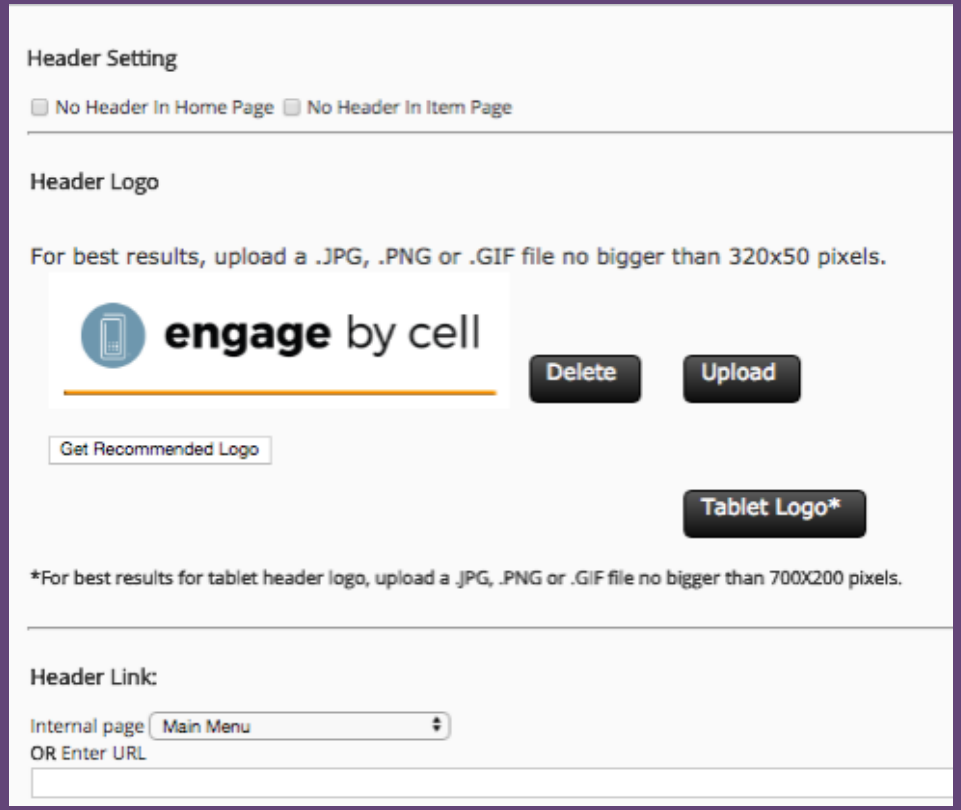
Mobile Web Platform

- **Design the site** to match your branding
- **Build the structure** - categories and pages (like Windows Explorer or a table of contents)
- **Drag-and-drop icons** to build the individual pages - takes minutes to create an engaging interactive mobile page
- **Use text messaging** to send the bit.ly link to that specific page to a specific list

