

OpinionLab® Customer Feedback Application (Version 5+) Quick Start Guide

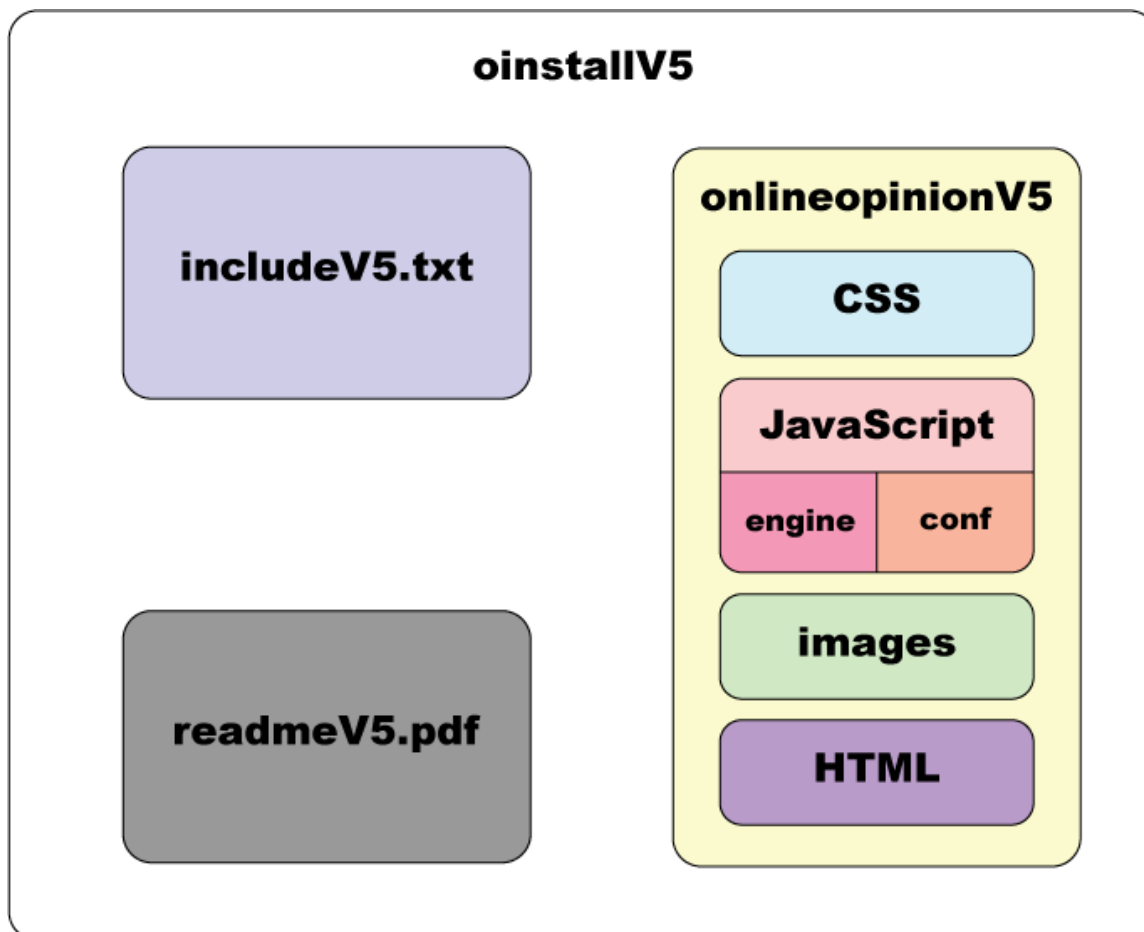
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Code Delivery from the OpinionLab® Client Services Team

Once the Customer Feedback Application is created, it will be delivered via email by an OpinionLab® Client Experience Representative. This email will include:

- ZIP file attachment containing the Customer Feedback Application and instructions (oinstallV5.zip)
- Link to the same ZIP file available for download from an OpinionLab® server (for blocked attachments)
- Link(s) to functional demonstration page(s)

