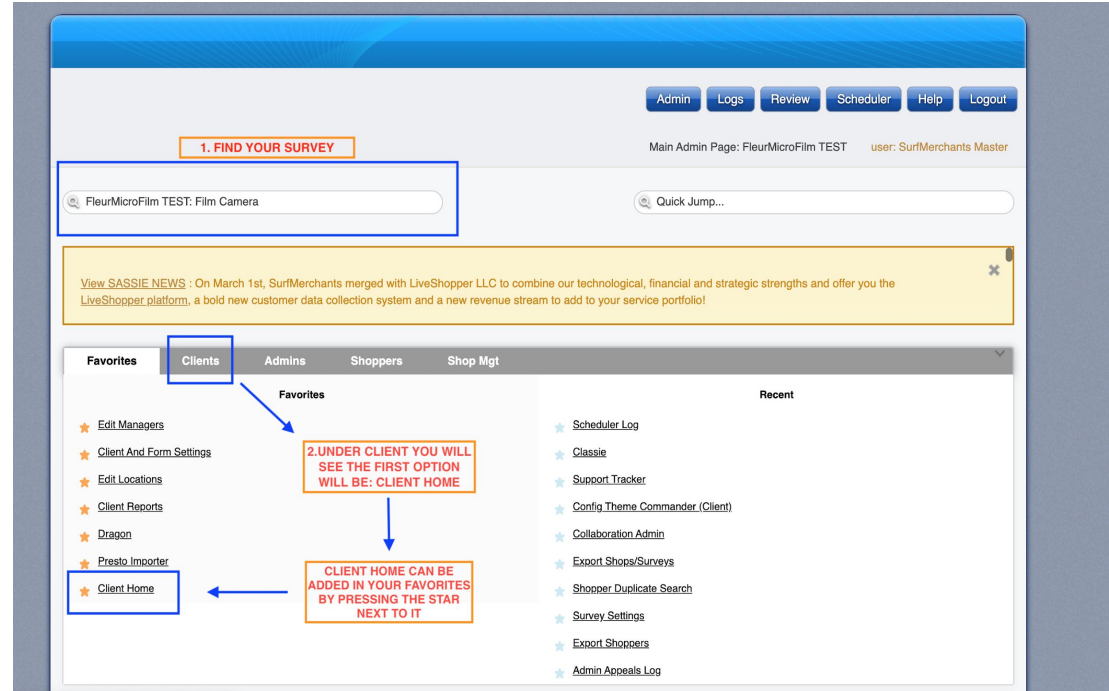# Dragon

2020 EDITION

Dragon Home Page

HOW TO GET TO HOME PAGE?

A. Admin Page
- Select Client/ Survey
- Example: FleurMicroFilm TEST: Film Camera

B. Client Tab
- Home Page
- Client Home can be added as a favorite by clicking the start next to it- To show next time in the first tab that shows Favorites
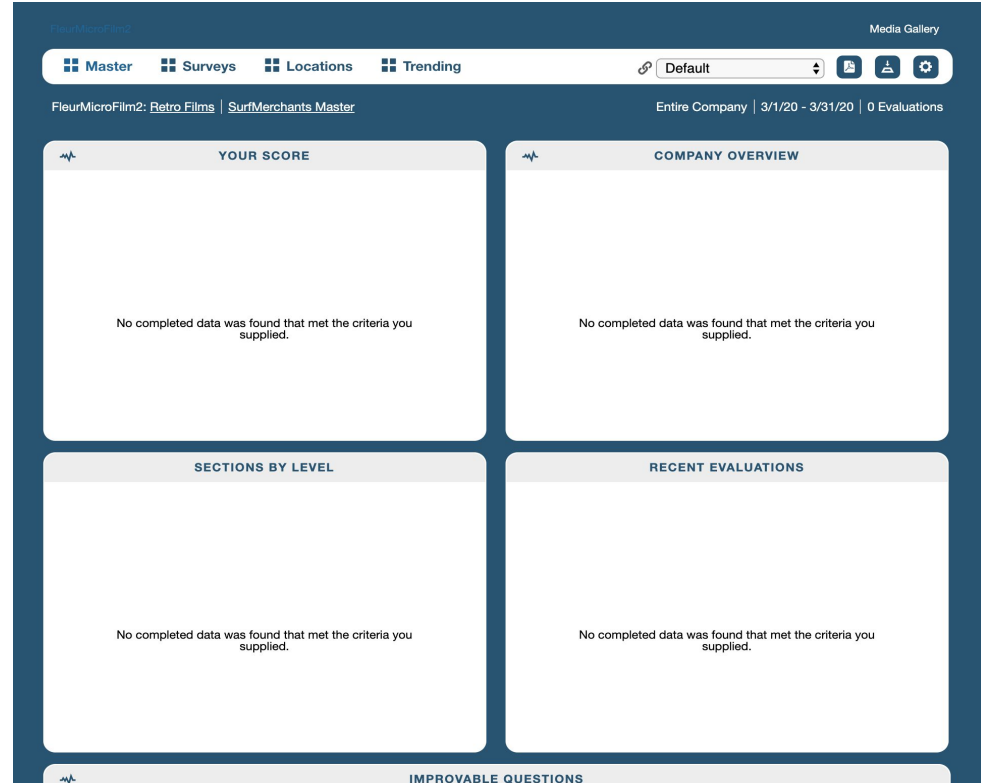
DRAGON HOME PAGE

First Things First :

In order to find information in your Client Home Page you will need you will need to:
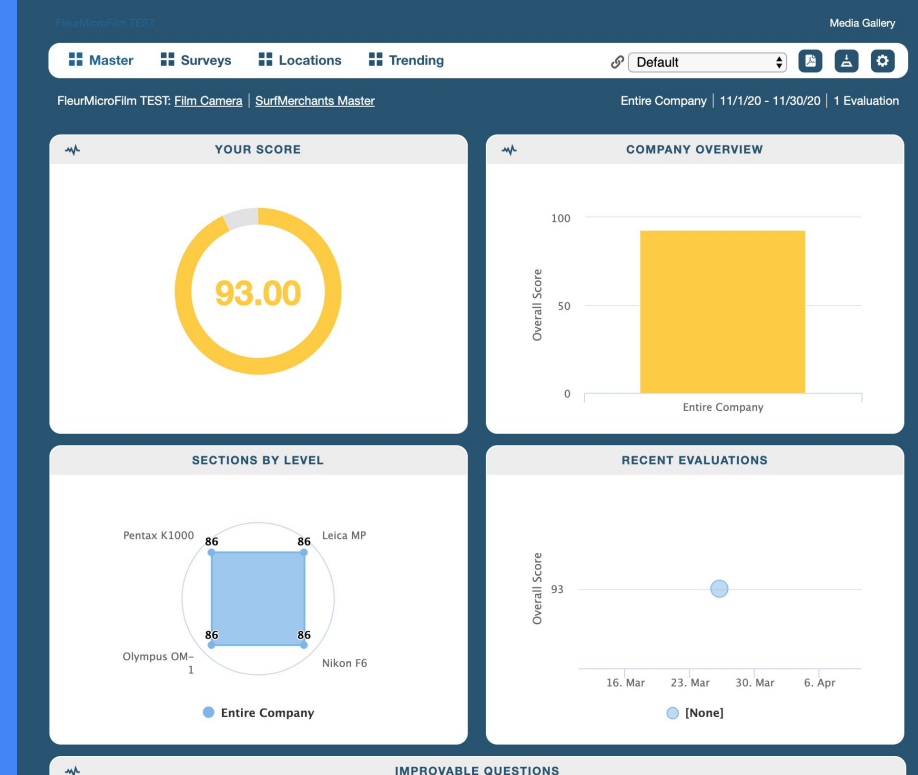
★ Have Client Set Up
★ Create Survey & Approved
★ Finalized Survey

If you need more information on how to complete these steps please visit

SASSIE 101 Documentation

WELCOME TO HOME PAGE!

LAYOUT INFORMATION

➔ **Tabs**

➔ **Custom View**

Default

● Customize view for your Client Dashboard. This will allow you to edit the way the page is setup

➔ **PDF**

● Only the view owner can do this.
Every manager who receives a PDF
will only see data appropriate to their level access.

➔ **Download Dragon Dashboard App**

● Set up for Dragon mobile app on the Go. You will receive a code for your specific device.

➔ **Filters**

● Search by (Date: From- To) or (Level: Entire Company, Region, District or Location).
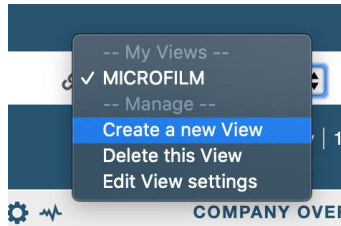
DRAGON DASHBOARD

HOME PAGE: EDIT CLIENT DASHBOARD

- **To Customize the Client Dashboard:**
  - ➔ 1. Go to the dropdown that says (Default)

    Default ▾

  - ➔ 2. Select (Create a new View)

    -- My Views --
    ✓ MICROFILM
    -- Manage --
    Create a new View
    Delete this View
    Edit View settings

    COMPANY OVER

  - ➔ 3. A pop-up window will appear called (New View)