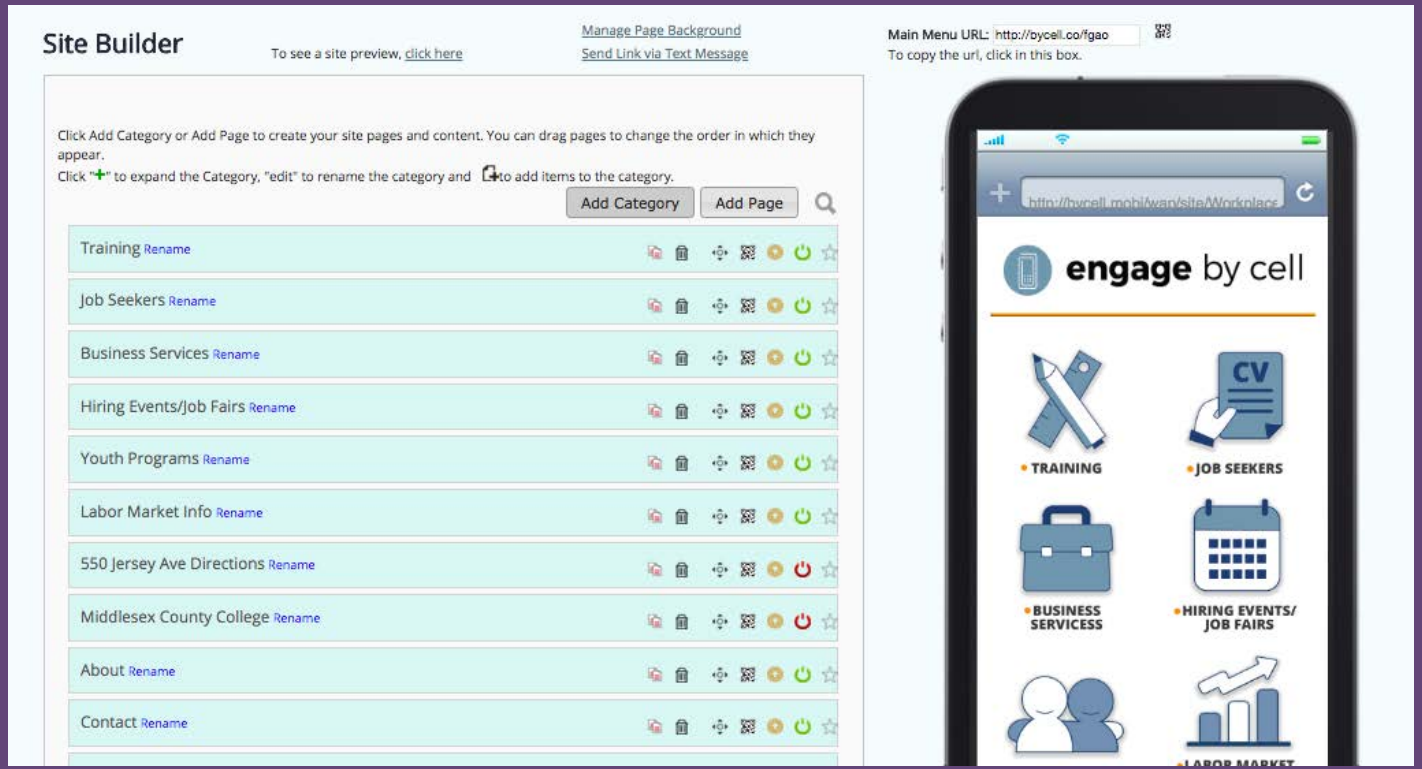


Pick your templates

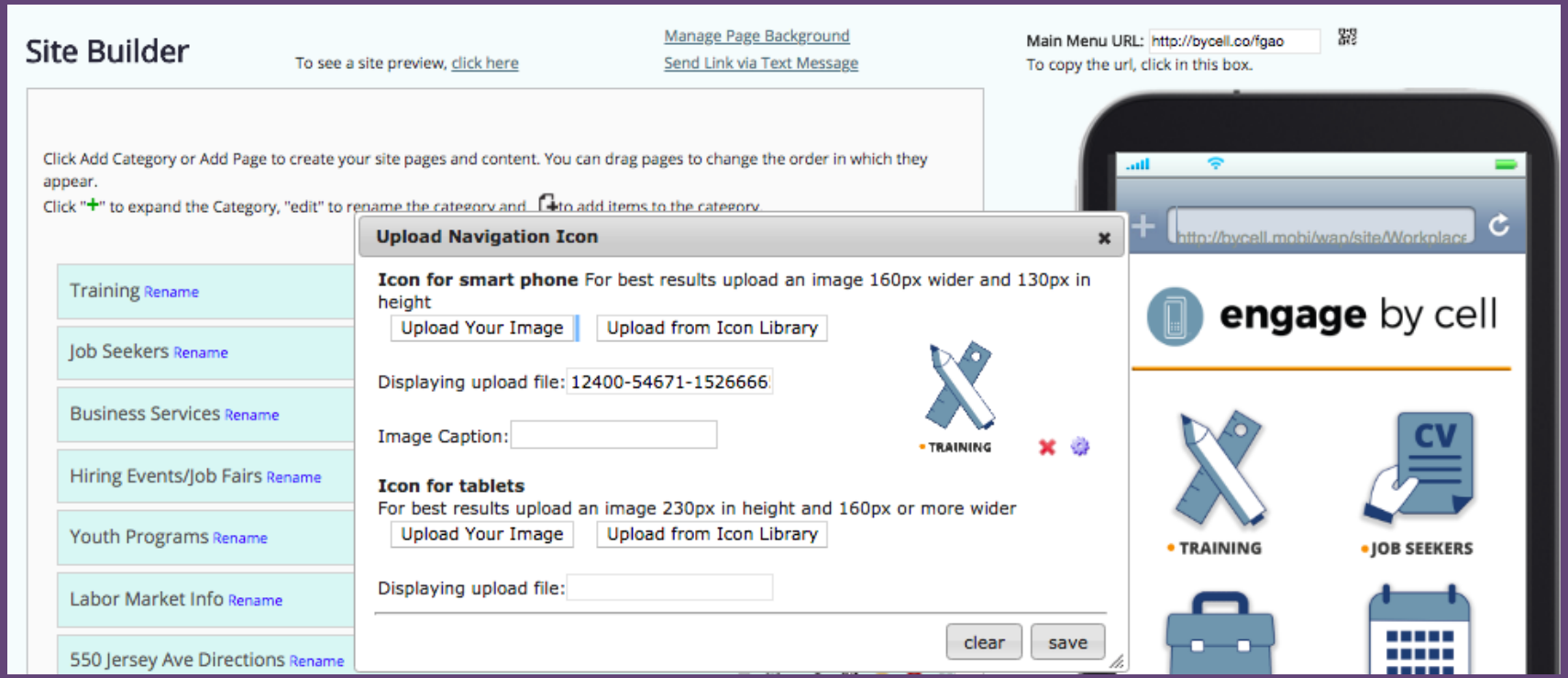
Add your header and footer



Organize your content

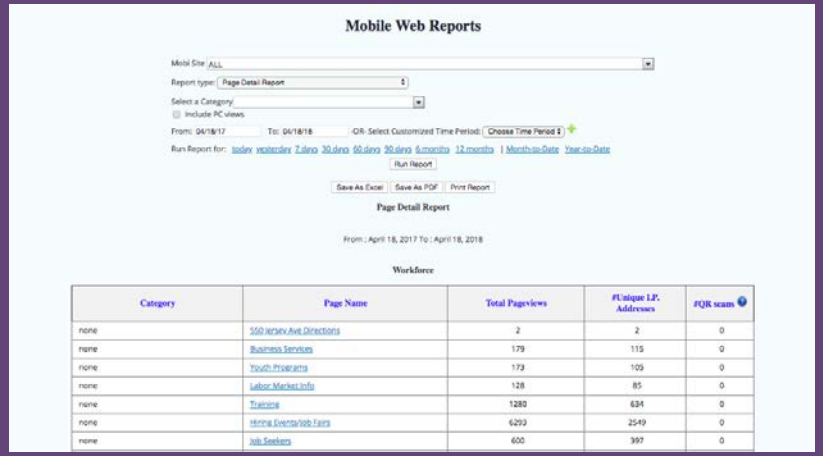


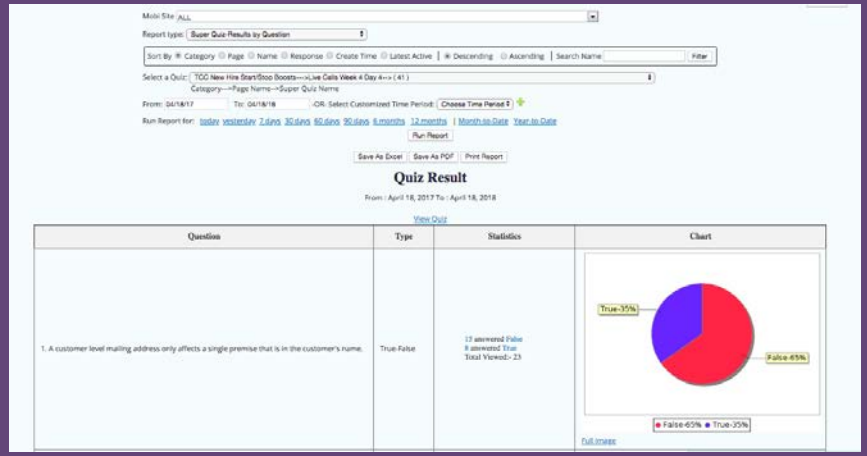
Drag-and-drop icons to build mobile pages



