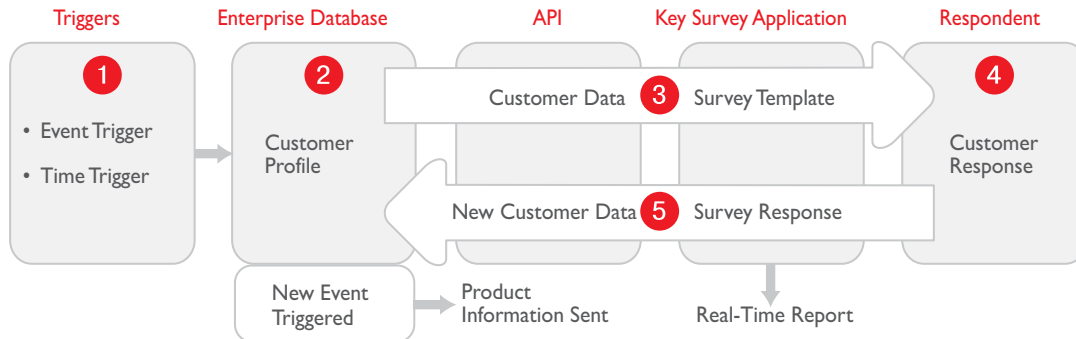


API DIAGRAM



1 Event Triggers:

- Product purchase;
- Customer complaint;
- Product inquiry;
- Forms request;
- New subscription;
- Web site sign-up;
- Job Application.

Time Triggers:

- Vacation forms; Tax forms;
- Subscription renewals;
- Time based billing cycle;
- ISO customer sat metrics;
- Annual employee evaluations;
- Inventory control;
- Expense forms.

2 The Enterprise database initiates an event or time triggered request linked to the specific customer's profile then passes the requested data through the API to the Key Survey application.

3 The Key Survey application selects the necessary survey template then populates it with customer data received through the API. This personalized survey is automatically emailed to the respondent.

4 The respondent – who may be a customer, employee, vendor or stakeholder – fills in the survey or form.

Note: Key Survey Enterprise can automatically send reminders to anyone who fails to respond to the first request. The completed survey response is submitted and passed back to the Key Survey application.

5 The Key Survey application processes survey response. Response data is sent to the Enterprise database. A survey response may also be sent to create and then email real-time reports to designated recipients. The Enterprise database is updated with survey response data, which may trigger another event and repeated process.