    On (New View) you can decide if you would like to create a copy of the widgets position or edit according to your clients needs
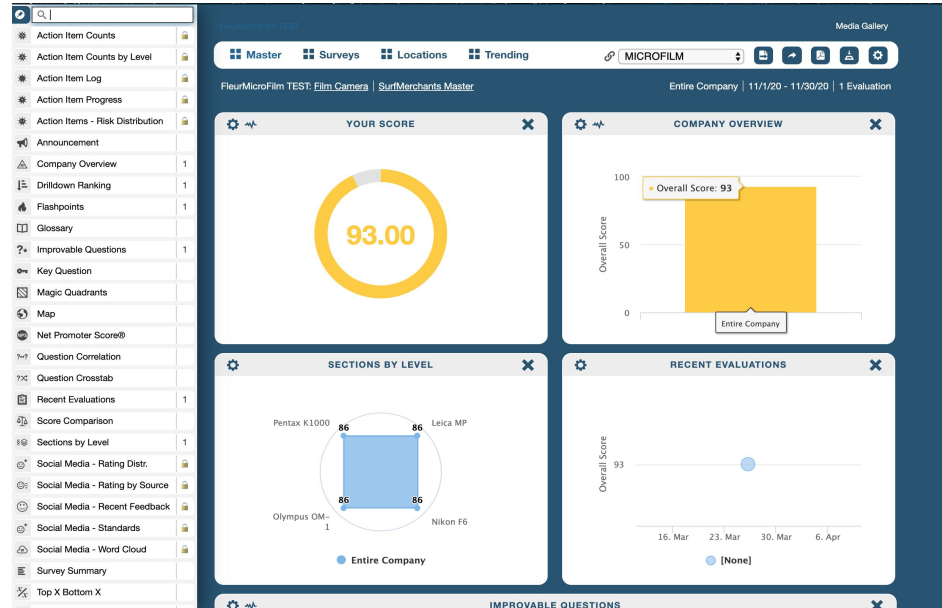
    New View
    View name:
    [ ]

    Widgets:
    ○ Create a copy of the current view
    ○ Create an empty view
    ○ Import using an export code
    [ ]

    Default Survey:
    Film Camera ▾

    ☐ Make this the default view for Master
    [Create] [Cancel]

  - ➔ 4. After saving settings for the (New View) you will get an icon like this (+) on the top left corner. This will allow you to select the types of Widgets that you want to display

DRAGON WIDGETS

★ *Widgets are elements on the screen that provide data, usually a graph or a table*
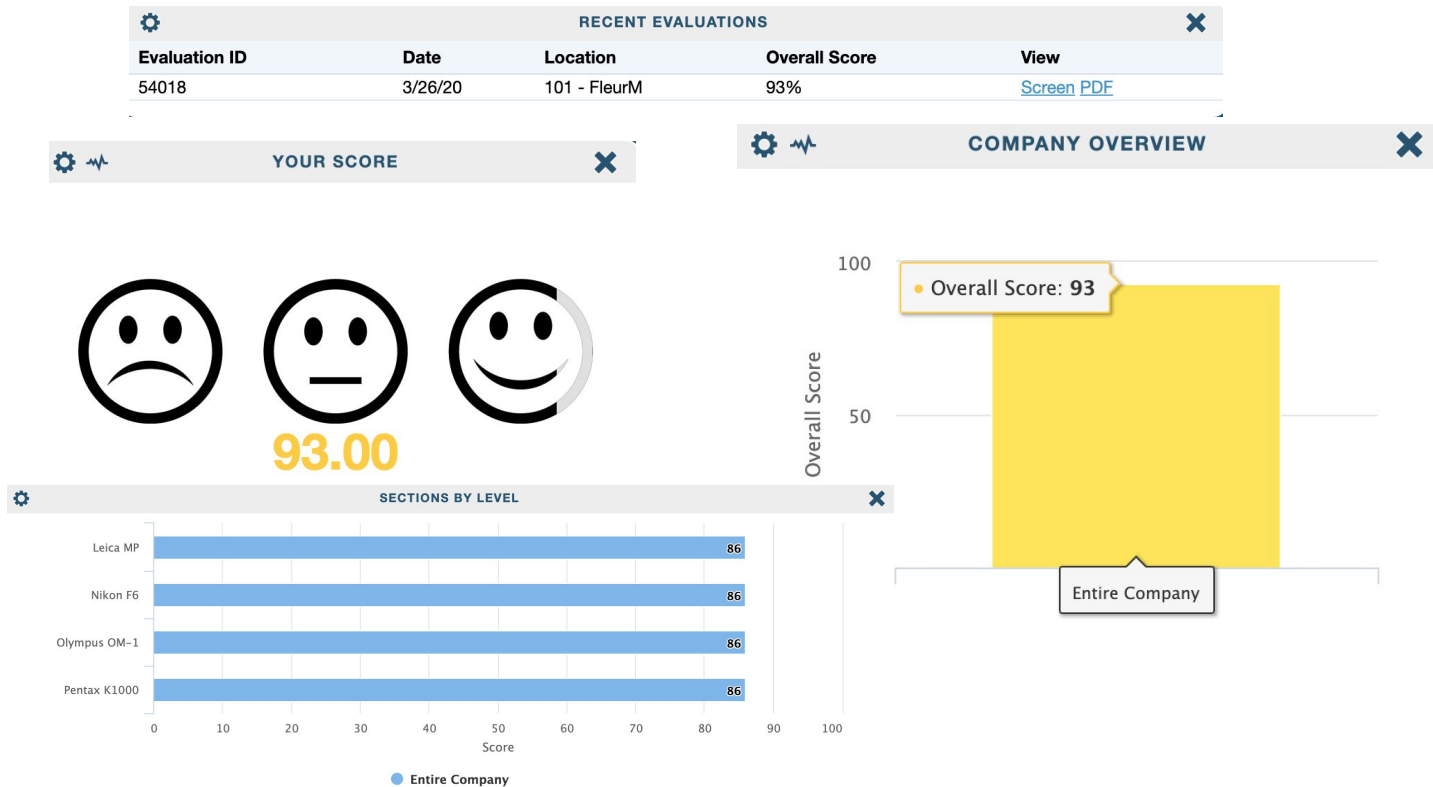
DRAGON WIDGET SETTINGS

⚙️ **SETTINGS**

★ You can add widgets to any view you can edit. You can tell that you can edit a view when you can see the config gear in the top left hand corner of the widgets. If you do not see the gear, make a new view and then you can edit the widgets and their settings.

WIDGET SETTING INTERFACE

WIDGET SETTINGS

★ In the widget settings you can see all settings categories are immediately visible and expandable.
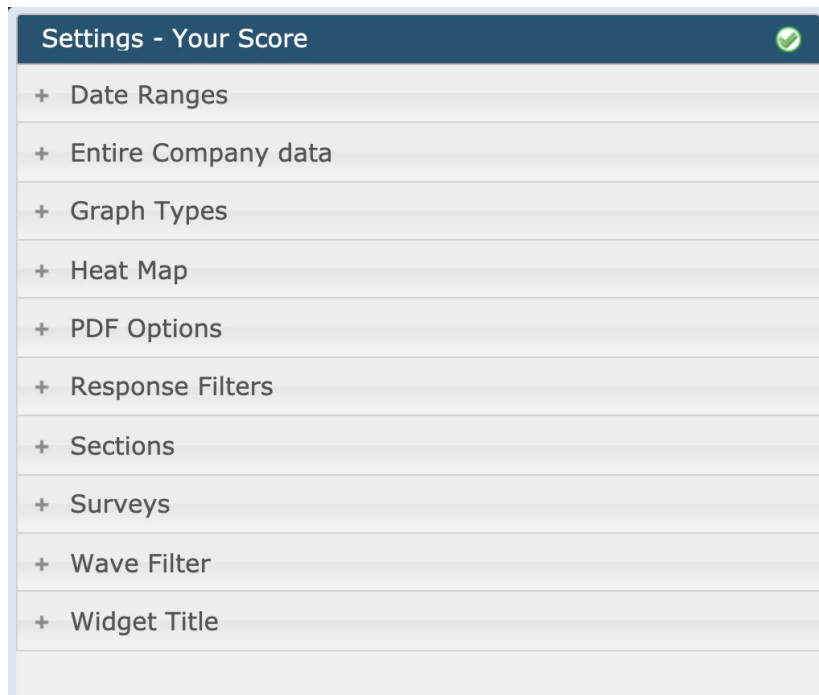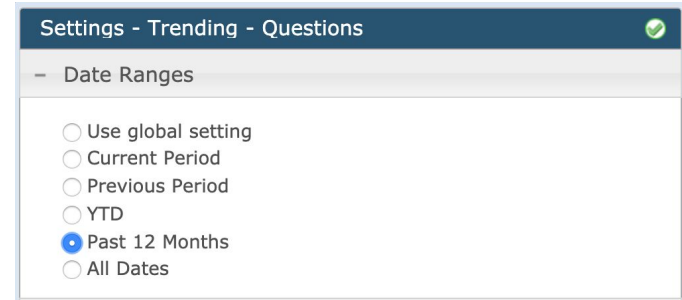
WIDGET SETTING: DATE RANGES

Date ranges allows you to see on the widget displayed, the information that you want from an specific date, previous years to see current status of data or trends. You can Specify in your search if you want:

- ★ Current Period (Example: March 2020)
- ★ Previous Period (Example: Feb 2020)
- ★ YTD (Example: Jan - Mar 2020)
- ★ Past 12 Months
- ★ All Dates

Example: Last 12 Months
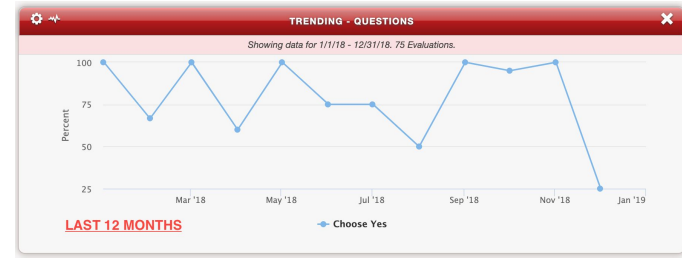
WIDGET SETTING: GRAPH TYPES

Graph Type allows you to customize the appearance of your widget.

➢ Example: Half-Circle

WIDGET SETTING: GRAPH TYPES

Speedometer
Points to the score. Speedometer icon is display by colors (Green, Yellow, Orange and Red). Its marking the yellow, because its displaying score between 85 - 94.99.
You can see what the colors mean and change the score ranges in [Heat-Map](#).