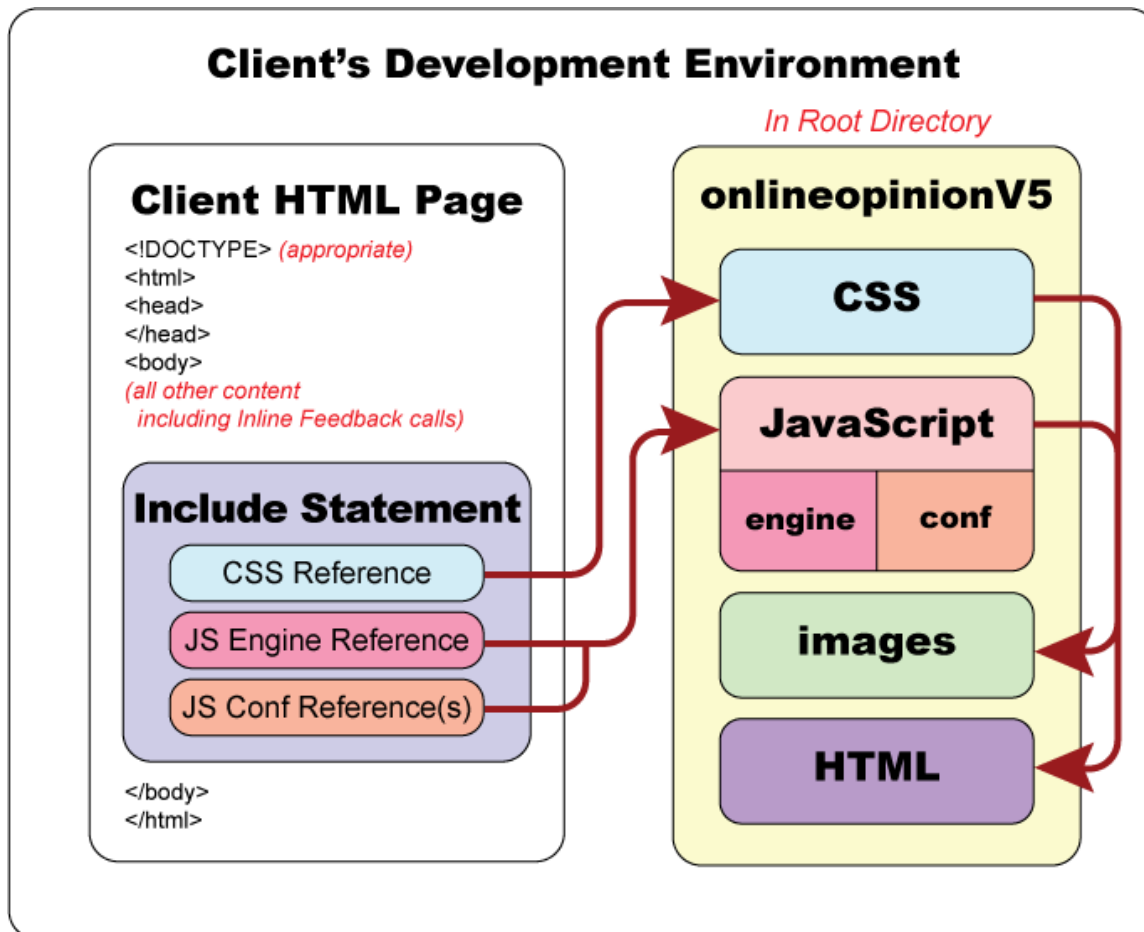
Extract the Delivered ZIP file



Once unzipped, you will have an oinstallV5 directory that contains the following:

- "onlineopinionV5" directory containing the purchased code set (JavaScript, CSS, HTML, and/or image files depending on the specified configuration of the code that has been requested and the implementations purchased) with any specified configuration applied. This may include the following:
 - A JavaScript (JS) engine file (called oo_engine.min.js or oo_engine.js for an uncompressed engine)
 - JavaScript (JS) configuration (CONF) file(s)
 - A Cascading Style Sheet (CSS) file
 - Hypertext Markup Language (HTML) files
 - Image (GIF or PNG format) files
- "includeV5.txt" - This text file contains the default recommended include statement corresponding to the OnlineOpinion® Code Set. The includeV5 statement is pasted into the HTML of an individual web page or template.
- "OnlineOpinion® User Manual - Code Set Version 5+" - This printer friendly document contains a description of OnlineOpinion® and instructions for implementation.

