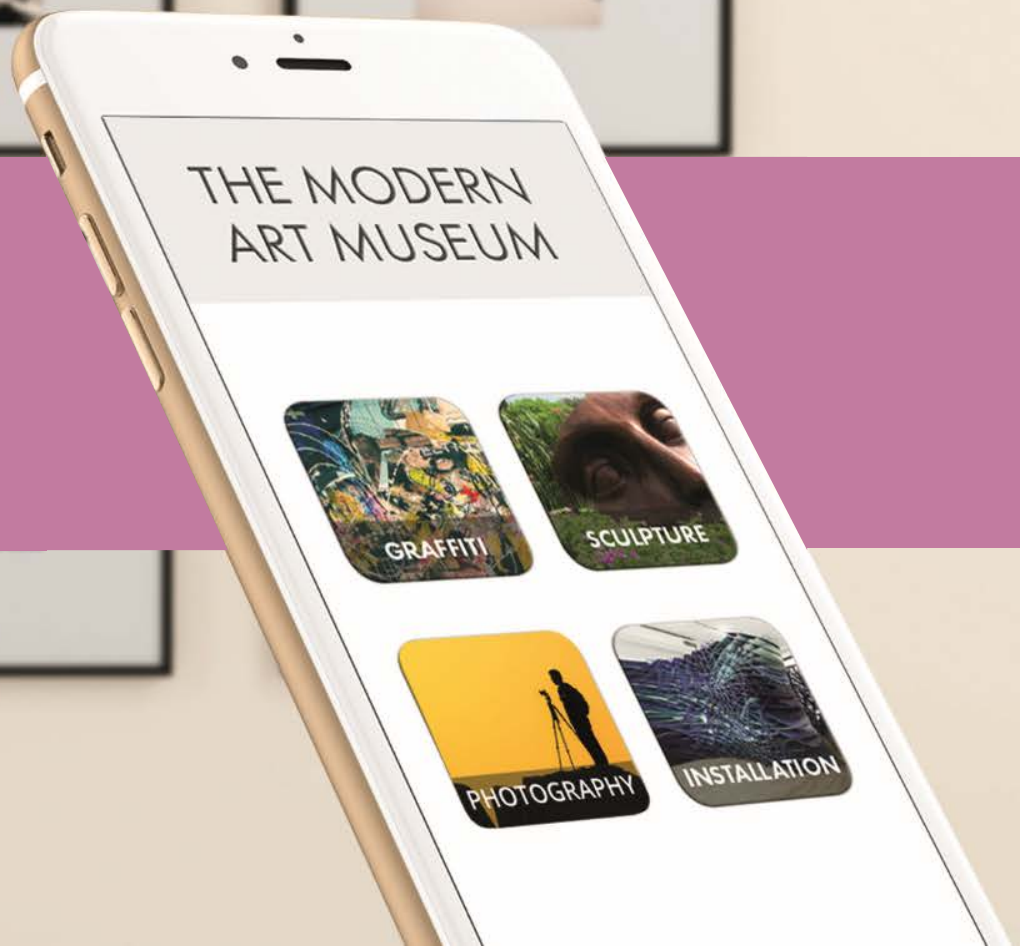


# Using Mobile Polls & Surveys

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
  - Smithsonian



# 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





A close-up photograph of a person's hands holding a smartphone. The person is wearing a brown, ribbed sweater. The phone screen displays a survey or poll interface with text and a progress indicator. The background is blurred, showing a white shirt and dark pants. The overall lighting is warm and soft.