Donut
Displays score in a circular icon.

WIDGET SETTING: GRAPH TYPES

○ IconoGraph
○ IconoGraph with Heat Mapping

http://graphics.surfmerchants.com/iconoç

☑ Fill horizontally
IconoGraph example library   Apply to all widgets

IconoGraph

Design to customize the widget depending on your business type. We provide you options to choose from in IconoGraph Example Library¨.

If you select it > It will bring you to another page were you will be able to select the icon>this will copy the link and you just need to paste it to IconGraph box.

Just Like Speedometer you can select ¨IconoGraph with Heat Mapping¨ If you want it to reflect colors on the faces. If not it will stay black and gray.
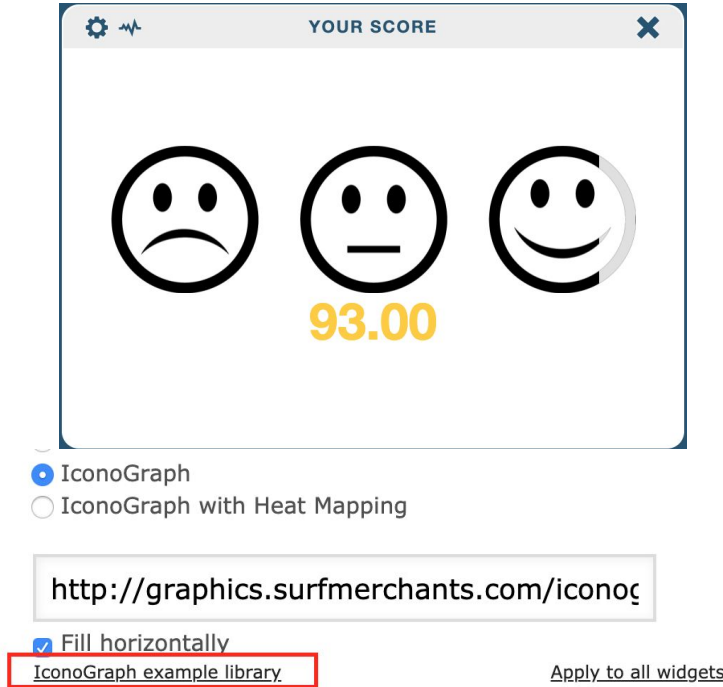
WIDGET SETTING: HEAT MAP

★ This controls any widget that has heating map.

★ You can control if you want the score to display ¨Green¨ if its 85 or more. Or maybe 90 or more.

★ Yellow can be 89 to 85 or 80.

★ You choose what works best for your company.

Settings - Your Score

+ Date Ranges

+ Entire Company data

+ Graph Types

− Heat Map

0 - 74.99

75 - 84.99

85 - 94.99

95 - 100

Apply to all widgets

WIDGET SETTING: PDF OPTION

Settings - Your Score ✅

+ Date Ranges
+ Entire Company data
+ Graph Types
+ Heat Map
− PDF Options

Select All / Select None
☐ Page break before this widget
☐ Hide this widget in PDFs
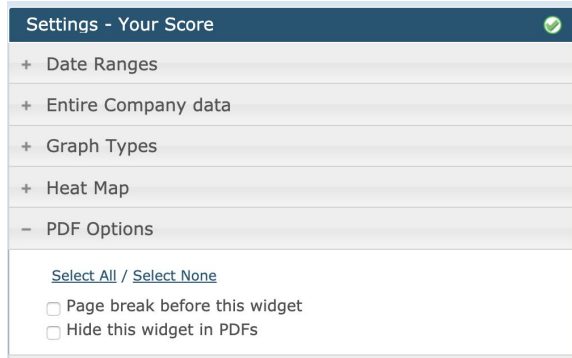
Remember you can Select Print PDF on Top Left of the page. PDF icon.

A.¨Page break before widget¨: Gives a space before each widget so that it can display the full widget on page.

YOUR SCORE

93.00
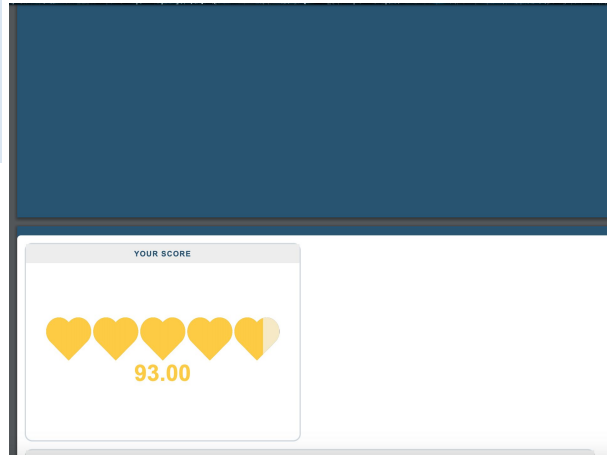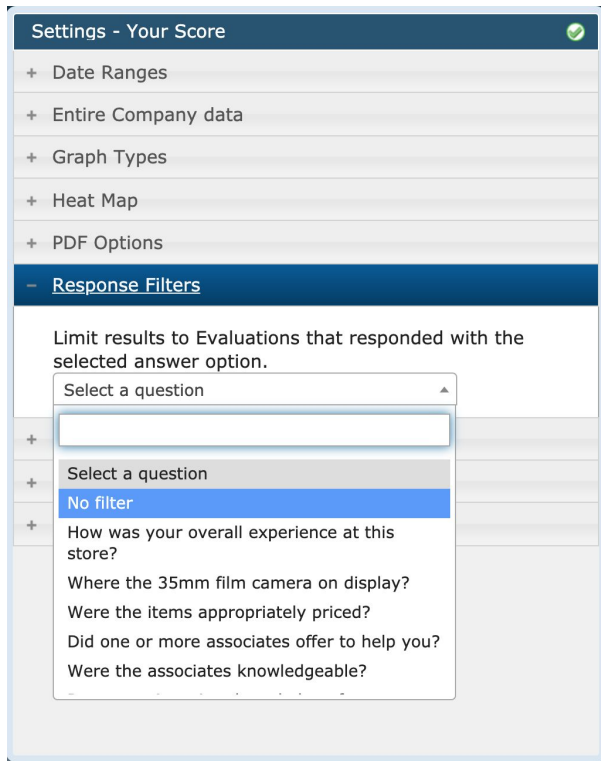
B.¨Hide this widget in PDF¨: Hides the widgets that have icons.

FleurMicroFilm TEST | FleurMicroFilm TEST: Film Camera | SurfMerchants Master   Entire Company | 11/1/20 - 11/30/20 | 1 Evaluation

TRENDING - SURVEY SUMMARY

		Question Score		
Question	Aug 2020 ⓘ	Sep 2020 ⓘ	Oct 2020 ⓘ	Nov 2020 ⓘ
How was your overall experience at this store?				100.00%
Where the 35mm film camera on display?				100.00%
Were the items appropriately priced?				100.00%
Did one or more associates offer to help you?				100.00%
Were the associates knowledgeable?				100.00%
Rate your Associate knowledge of your associate?				80.00%
Were the items you looked for in stock?				100.00%
Were the items you looked for easy to find?				100.00%
Was the wait time at checkout reasonable?				100.00%
Did the cashier process the transaction quickly and effectively?				100.00%
Did the store have a reasonable return and exchange policy?				100.00%

TRENDING - SECTIONS

Showing data for 12/1/19 - 11/30/20.

Score   86

For Example: In Page Break you can see the hearts icons,but here is not displaying that information.

WIDGET SETTING: RESPONSE FILTER

★ You can select which response of shops get filter on the widget .

WIDGET SETTING: SECTIONS

Settings - Your Score ✅

+ Date Ranges

+ Entire Company data

+ Graph Types

+ Heat Map

+ PDF Options

+ Response Filters

− Sections

- ● Entire Survey
- ○ Leica MP
- ○ Nikon F6
- ○ Olympus OM-1
- ○ Pentax K1000

When the Survey was created some Clients wants their survey to have be divided By Section:

Example: ¨Macys¨

★ Section 1: Clothing Department
★ Section 2: Beauty Department
★ Section 3: Appliances Department

WIDGET SETTING: SURVEY

★ Select which survey you want the Data to display if you want to focus on one or more surveys.

Settings - Your Score ✅

+	Date Ranges
+	Entire Company data
+	Graph Types
+	Heat Map
+	PDF Options
+	Response Filters
+	Sections
−	Surveys

Select All / Select None
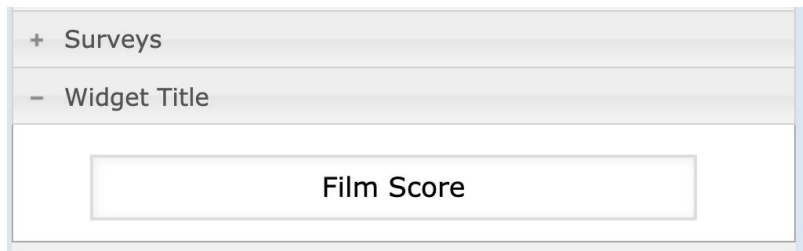
☑ Use global setting
☐ All Surveys
☐ Film Camera

WIDGET SETTING: WIDGET TITLE

Rename the Widget Titles:

+	Surveys
−	Widget Title

Film Score

YOUR SCORE

FILM SCORE

Filtering on responses.
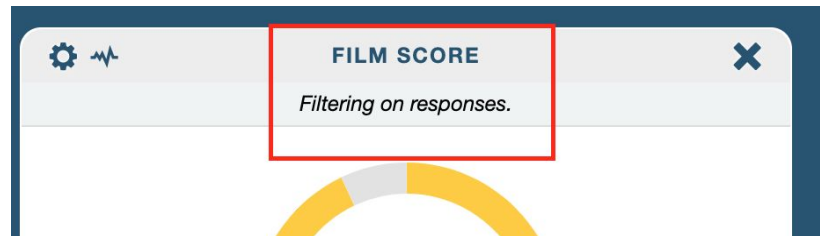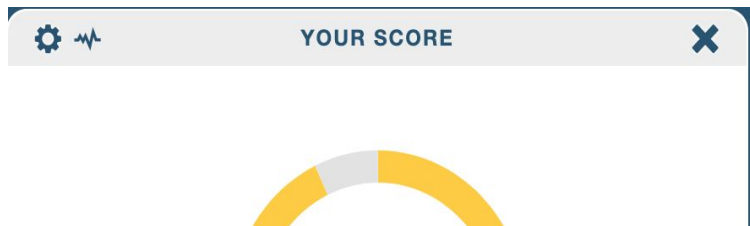
★ **From ¨Your Score¨ to ¨Film Score¨**

DRAGON WIDGETS LIST

- ★ **Announcement**
- ★ **Company Overview**
- ★ **Drilldown Ranking**
- ★ **Flashpoint**
- ★ **Glossary**
- ★ **Improvable Questions**
- ★ **Key Questions**
- ★ **Magic Quadrants**
- ★ **Map**
- ★ **Net Promoter Score**
- ★ **Question Correlation**
- ★ **Question Crosstab**

- ★ **Recent Evaluations**
- ★ **Score Comparison**
- ★ **Section By Level**
- ★ **Survey Summary**
- ★ **Top X- Bottom X**
- ★ **Top X- Bottom X Movers**
- ★ **Trending - Level**
- ★ **Trending - Level Year Over Year**
- ★ **Trending - Net Promoter Score**
- ★ **Trending - Questions**
- ★ **Trending - Sections**
- ★ **Trending - Survey Summary**
- ★ **Your Score**

WIDGET: ANNOUNCEMENT

ANNOUNCEMENTS

★   Write important message that you want to share with clients or managers

★   Play videos right in the dashboard
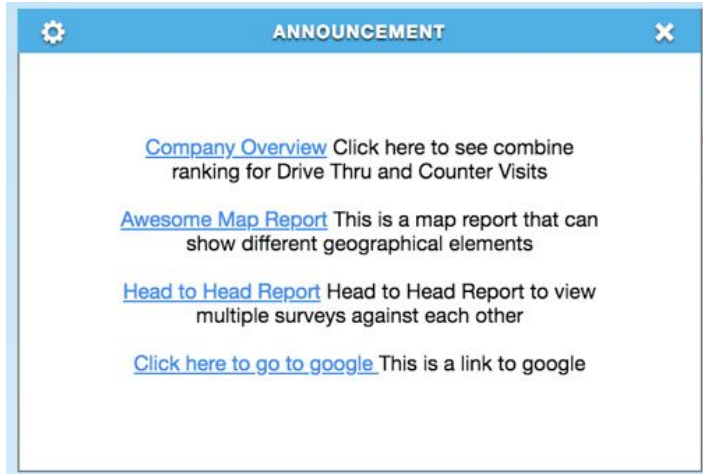
WIDGET: COMPANY OVERVIEW

COMPANY OVERVIEW

★ The Company Overview widget allows users to view the results of themselves and their peers and drilldown to their direct reports
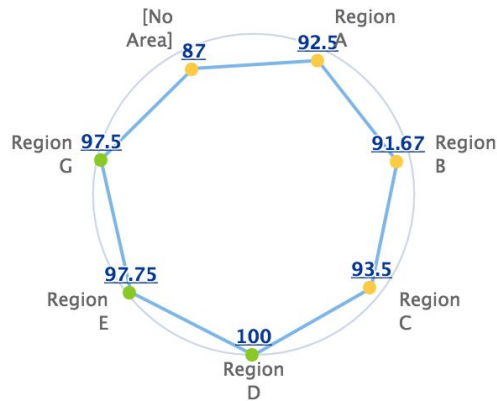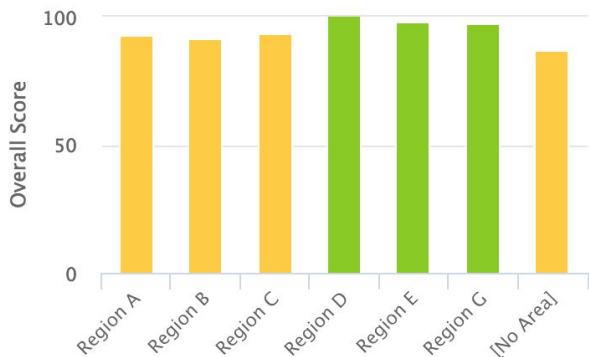
WIDGET : DRILL DOWN RANKING

DRILL DOWN RANKING

★ Shows rank of locations and levels, based on overall, section or question scores.
★ Displays each level shown in order of highest to lowest rank.
★ Ties are displayed with the same rank.
★ The percent rank of a score is the percentage of other scores in its frequency distribution that are the same or lower than it. For example, a score that is greater than or equal to 75% of the other scores is said to be at the 75th percent rank.

DRILLDOWN RANKING

Level	Rank	Percent Rank	# Evaluations	Score
Region G	1	100	2	97.50
Region E	2	83	5	96.20
Region C	3	67	12	93.50
Region D	4	50	2	93.00
Region A	5	33	6	92.50
Region B	6	17	16	89.94
[No District]	7	0	1	87.00

WIDGET: Flashpoints

FLASHPOINTS

★ There are 3 types of Flashpoints:

1. Level History - Displays level members who differ from their 12 month scores significantly.

2. Question History - Display question scores that differ from their 12 month average.

3. Level Hierarchy - Displays level members who differ from other members of their hierarchy for the current date range.

★ Flashpoints are ordered by most standard deviation to least. Question History values are weighted x4, as smaller standard deviations in question scores have larger real world impact.

★ We use POPULATION STANDARD DEVIATION for calculations.

https://en.wikipedia.org/wiki/Standard_deviation

Compared to reporting level

FLASHPOINTS	Score	Significance
Shop: 1114 - RUMFORD	28.39 pts below Entire Company	3.39 std. deviations below
Shop: 1114 - RUMFORD	25.94 pts below District: Region B	2.22 std. deviations below

Compared to level history

FLASHPOINTS	Score	Significance
Shop: 1469 - ALBUQUERQUE	7.58 pts below 12 month average	1.82 std. deviations below
Shop: 2037 - PRESCOTT	8.67 pts above 12 month average	1.4 std. deviations above

Compared to Question history

FLASHPOINTS	Score	Significance
Question If not, how helpful was the clerk in finding the items you could not locate ?	6.34 pts above 12 month average	1 std. deviations above (x4 question weighting)
Question Upon entering this section, did an associate greet you and your child?	6.75 pts above 12 month average	0.94 std. deviations above (x4 question weighting)

WIDGET: GLOSSARY

GLOSSARY

★ The Glossary can be added to any view in order to include a description of widgets functionality and calculations
★ This is very useful when distributing PDFs when people want to know a meaning of the data that you are showing

WIDGET: IMPROVABLE QUESTIONS

IMPROVABLE QUESTIONS

★ For all shops being displayed, shows the question(s) that have lost the most amount of points over the time period selected.

★ Also shows the potential score is that question had scored 100%

IMPROVABLE QUESTIONS		
Question	**Points Lost**	**Potential Evaluation Score** Current Score: 92.39
Rate the cleanliness of the Sporting Goods section.	64	93.82
Rate the cleanliness of the Toy section.	52	93.55
Rate the cleanliness of the Health and Beauty section.	48	93.47
Rate the cleanliness of the Grocery section.	29	93.04
How long did it take you to find the "Special of the Week" sign?	16	92.75

WIDGET: KEY QUESTIONS

KEY QUESTIONS

★ Distribution of answer options for a single question

★ Question percentage score
Example: How long did you spend in the store?

KEY QUESTION

How long did you spend in the store?

Average Response

How long did you spend in the store?

Average Response: 00:39 min:sec

KEY QUESTION

Rate the cleanliness of the Toy section.

● Great   ● Good   ● OK   ● Poor

Question Score: 90.73%
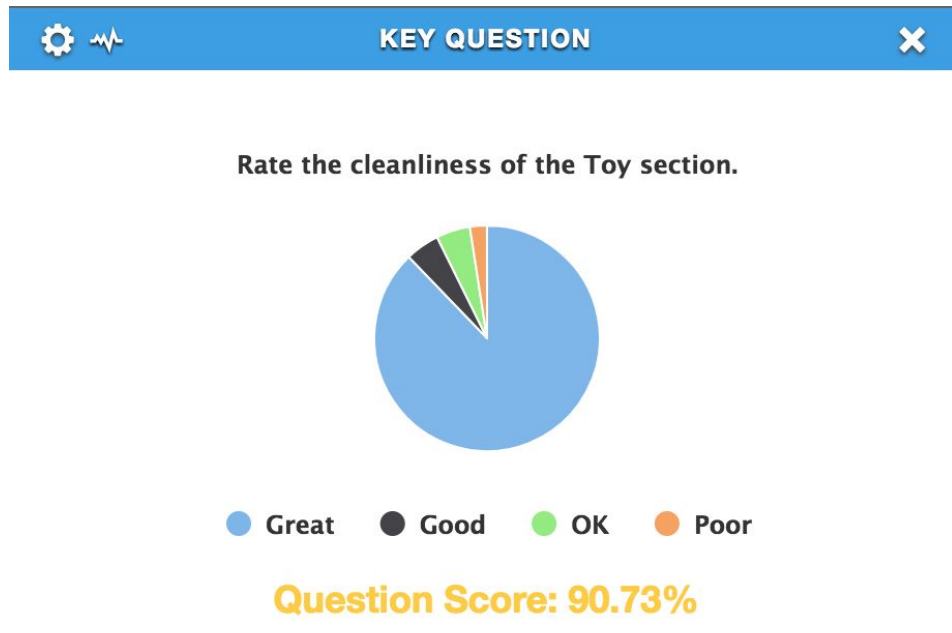
WIDGET: MAGIC QUADRANTS

MAGIC QUADRANTS

★ The widget can report on overall score, section scores, and question scores.