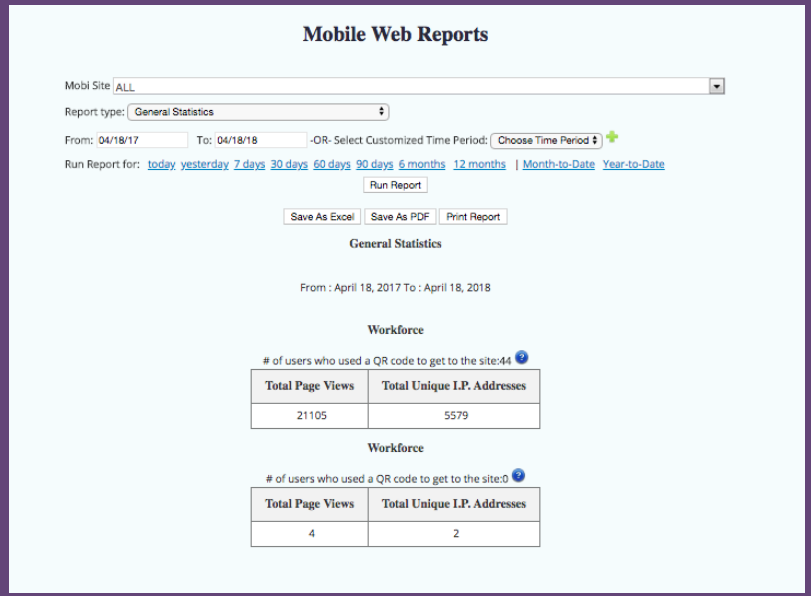
Analytics

- **Never wonder if job seekers are watching your videos,** reading training materials or taking quizzes. We track everything a person does on the site
- **See what time they interacted, what they viewed, how they answered**





