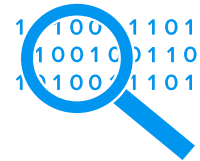


Data integrity

Data you can trust

- ▶ Screen out bad data with real-time validation checks + advanced anomaly detection
- ▶ Go beyond checking IP addresses to stop gaming with proprietary digital identification technology
- ▶ Identify + quarantine outliers so you can investigate suspicious activity



When you're using CX data to make decisions that impact every level of your organization, you need to be sure the information you're getting is reliable. With SMG's data integrity technology, you get the cleanest, most trustworthy data — in real time — so you can make better business decisions with more confidence.

Whether it's employees trying to influence scores or customers trying to get their hands on extra incentives, bad data is going to happen. It's how you counter it that matters. Most data integrity efforts either delay reporting until after the data has been checked, making your insights less timely, or publish all of the data at once, leaving decision-makers vulnerable to faulty information.

Our data integrity technology combines real-time validation checks and data anomaly detection to screen out bad data at every stage of the survey process, so you can get data you can count on — when you need it.

Real-time validation checks

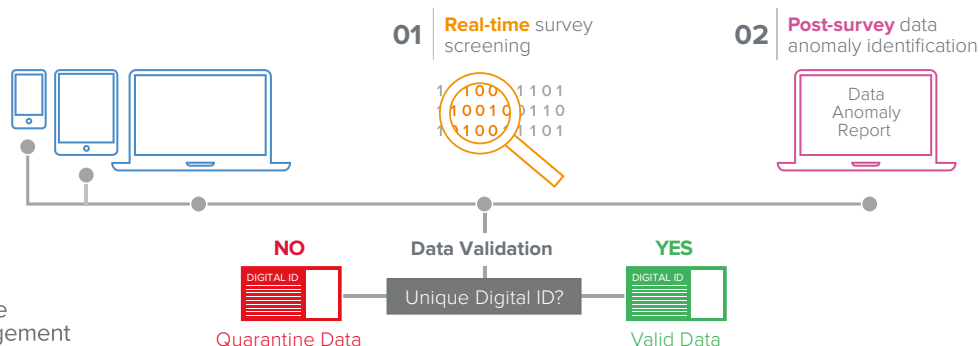
Everyone checks cookies and IP addresses to identify and filter out people trying to game the system. Unfortunately, those people are well aware of this safeguard—and they know how to get around it, too.

That's why, in addition to these foundational steps, SMG developed proprietary digital identification technology that goes far beyond flagging identical IP addresses by assigning a digital ID to every device used to take your survey. This digital ID is completely unique and allows us to filter out data from duplicate digital IDs—in real time. This is the most powerful way to screen out fraudulent data, and it can only be provided by SMG. >>

SMG's data integrity technology

takes a multi-pronged approach to ensure only real, authentic customer responses are reported. With real-time validation checks and advanced data anomaly detection, we're able to screen out bad data at every stage of the survey process.

SMG's data integrity technology ensures clean data during and after the survey



And that's just one of more than 30 validation checks happening during the survey. Our real-time screening also automatically checks for other common indicators of suspicious activity, including:

- Incomplete responses
- Surveys taken by employees or respondents trying to hide their identity
- Responses with invalid invitation codes or store identifiers
- Outside-of-date-range surveys
- Time-outs or distracted respondents speeding through questions

Data anomaly detection

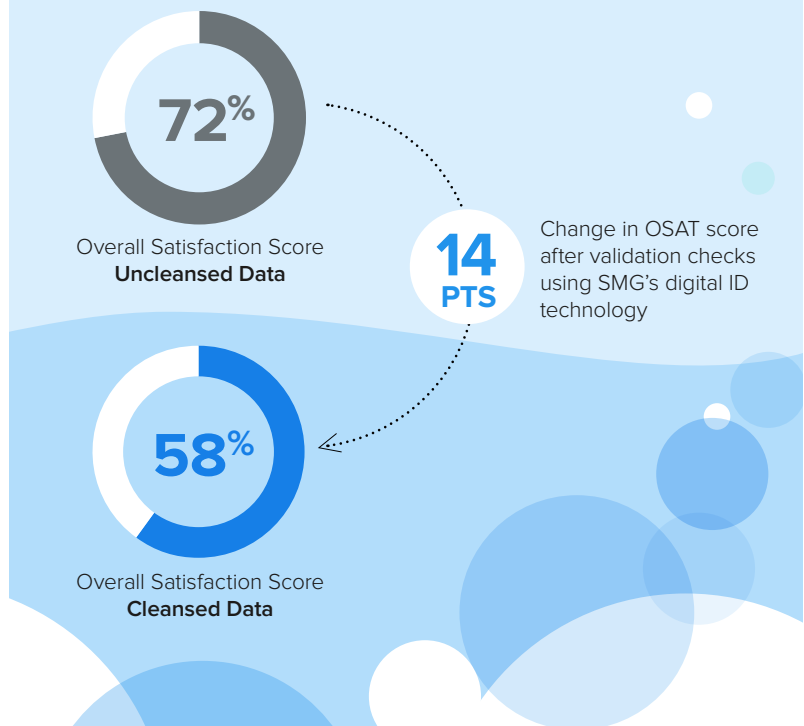
At the end of each client's data collection period, all survey attempts are automatically analyzed for anomalies. The process reviews the raw survey data and responses, summarizes trends and patterns, and identifies any exceptions and outliers for further investigation. Some of the many anomalies we search for include:

- Statistically improbable changes in scores or response counts
- High number of duplicate attempts
- Typical fraudulent indicators (all perfect scores, not leaving open-ended comments, etc.)

Based on the number and severity of the anomalies, locations are assigned a Suspicious Activity Index score. The higher the score, the higher the likelihood that score manipulation is occurring. For locations that are high on that list, SMG collaborates with clients on actions to investigate location-level attempts to influence results. If our checks indicate this is happening in your organization, we'll share our best practices for addressing fraudulent activities.

Clean data delivers accurate insights

In these Overall Satisfaction scores for one location, SMG's clean data paints a much more accurate picture of the customer experience.



Bad data comes from all directions, and the people trying to benefit are always looking for new ways to beat the system. At SMG, we know how integral reliable data is to your customer measurement program, and we're constantly innovating and updating our best practices to help you stay one step ahead.

To learn how SMG's data integrity process gives you the cleanest, most reliable data, visit smg.com/contactus.



About Service Management Group

SMG inspires experiences that improve people's lives. We are a catalyst for change, providing actionable customer, patient, and employee insights that boost loyalty and drive business outcomes. Our unique model puts a dual focus on platform technology and professional services—making it easier to collect, analyze, and share feedback and behavioral data across the enterprise. To learn more about our customer experience management, employee experience, and brand research solutions, visit www.smg.com.