# 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



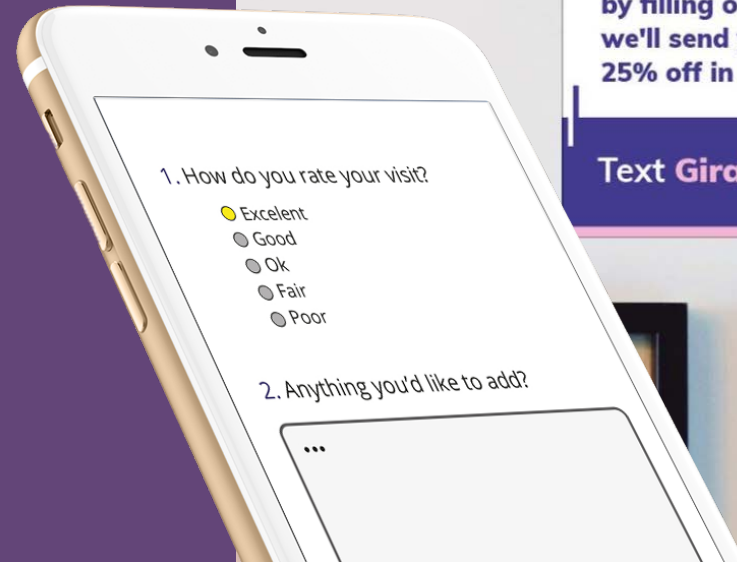
# Types of Feedback

- Audio dial-in
- SMS



# Types of Feedback

- Audio dial-in
- SMS
- Mobile Web



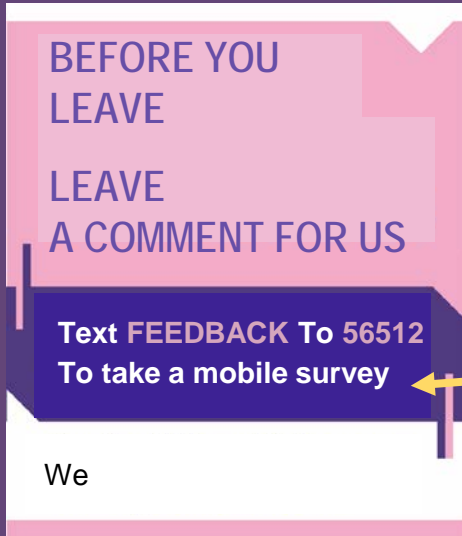
**Give us feedback**  
by filling out our survey and  
we'll send you a coupon for  
25% off in the gift shop