★ The suggested usage is to pick two score metrics, place the crosshairs at the scores that are considered acceptable.

★ Displays Heat Mapping levels to show which locations are doing well (green), doing poorly (red).
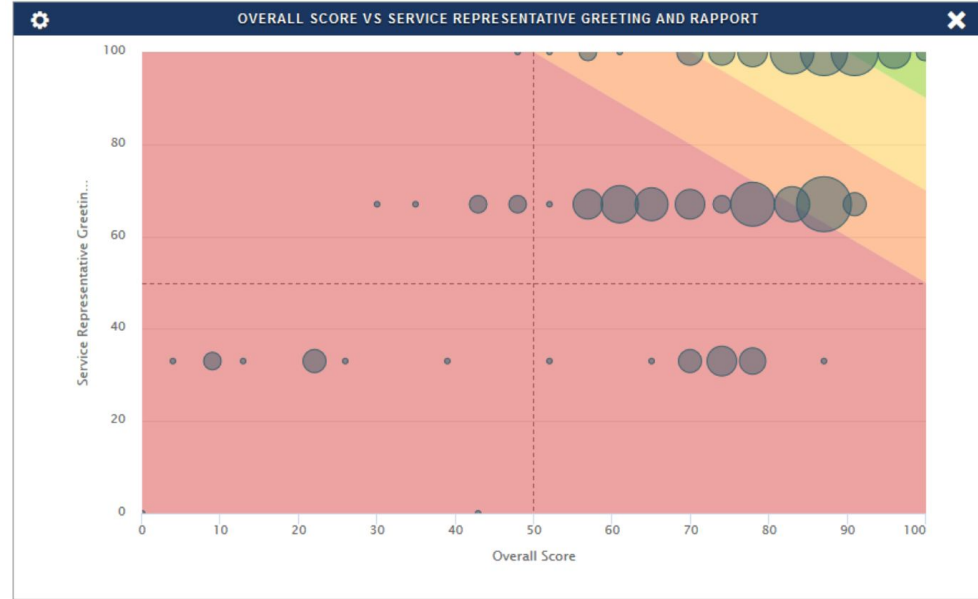
WIDGET: MAPS

MAPS

★ Shows heat mapped overall or sectional scores for all countries and states that have data in the Date Range

★ Default view is per country, selecting a country will display state scores
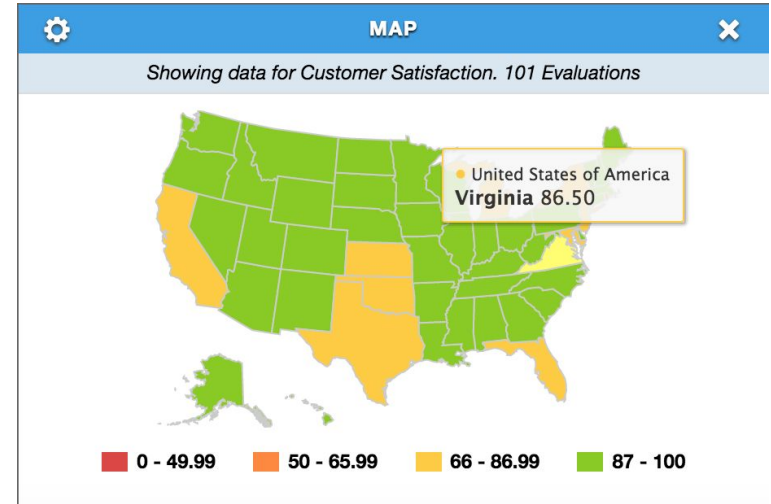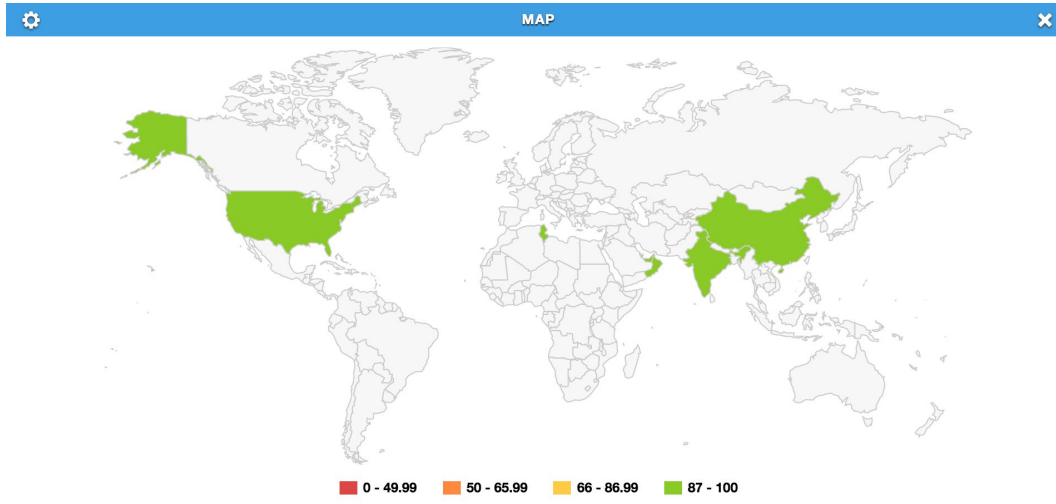
WIDGET: NET PROMOTER SCORE

NPS

★ Your Net Promoter score is the percentage of Promoters, those which are answered 9 or 10 minus the ones answered 0 to 6 that are called Detractors.

★ For more information go to:

http://marketing.sassieshop.com/net_promoter_score/
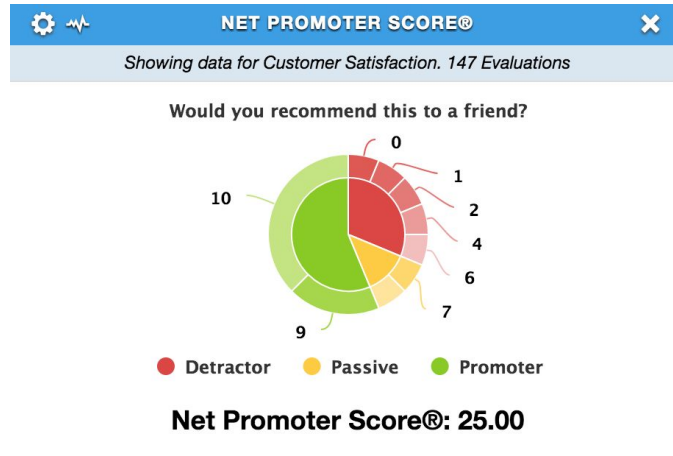
WIDGET: QUESTION CORRELATION

QUESTION CORRELATION

★ Statistical relationship between two scores

★ Which questions are driving the results of other questions?

★ Ordered from most highly correlated to least correlated

★ Correlation ranges from 0% to 100%
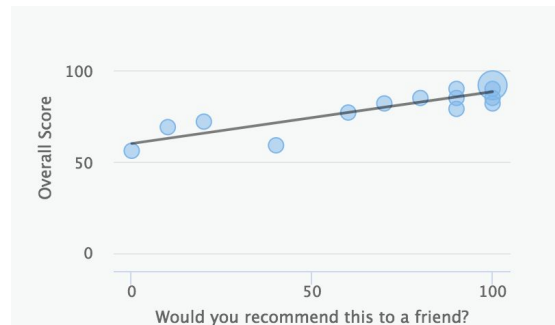
QUESTION CORRELATION

Showing data for Customer Satisfaction. 147 Evaluations

Correlating with: Overall Score

Question	Correlation ⓘ	Strength	Direction
⏱Would you recommend this to a friend?	88.61%	Very Strong	Direct
⏱A good selection of products was present.	44.93%	Moderate	Direct
⏱Rate the cleanliness of the trash treatment areas	41.72%	Moderate	Direct
⏱Stores are conveniently located.	36.38%	Moderate	Direct
⏱Rate your overall satisfaction with the selection of merchandise	35.18%	Moderate	Direct
⏱Would you say the associate was excited to greet you?	27.34%	Weak	Direct
⏱Overall, how satisfied or dissatisfied are you with the store?	18.62%	Negligible	Direct

WIDGET: QUESTION CROSS TAB

QUESTION CROSS TAB

★ Select two questions and reveal correlations between their answers.

★ Among shops where ¨rate the cleanliness of the sporting goods section¨ was answered ¨Great¨, 94.29% also answered ¨Yes¨ to ¨did the cashier ask if you had any coupons¨.

	QUESTION CROSSTAB		
Rate the cleanliness of the Sporting Goods section.	**Did the cashier ask if you had any coupons?**		
	Yes	**No**	**Total**
Great	33 94.29%	2 5.71%	35 100.00%
Good	2 100.00%	0 0.00%	2 100.00%
OK	1 100.00%	0 0.00%	1 100.00%
Poor	2 66.67%	1 33.33%	3 100.00%

WIDGET: RECENT EVALUATIONS

RECENT EVALUATIONS

★ Shows all shops released in the date range selected.

