

SMARTER BUSINESS DECISIONS



	TRADITIONAL SURVEY	ACTIVITY-BASED INSIGHT
On-line questionnaire	YES	YES
Qualitative feedback	YES	YES
Time and resource-efficient framework	NO	YES
Comparable over time & place	NO	YES
Needs no translation to improve efforts	NO	YES
Compare internal and external experience	NO	YES
Activity alignment to the brand promise	NO	YES
Importance versa performance	NO	YES
Compatible with standards and management	NO	YES