Text **Giraffe** to **56512**

# Uses for Surveys & Polls

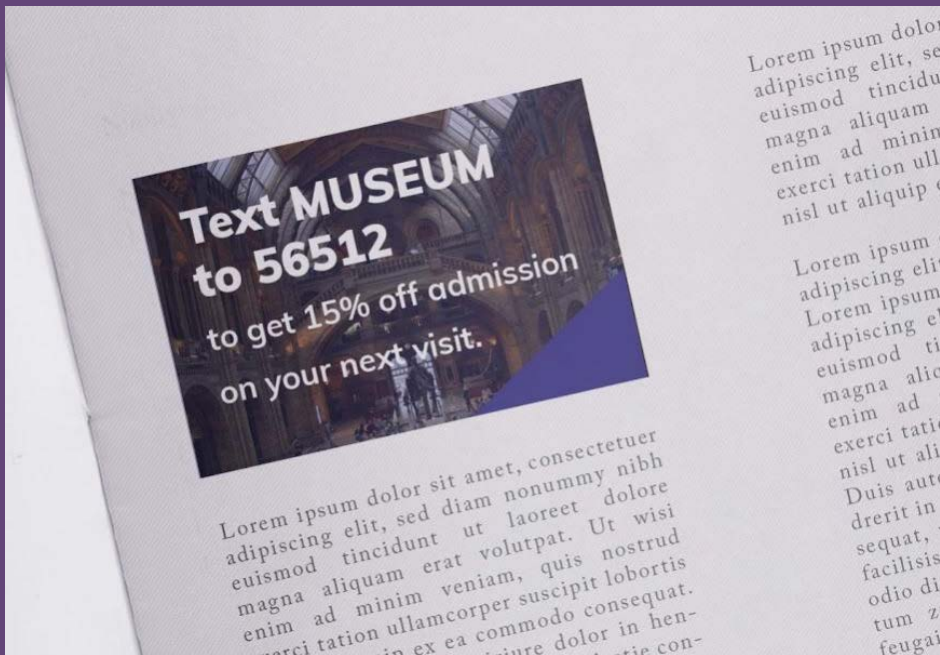


# Visitor Experience



**Appeal to your visitors with signage before they leave.**

# Marketing

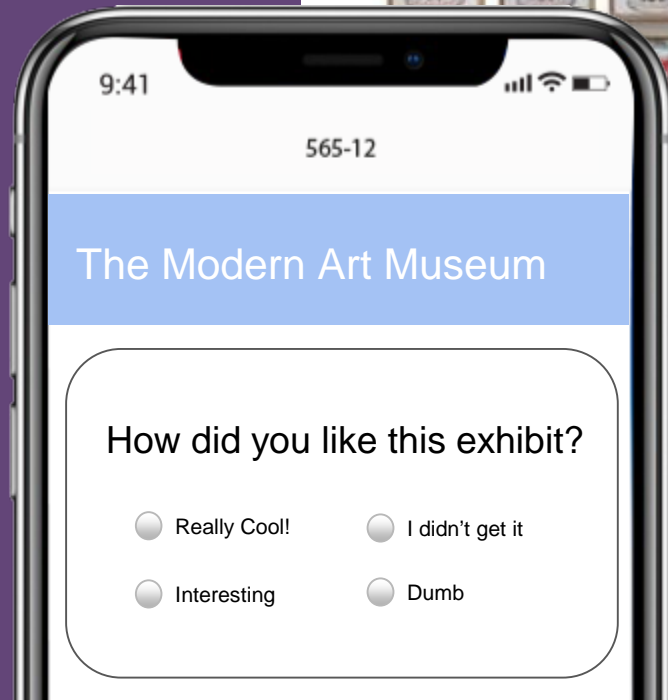


- **Ads** - Reach out to potential visitors in publications relevant to your venue
- **Promotions** - Incentivize people to give feedback by offering discounts or deals
- **Social Media** - Broadcast out to your networks



# Education

- Collect feedback on a particular exhibit.



**Give us feedback**  
by filling out our survey and  
we'll send you a coupon for  
25% off in the gift shop

Text SOUP to 56512

# Membership



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



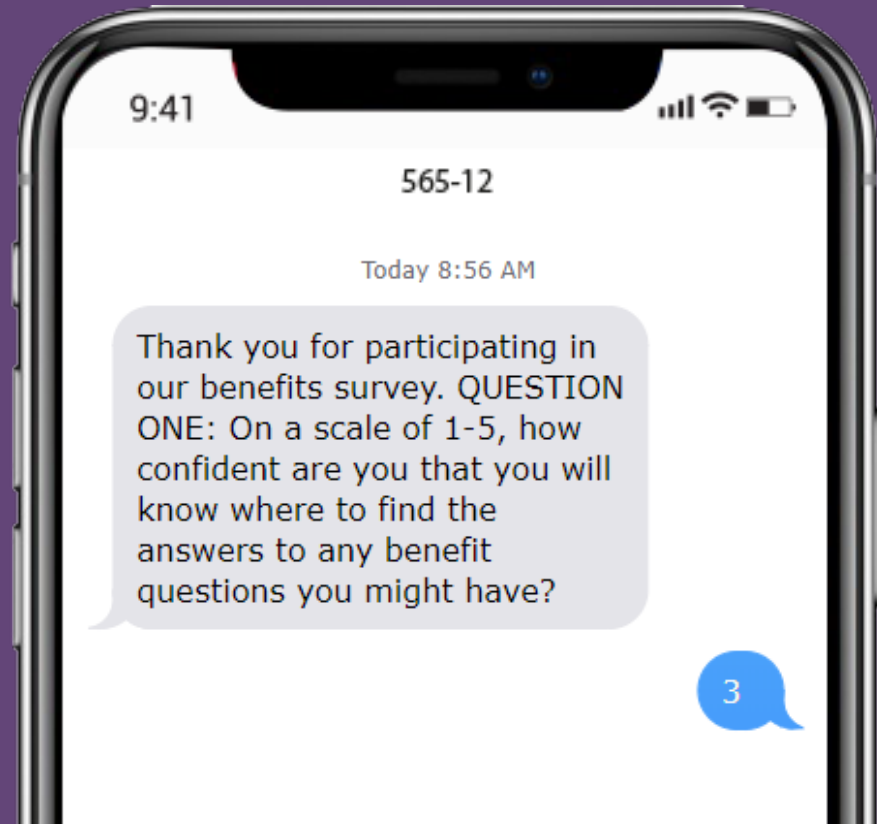
# Development

- 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 #

1 2

Add one new item number

Add multiple items

Delete Selected Items

Best Practices

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 <input type="checkbox"/>	Item#	Title	Audio Status	Manage Audio Content*	Admin Content
	888888	Welcome Greeting	Live		
	999999	Feedback Greeting			
<input type="checkbox"/>	1	Introduction	On Hold		
<input type="checkbox"/>	2	item two	On Hold		
<input type="checkbox"/>	3	item3	On Hold		
<input type="checkbox"/>	4	item4	On Hold		
<input type="checkbox"/>	5	Item5	On Hold		
<input type="checkbox"/>	6	item6	On Hold		
<input type="checkbox"/>	7	item 7	On Hold		
<input type="checkbox"/>	8	Intro panel	Live		
<input type="checkbox"/>	9	item 9	Live		

### Create New User ✕

Role **Administrator** ▼

First Name

Last Name

Email Address   
eg. text@guidebycell.com

Web Password   
Web password must be at least 8 characters. A strong password should contain both upper and lower case letters, numbers, and special characters(like @,#,\$).