★ Selecting an individual bubble will open the shop view for that shop

★ Rolling over the bubble will show the shop date of the evaluation, the score and the level

★ Widget can be filtered by selecting and deselecting level names in the legend.
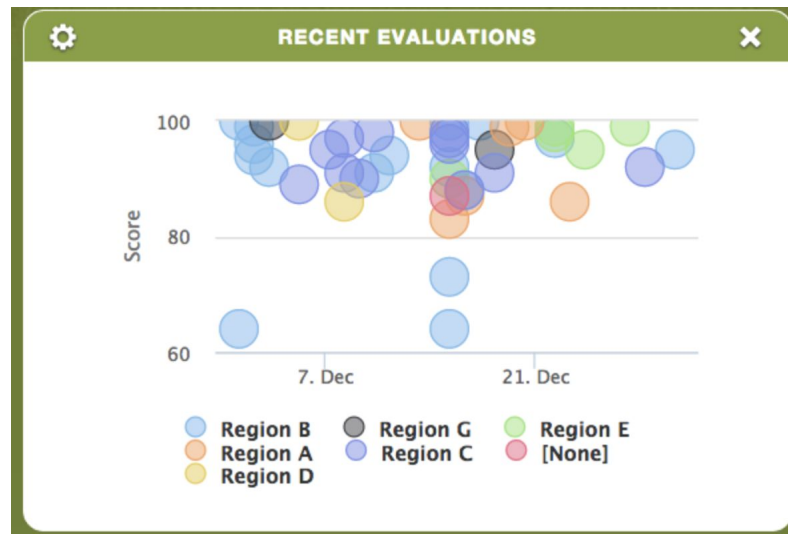
WIDGET: SCORE COMPARISON

SCORE COMPARISON

1. Lets you compare the Sections of your Survey to see which section score highest and what sections scored the lowest.
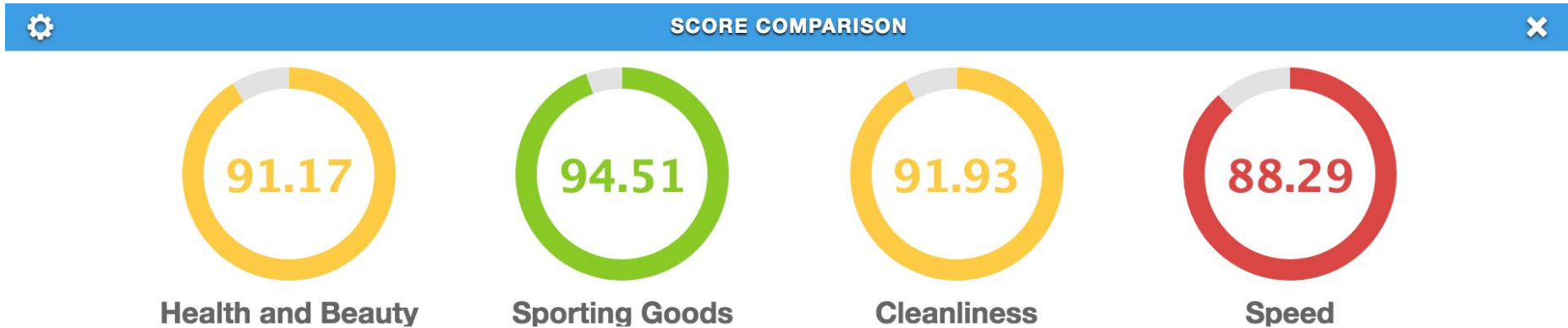
WIDGET: SECTIONS BY LEVEL

SECTIONS BY LEVEL

★   For the levels selected, compare sectional scores

WIDGET: SURVEY SUMMARY

SURVEY SUMMARY

★ Displays the information of a Single Survey

★ It shows you a breakdown on what was answered and the scoring

★ You get to see which questions need improvement

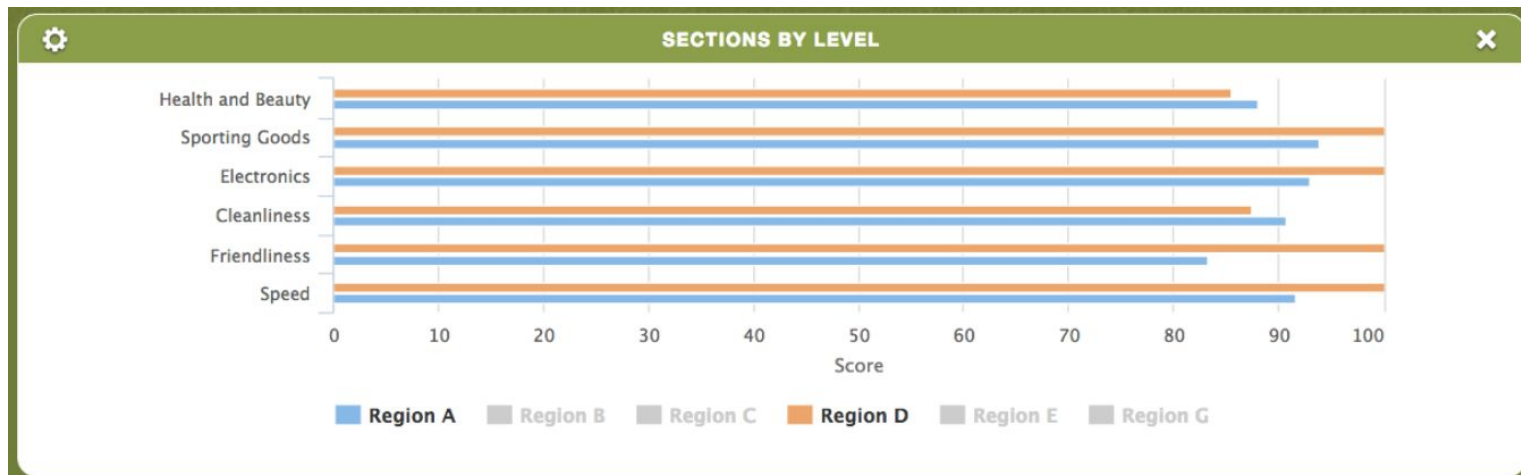| Question	Breakdown	Question Score ?	Potential Impact ?
General Shop Information			
How long did you spend in the store?	26:44 min:sec		
Health and Beauty			
If shopping on a weekend, was the "buy one get one free" sign on display?	33 - Yes 3 - No 5 - N/A	91.67%	+0.22
Did an associate ask you if you wanted to try a free beauty sample?	39 - Yes 2 - No	95.12%	+0.14
If not, after approaching the associate for one, did they encourage you to try products?	38 - Yes 2 - No	95.00%	+0.14
Rate the cleanliness of the Health and Beauty section.	35 - Great 2 - Good 2 - OK 2 - Poor	88.29%	+1.16
Electronics			
Did you find the phones?	39 - Yes 2 - No	95.12%	+0.14
Was the electronics department representative present when you entered the designated area?	40 - Yes 1 - No	97.56%	+0.07

Safari

WIDGET: TOP X - BOTTOM X

TOP X - BOTTOM X

★ Can be configured to show the top performers and lowest performers for overall or sectional scores for levels
★ Can be set to a specific level
★ Can be set to show only the top or the bottom
★ The dotted line represents the overall company average.
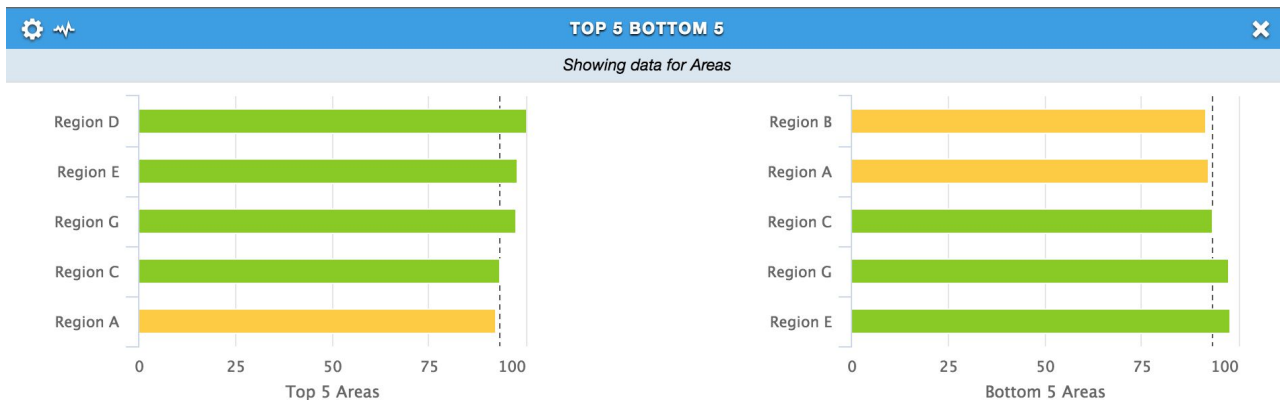
WIDGET: TOP X - BOTTOM X MOVERS

TOP X - BOTTOM X MOVERS
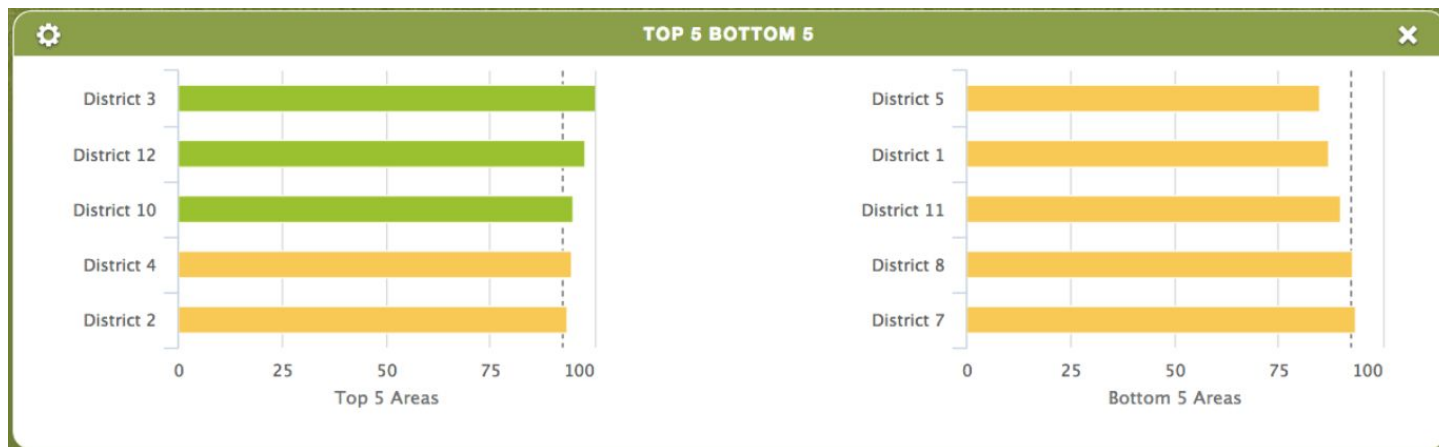
★ Can be configured to show the top performers and lowest performers for overall or sectional scores for levels
★ Can be set to a specific level
★ Can be set to show only the top or the bottom
★ The dotted line represents the overall company average.

