



g.SightSM

DISCOVERING THE VOICE OF THE DIGITAL CUSTOMER

A comprehensive suite of digital improvement tools to help
prioritize and focus website enhancements.

Designed for Healthcare



The foundation of gSight is the website experience survey. It uses a unique questionnaire with contemporary phrase-based questions to uncover the elements of your website that need improvement.

- Measures your visitors' experiences with the design, navigation, functionality, transaction and content performance of your website.
- Helps prioritize areas in need of improvement.
- Guides decisions on future investments.



Depending upon the package selected, gSight clients receive consulting services to help you understand the interaction of your brand and the website experience, and then, how to improve both. Gain the expertise and insights from healthcare marketing and digital leaders who also have an outside industry perspective.

✓ Digital Strategy Consulting



gSight



✓ Insights Panel
✓ Usability Test

of Solutions



gSight clients can add-on two valuable options to their suite of services including:

Greystone's Engage Online Community

Engage provides peer and national comparisons of Google Analytics data, staffing, budget and more, and includes a custom analytics dashboard that can provide goal-focused results.

Hotjar - Heatmapping and Other Tools

Hotjar is designed to help you better understand how visitors are using your site, where they are abandoning your site, which steps in your forms are tripping them up, and more.



gSight includes services to help listen to your website visitors, including usability testing and research panel recruiting. Discounts on these tools that aid redesign and marketing are available based upon the package selected.

gSight Package Options

gSight Package Options	Bronze	Silver	Gold	Platinum
Number of URLs	1	1	Up to 2	Up to 4
Implementation Support	✓	✓	✓	✓
2 Hour Annual Training Session	✓	✓	✓	✓
Ongoing Technical Support	✓	✓	✓	✓
Access to 18 Question Survey & Database	✓	✓	✓	✓
Mobile, Tablet and Desktop Survey Versions	✓	✓	✓	✓
Unlimited Survey Completions	✓	✓	✓	✓
Leaderboard Scores & Benchmarks	✓	✓	✓	✓
Unlimited Access to Dashboard Reporting	✓	✓	✓	✓
Peer Group Comparison	1	2	Unlimited	Unlimited
Report with Webinar Results Presentation (per URL)		1	2	2
Custom Questions (2 closed or 1 open ended)			✓	✓
Hotjar Analytics/Reporting			✓	✓
Consulting Hours from gSight Principals			6 Hours	12 Hours
Basic Engage Membership			2	
Intermediate Institutional Engage Membership				1
Complimentary Panel Recruiting				✓
Discount on Optional User Testing				10%

FOR MORE INFORMATION

To schedule a complementary introductory call or for more information, e-mail us at gSight@greystone.net or call us at (770) 538-1613.