Confirm Web Password

Phone Recording ID   
must be 6 numbers

Recording Password   
Recording Password must be between 2-6 numbers

Confirm Recording Password

Phone Recording Items  All Items  Specific Items

---

Select what services this user can see

Text Message

Audio

Mobile Web

Add to GBC Email blast(Admin Only)

Mobile Give

Mobile Donate

Screencasting

...

# 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	<p>Welcome to Worforce development!</p> <p><input type="button" value="Save"/> You have 127 characters left.</p> <p>User will receive this message when they text only the primary keyword</p>
Default Response Message	<p>Thanks!</p> <p><input type="button" value="Save"/> You have 153 characters left.</p> <p>Users will receive this message when they text in a word or phrase that is not set up as a secondary keyword.</p>

# Outbound Text Messaging

Choose List ALL 

## Scheduled Text Message

Schedule a New Text Toggle Drag Sort  Search Title Show All

Title(Optional – does not appear in the text message)	Message	List	Schedule	Send One Time	Remove
First Text	REMINDER: WED 2/15: First Student hiring Bus Drivers, 10-2, at American Job Center, 37 Marne St, Hamden. 21+ & valid Drivers Lic. REQ <a href="http://bycell.co">http://bycell.co</a> 10 characters left <span>Save</span>	All	ONCE 6/1/18 01:32 PM PDT Reschedule Send Now to Subscribers <input type="checkbox"/> Place scheduled text on hold	Send One Time	

# Outbound Text Messaging

## Step 1: Write your message

### Title

(Optional - does not appear in the text message)

### Message

Thanks for join us! |

Include required opt-out language. 

140 characters left.

## Step 2: Choose where this text is going

Send to a List  Send to a mobile number

Choose List:

Primary Keyword-->List Name

# 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

## Site Builder

To see a site preview, [click here](#)

[Manage Page Background](#)

[Send Link via Text Message](#)

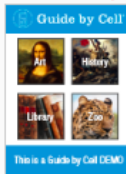
Please select one of the following templates. If you would like us to build a customized template for you, call 415-615-0150.

### Choose a Template

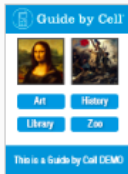
- SFMOMA (Admin Only)  Smithsonian SITES (Admin Only)



- Bar Navigation



- Thumbnail Navigation



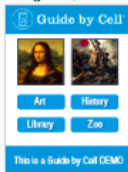
- 1X2 Thumbnail Navigation  
(with hidden titles and bottom Navigation)



- 1X3 Thumbnail Navigation  
(with hidden titles and bottom Navigation only on content pages)



- 1X3 Thumbnail navigation on Main Menu with Bar Navigation in all levels below Main Menu



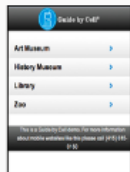
- 1X2 Thumbnail navigation on Main Menu with Bar Navigation in all levels below Main Menu

For Thumbnail based navigation, click "Navigation" on the left and click on  icon to upload thumbnail icons.

### Choose a Theme



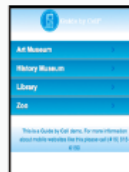
- Default Template



- Grey Gradient



- Transparent



- Blue Gradient



- Green and Yellow

# Pick your templates

# Add your header and footer


**Header Setting**

No Header In Home Page  No Header In Item Page

---

**Header Logo**

For best results, upload a .JPG, .PNG or .GIF file no bigger than 320x50 pixels.

The logo for 'engage by cell' features a blue circular icon with a white smartphone silhouette on the left, followed by the text 'engage by cell' in a bold, black, sans-serif font. A thin orange horizontal line is positioned below the text.

\*For best results for tablet header logo, upload a .JPG, .PNG or .GIF file no bigger than 700X200 pixels.

---

**Header Link:**

Internal page:

OR Enter URL

# Organize your content

## Site Builder

To see a site preview, [click here](#)

[Manage Page Background](#)  
[Send Link via Text Message](#)

Main Menu URL:    
To copy the url, click in this box.

Click Add Category or Add Page to create your site pages and content. You can drag pages to change the order in which they appear.  
Click "+" to expand the Category, "edit" to rename the category and to add items to the category.