Reports



Mobile Web Reports

Mobi Site ALL

Report type: General Statistics

From: 04/18/17 To: 04/18/18 -OR- Select Customized Time Period: Choose Time Period

Run Report for: today yesterday 7 days 30 days 60 days 90 days 6 months 12 months | Month-to-Date Year-to-Date

Run Report

Save As Excel | Save As PDF | Print Report

General Statistics

From : April 18, 2017 To : April 18, 2018

Workforce

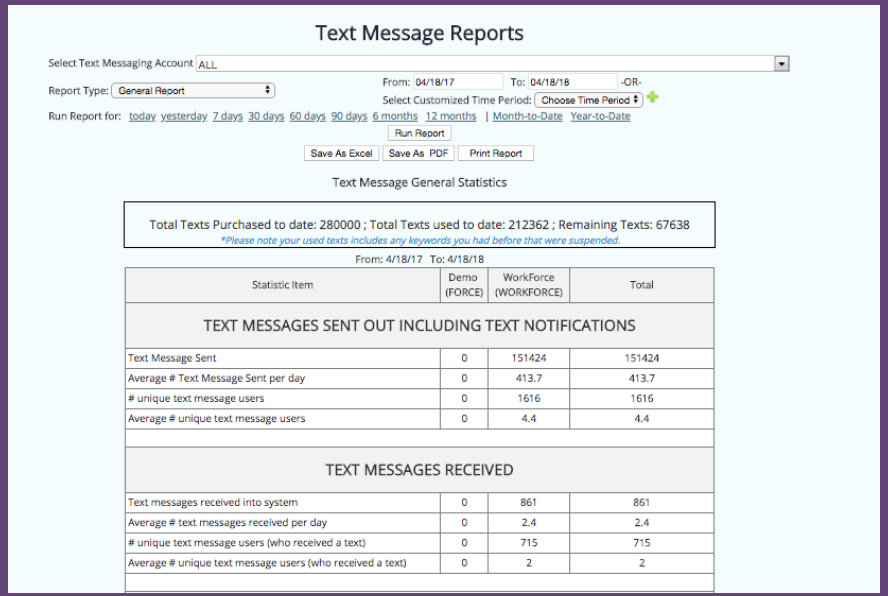
# of users who used a QR code to get to the site:44

Total Page Views	Total Unique I.P. Addresses
21105	5579

Workforce

# of users who used a QR code to get to the site:0

Total Page Views	Total Unique I.P. Addresses
4	2



Text Message Reports

Select Text Messaging Account ALL

Report Type: General Report

From: 04/18/17 To: 04/18/18 -OR-

Select Customized Time Period: Choose Time Period

Run Report for: today yesterday 7 days 30 days 60 days 90 days 6 months 12 months | Month-to-Date Year-to-Date

Run Report

Save As Excel | Save As PDF | Print Report

Text Message General Statistics

Total Texts Purchased to date: 280000 ; Total Texts used to date: 212362 ; Remaining Texts: 67638

**Please note your used texts includes any keywords you had before that were suspended.*

From: 4/18/17 To: 4/18/18

Statistic Item	Demo (FORCE)	WorkForce (WORKFORCE)	Total
TEXT MESSAGES SENT OUT INCLUDING TEXT NOTIFICATIONS			
Text Message Sent	0	151424	151424
Average # Text Message Sent per day	0	413.7	413.7
# unique text message users	0	1616	1616
Average # unique text message users	0	4.4	4.4
TEXT MESSAGES RECEIVED			
Text messages received into system	0	861	861
Average # text messages received per day	0	2.4	2.4
# unique text message users (who received a text)	0	715	715
Average # unique text message users (who received a text)	0	2	2

Thank you

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Thank you

Join us for one of our upcoming webinars:

Tuesday, September 18: “5 Mobile Technologies That Can Improve Donations This Fall”

Tuesday, October 2: “5 Easy Steps for Creating Engaging Games and Scavenger Hunts”

11am PST/2pm EST