WIDGET: TRENDING - LEVEL

TRENDING-LEVEL

★ Shows level trending for the users level or levels that report to them, viewer can zoom in on areas of the graph of interest and can select and deselect levels using the legend at the bottom of the graph
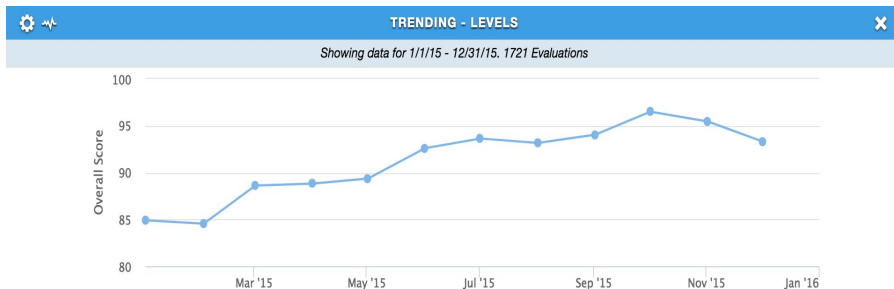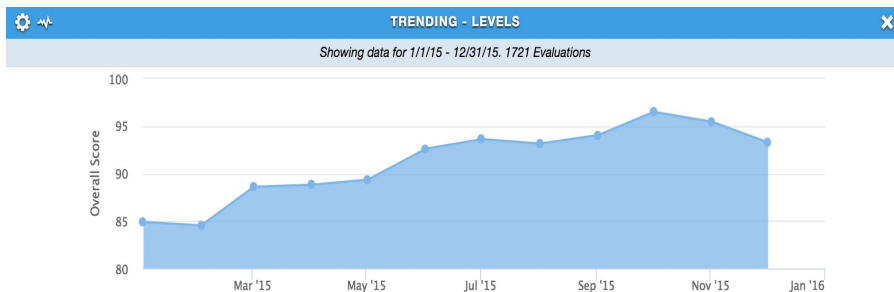
WIDGET: TRENDING-LEVEL - YOY

TRENDING-LEVEL YEAR OVER YEAR

★ See what's trending
★ Year Vs Year Results
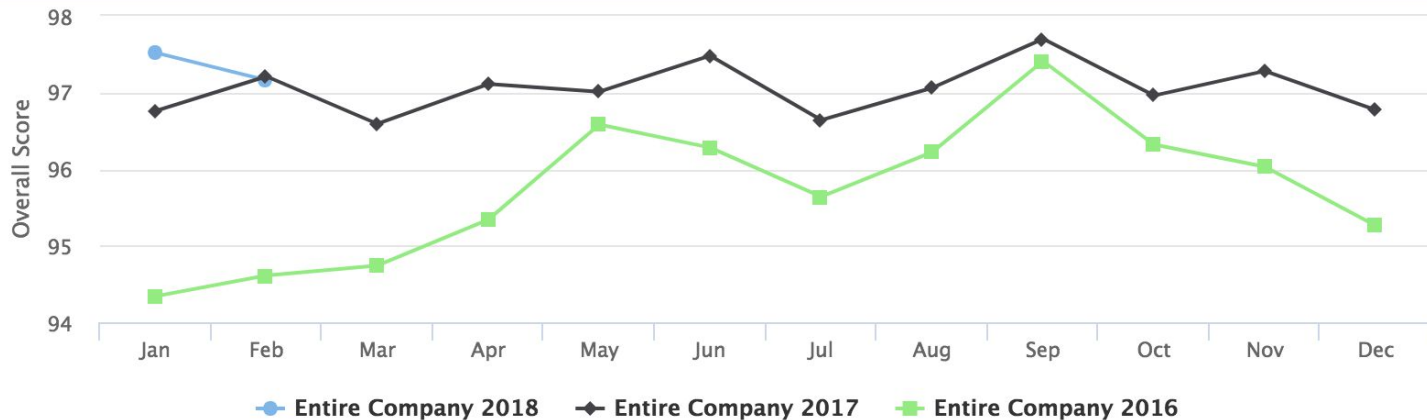
WIDGET: TRENDING - LEVEL NPC

TRENDING - NET PROMOTER SCORE

★ Displays rending data for Net Promoter Score®. Three graph types are available: Line, Stacked Bar, and Bar. Like the standard NPS widget, it's typically used for "Would you recommend?" and "Would you return?" types of questions with answers from 0-10, but can technically be set to use any multiple choice question with 11 answer options.
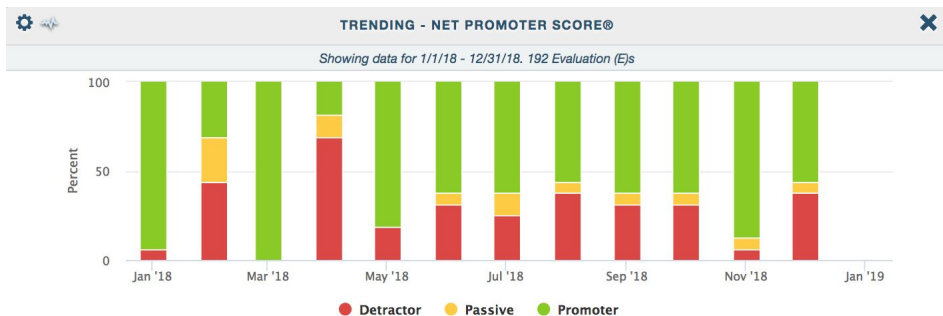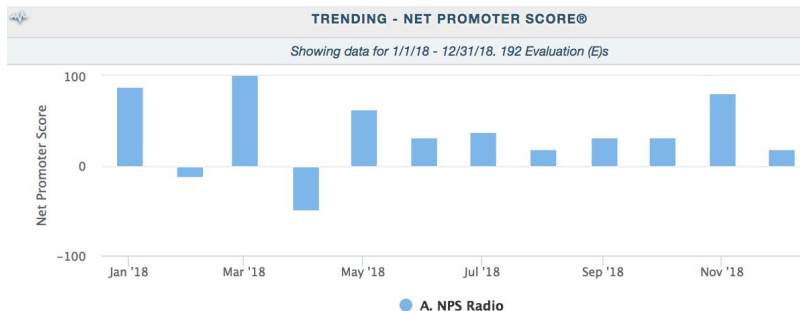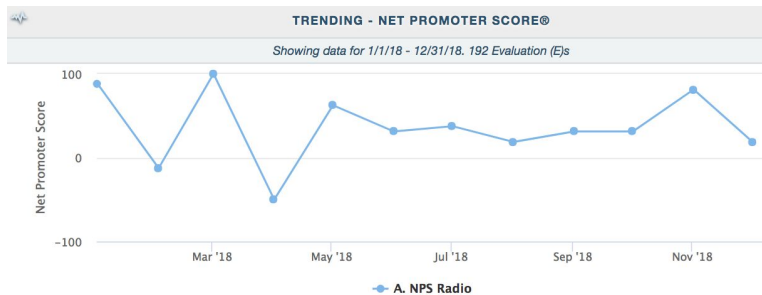
WIDGET: TRENDING QUESTION

TRENDING QUESTIONS

★ See One Or More Questions Trended

★ See Possible Correlations

TRENDING - QUESTIONS

Showing data for 1/1/15 - 12/31/15. 1721 Evaluations

- 🔵 If shopping on a weekend, was the "buy one get one free" sign on display?
- ◆ Did an associate ask you if you wanted to try a free beauty sample?
- 🟩 If not, after approaching the associate for one, did they encourage you to try products?
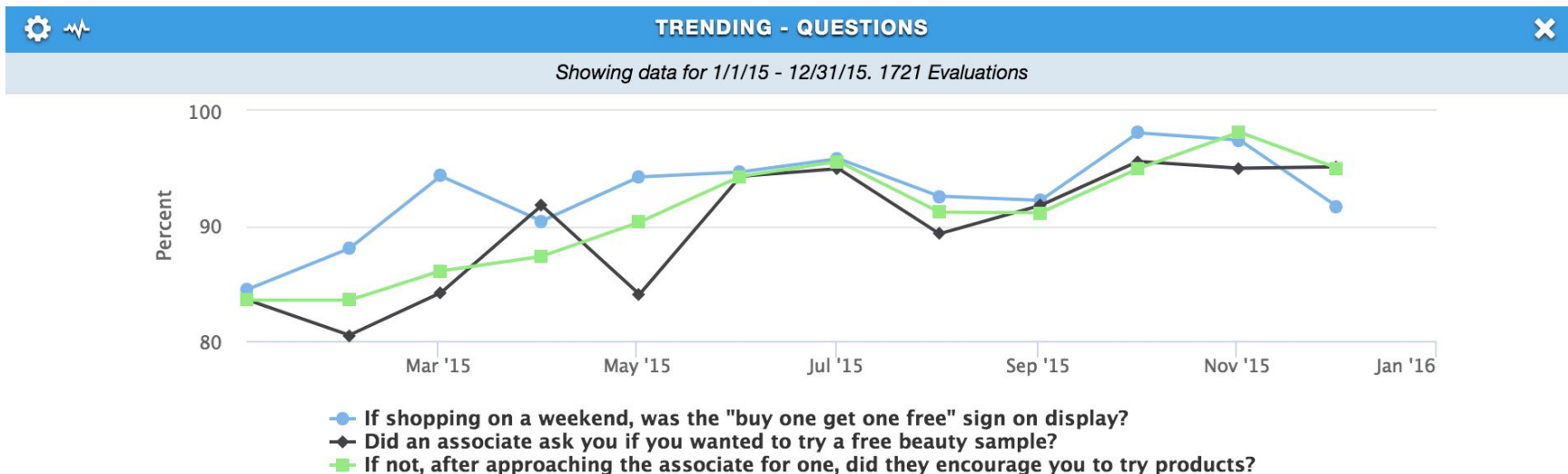
WIDGET: TRENDING SECTIONS