Install the customer feedback application via Html includes



i Note About Upgrading Versions

If you are upgrading from one version of code to another, ALL ASSETS FILES from the previous version must be removed from every page of your website. If there is not a clean removal of a previous version and installation of the new version, you may experience issues that result in unnecessary troubleshooting. Please consult your Client Experience Representative if you have questions about upgrading your code.

1. Place the onlineopinionV5 directory in a root directory of your site: If you choose another location, make a note of it as you will need to update the include statement and possibly JS Configuration File. Note that some Implementations such as Invitation require assets to be placed on the same domain as URL triggering the feedback: Failure to do so will cause cross-domain issues. See the User Manual for more.
2. Confirm that your page conforms to a supported modern DOCTYPE
3. Place the include statement from includeV5.txt at the bottom of HTML pages outside any <DIV> or <TABLE> tags and before just before the closing </BODY> tag.

Example include statement from includeV5.txt to be included in Client HTML Page

```
<!-- BEGIN: OnlineOpinion v5+
* The following code is Copyright 1998-2013 Opinionlab, Inc.
* All rights reserved. Unauthorized use is prohibited.
* This product and other products of OpinionLab, Inc. are protected by U.S. Patent No. US 6606581, 6421724,
6785717 B1 and other patents pending.
* http://www.opinionlab.com
-->
<!-- MAIN OL STYLESHEET -->
<link rel="stylesheet" type="text/css" href="/onlineopinionV5/oo_style.css" />
<!-- MAIN OL ENGINE -->
<script language="javascript" type="text/javascript" charset="windows-1252"
src="/onlineopinionV5/oo_engine.min.js"></script>
<!-- FEEDBACK CONFIGURATION -->
<script language="javascript" type="text/javascript" charset="windows-1252"
src="/onlineopinionV5/oo_conf.js"></script>
<!-- END: OnlineOpinion v5+ -->
```

4. Update file path references of the Include statement and appropriate JS configuration files (if necessary)
5. Confirm that no CSS cascading issues are occurring between the code set's CSS and the CSS of the site
6. Add any Inline Feedback JS calls to appropriate elements on the page (if applicable)

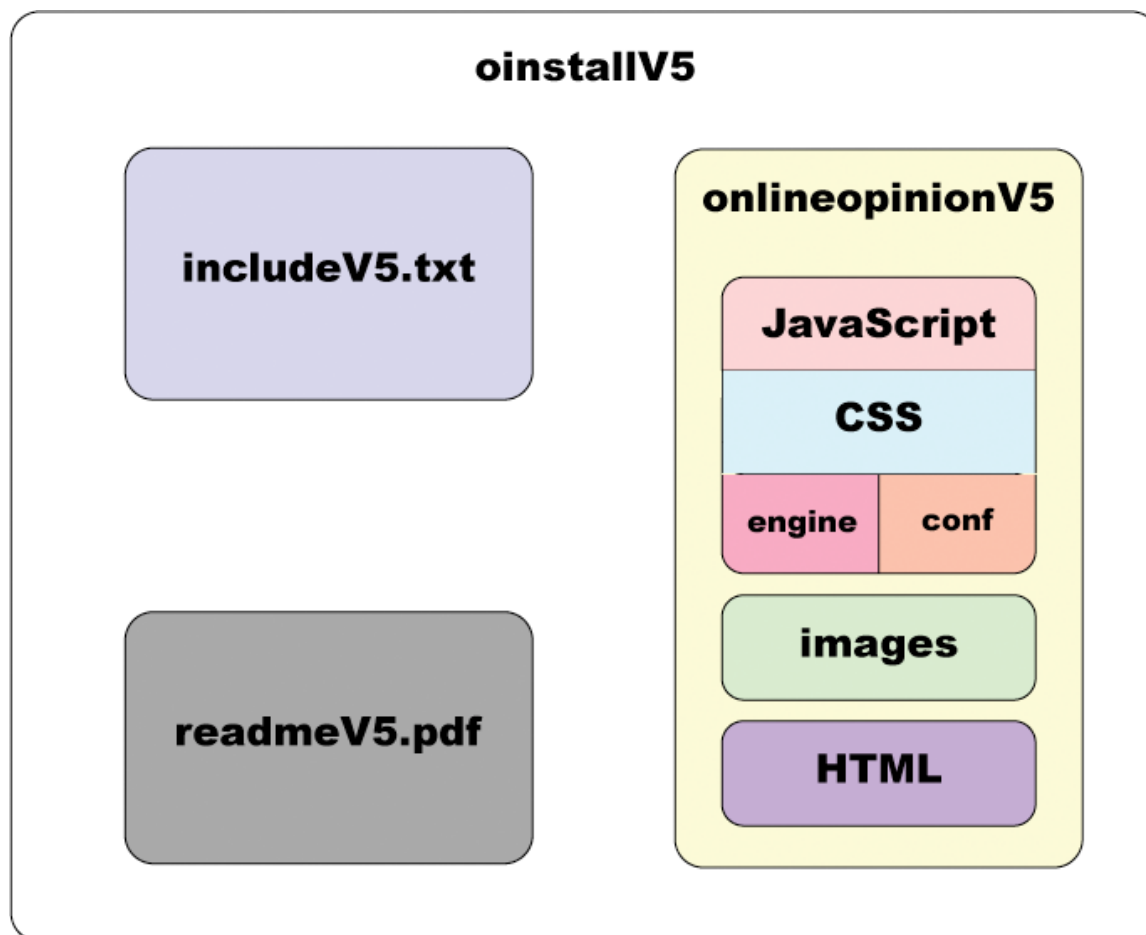
Example Inline Feedback JS call applied to an HTML anchor tag and using the provided icon

```
<a href="#" onClick="OOo.oo_feedback.show(event)"> Feedback</a>
```