[Add Category](#) [Add Page](#)

Training <a href="#">Rename</a>							
Job Seekers <a href="#">Rename</a>							
Business Services <a href="#">Rename</a>							
Hiring Events/Job Fairs <a href="#">Rename</a>							
Youth Programs <a href="#">Rename</a>							
Labor Market Info <a href="#">Rename</a>							
550 Jersey Ave Directions <a href="#">Rename</a>							
Middlesex County College <a href="#">Rename</a>							
About <a href="#">Rename</a>							
Contact <a href="#">Rename</a>							

# Drag-and-drop icons to build mobile pages

**Site Builder** [To see a site preview, click here](#) [Manage Page Background](#) [Send Link via Text Message](#) Main Menu URL:

To copy the url, click in this box.

Click Add Category or Add Page to create your site pages and content. You can drag pages to change the order in which they appear.  
Click "+" to expand the Category, "edit" to rename the category and to add items to the category.

Training [Rename](#)

Job Seekers [Rename](#)

Business Services [Rename](#)

Hiring Events/Job Fairs [Rename](#)

Youth Programs [Rename](#)

Labor Market Info [Rename](#)




550 Jersey Ave Directions [Rename](#)

### Upload Navigation Icon

**Icon for smart phone** For best results upload an image 160px wider and 130px in height

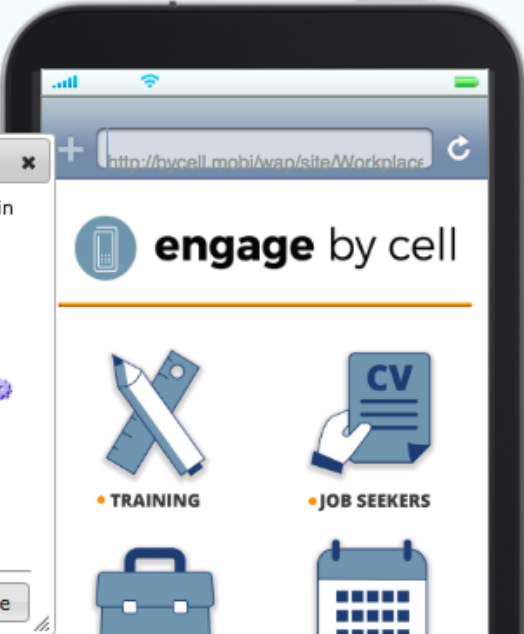
Displaying upload file:

Image Caption:


 **TRAINING**  


**Icon for tablets**  
For best results upload an image 230px in height and 160px or more wider


Displaying upload file:




engage by cell

 **TRAINING**

 **JOB SEEKERS**







# 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**

**Mobile Web Reports**

Mobile Site: ALL

Report type: Page Detail Report

Select a Category:

Include PC views

From: 04/18/17 To: 04/18/18 OR: Select Customized Time Period: [Choose Time Period](#)

Run Report for: [today](#) [yesterday](#) [2 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](#)

**Page Detail Report**

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

**Workforce**

Category	Page Name	Total Pageviews	#Unique IP Addresses	FQR scans
none	550-Interview-Directions	2	2	0
none	Business-Services	179	115	0
none	Youth-Programs	173	109	0
none	Labor-MarketInfo	128	85	0
none	Training	1280	834	0
none	Virtual-Events/Job-Fairs	6293	2549	0
none	Job-Seekers	600	397	0

Mobile Site: ALL

Report type: Super Quiz Results by Question

Sort By:  Category  Page  Name  Response  Create Time  Latest Active  Descending  Ascending | Search Name:  Filter

Select a Quiz: [TOD New Hire Start/Stop Boosts--Live Calls View 4 Day 4 \(4\)](#)

Category:  Page Name:  Super Quiz Name

From: 04/18/17 To: 04/18/18 OR: Select Customized Time Period: [Choose Time Period](#)

Run Report for: [today](#) [yesterday](#) [2 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](#)

**Quiz Result**

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

[View Quiz](#)

Question	Type	Statistics	Chart
1. A customer-level mailing address only affects a single premise that is in the customer's name.	True/False	11 answered False 8 answered True Total Viewed--23	<p>True-35% False-65%</p> <p>Legend: True-35% False-65%</p>

Full Access

# Reports

## Mobile Web Reports

Mobi Site:

Report type:

From:  To:  -OR- Select Customized 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](#)

### 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:

Report Type:

From:  To:  -OR-  
Select Customized 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](#)

### 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.*

Statistic Item	From: 4/18/17 To: 4/18/18		Total
	Demo (FORCE)	WorkForce (WORKFORCE)	
<b>TEXT MESSAGES SENT OUT INCLUDING TEXT NOTIFICATIONS</b>			
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
<b>TEXT MESSAGES RECEIVED</b>			
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

**Dave Asheim**

**dave@guidebycell.com**

**Patty Ruland**

**patty@guidebycell.com**

# 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**