TRENDING SECTIONS

★ Shows each section, trended over the date range selected
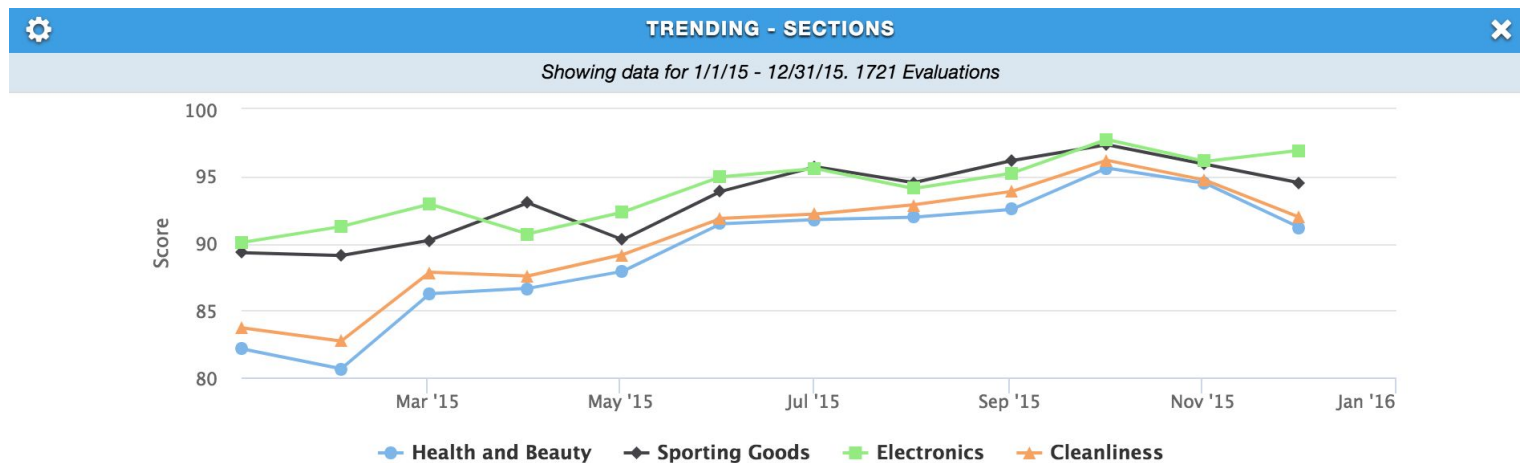
WIDGET: TRENDING SURVEY SUMMARY

TRENDING SURVEY SUMMARY

★ Trend Any Or All Questions

★ Score, Points Lost, Potential Gain

| ⚙ ∿	TRENDING - SURVEY SUMMARY				✕
Showing data for multiple waves					
		Question Score			
Question		Sep 2015 ⑦	Oct 2015 ⑦	Nov 2015 ⑦	Dec 2015 ⑦
Health and Beauty					
If shopping on a weekend, was the "buy one get one free" sign on display?		92.21%	98.08%	97.45%	91.67%
Did an associate ask you if you wanted to try a free beauty sample?		91.77%	95.60%	95.00%	95.12%
If not, after approaching the associate for one, did they encourage you to try products?		91.14%	94.97%	98.12%	95.00%
Rate the cleanliness of the Health and Beauty section.		92.78%	94.91%	92.44%	88.29%
Electronics					
Did you find the phones?		91.77%	97.48%	93.75%	95.12%
Was there a electronics department representative present when you entered the designated area?		94.94%	96.23%	95.00%	97.56%
Did the cashier ask if you had any coupons?		92.41%	95.60%	95.00%	92.68%
Rate the cleanliness of the Electronics section.		98.99%	100.00%	98.75%	100.00%
Sporting Goods					
How long did it take you to find the "Special of the Week" sign?		94.15%	95.44%	93.59%	90.85%
Were you able to find all the items on the sporting goods list?		94.30%	97.48%	93.75%	95.12%
Were the coupons for the buy one football, get one free on display?		95.57%	97.48%	94.38%	90.24%
If not, how helpful was the clerk in finding the items you could not locate ?		94.51%	95.60%	96.46%	96.67%
Did the cashier thank you for your business?		100.00%	100.00%	100.00%	100.00%
Rate the cleanliness of the Sporting Goods section.		93.67%	97.23%	93.44%	88.05%
Miscellaneous Questions					

WIDGET: YOUR SCORE

YOUR SCORE

★   Display the average score for all shops that the manager accessing the view has permission to see
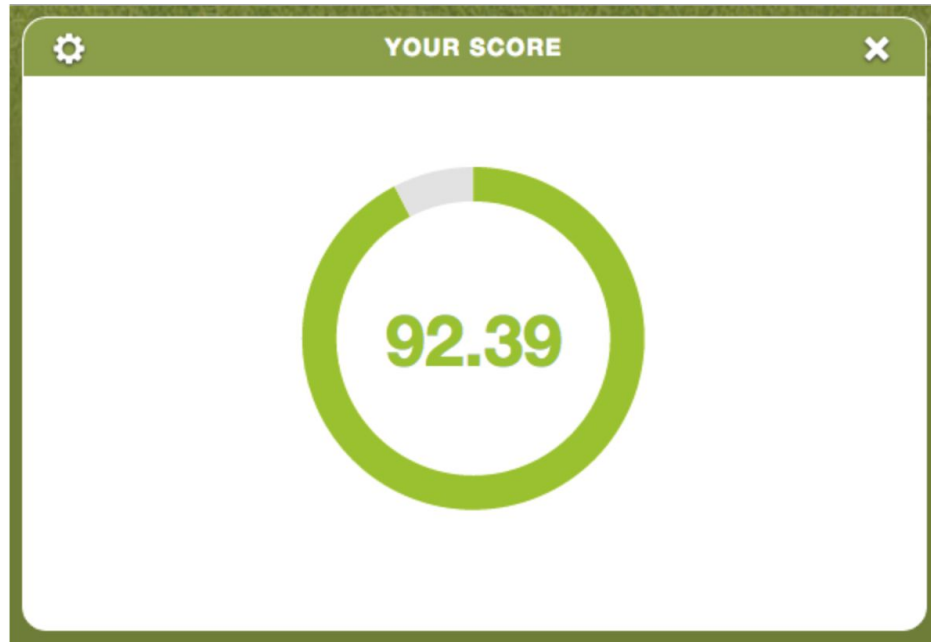
WIDGET: YOUR SCORE - COMPARISON

YOUR SCORE - COMPARISON

There are two graph types for Your Score and Score Comparison called IconoGraph and IconoGraph with Heat Mapping. Choosing the IconoGraph type and pasting a URL to an image in the bottom field will display the image using color saturation to visually represent the score. IconoGraph with Heat Mapping is the same as IconoGraph except the original colors in the image are replaced with the heat map color associated with the score.
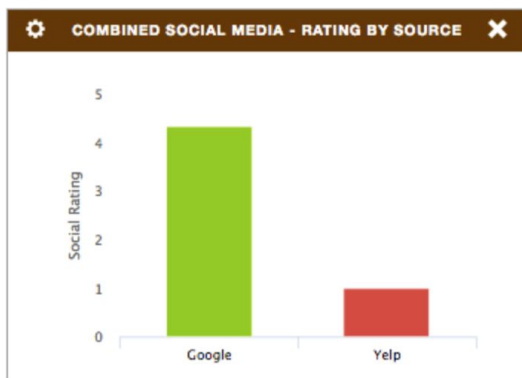
New Graph Types settings
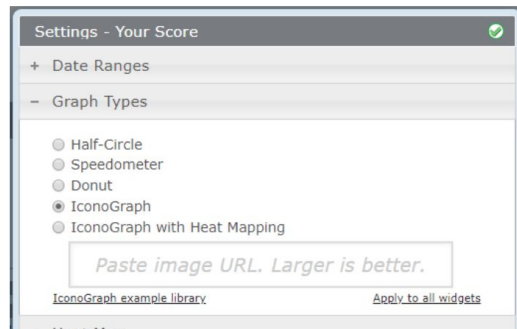
IconoGraph
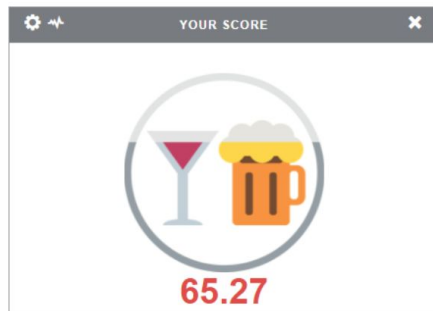
IconoGraph with Heat Mapping

DRAGON PREMIUM WIDGETS LIST

ASK FOR MORE INFORMATION!

★ **Action Item Counts**
★ **Action Item By Level**
★ **Action Item Logs**
★ **Action Item Progress**
★ **Action Item- Risk Distribution**
★ **Social Media- Rating Distribution**
★ **Social Media- Rating By Source**
★ **Social Media- Recent Feedback**
★ **Social Media-Standards**
★ **Social Media-Word Cloud**