7. Consult the OnlineOpinion® User Manual – Code Set Version 5+ for any issues encountered

install the customer feedback application via tag management

Prior to requesting the Customer Feedback Application to install via a tag management system, please inform your Client Experience Representative that you will be using such a tool for a remote deployment. Instead of a CSS asset, OpinionLab will provide an additional JS asset for defining the document styles of your Customer Feedback Application as well as more TMS friendly versions of the engine and configuration JS files.



OpinionLab® recommends the following best practices for installation via TMS.

1. Host any Image assets provided
2. Update the css JS to reference new image paths
3. Create a unique tag for each JS asset – engine, conf(s), css
4. Load the engine and css tags in a global (site-wide) container and set them to execute immediately (if possible)
5. Load the conf(s) marked for global inclusion by OpinionLab® in a global container and set them to execute on DOM ready or page load (after engine)
6. Create page or section level containers for the conf(s) marked for page or section level inclusion by OpinionLab®
7. Load the conf(s) marked for page or section level inclusion in the appropriate page or section level containers and set them to execute on DOM ready or page load (after engine)
8. Publish to a develop environment first for proper testing

In the case where a TMS does not allow execution times to be specified for tags and loads them all asynchronously, contact your Client Experience Representative for additional instruction on how to remedy this scenario.

Test Pages with application Installation in a Development Environment

The Customer Feedback Application should ALWAYS be tested in a proper development environment. Locally hosted environments are NOT recommended for testing purposes. Common mistakes and issues in implementation include:

1. Test domain is not properly initiated in User Toolkit
2. Code Set directory or files are not installed in proper location
3. Improper file path references in the include statement or JS configuration files
4. Improper or unsupported DOCTYPE (if applicable)
5. Other non-OpinionLab® files modifying the site DOM
6. Improperly formatted Regular Expression (RegEx) statements (if applicable)
7. Another CSS stylesheet cascading and modifying the OnlineOpinion code set's CSS
8. confirm that a modern Dynamic Comment Card is being called (Version 3.6 or higher)
9. Any known issues documented in OnlineOpinion® User Manual – Code Set Version 5+

Launch and Start Accepting Feedback

Once the code set has been properly tested, it should be ready for launch and to start accepting user feedback. This feedback can be viewed securely at <https://oo.opinionlab.com> by entering your User ID and Password.