

# CIVICA

## [Civica Involve

The complete community and stakeholder  
engagement platform



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Giving every person a voice  
and every decision maker the  
insights they need.

Powerful engagement, feedback and analytics  
tools make it easy to reach your community and  
make better decisions.

Every member of your community deserves a voice. Every decision maker  
needs insights to inform their choices.

Civica Involve puts over 40 tools at your disposal so you can reach your  
audience, get them involved in your community and learn more about their  
views.

## Organisations around the world are powering engagement with Civica Involve

Create striking websites and choose from a wide range of widgets to drive engagement, via emails, SMS, and QR codes. Using multiple channels means you can reach everyone in your community. To maintain the momentum, your website users can sign up to receive email updates or push notifications, leave comments and submit their ideas.

As well as informing your audience with timelines, documents, and maps, you can encourage participation with surveys and polls. You can even establish a community research panel for continuous feedback. The system will automatically notify your participants when new surveys are released.

When it comes to using your data, you'll have a wide choice of analysis tools and real-time interactive dashboards. Convert complex data into word clouds, location heatmaps or bar charts – or create pivot tables for deeper analysis. Filter responses and export to a variety of other formats.



### Create a community engagement website

Explore a visual website builder that's packed full of widgets designed to increase engagement and community participation.



### Capture feedback and drive participation

Discover a suite of feedback and participation tools that includes surveys, research panels, ideas boards, comments and much more.



### Discover insights and visualise data

Unlock actionable insights with real-time interactive dashboards, drag and drop pivot tables and AI driven analytics functions.



# Community and stakeholder engagement websites

Our intuitive drag and drop website builder allows you to design visually stunning and responsive websites that are proven to increase community participation. From sharing documents to capturing ideas, simply select a widget from our library and get started in seconds.

Here are some of the features we think you'll like:

## Administration

User roles, approval workflows, version control, release scheduling, page templates, email builder and much more

## Engagement

Allow users to signup, subscribe to projects, receive email & SMS notifications, submit emoji reactions, leave comments and deliberate on ideas

## Privacy and security

You're in safe hands with end-to-end encryption, compliance with GDPR, Australian Privacy Act and CCPA.

## Secure online portal

Accessed through a secure online portal, Civica Involve allows you to access and manage all engagement features through an intuitive interface designed for non-technical users.

Support for different user roles and privileges, along with data protection compliance, ensures the highest standards of privacy and security.

## Interactive landing pages

Display projects as tiles that update on hover to show a project summary.

Clearly see project statuses and click to navigate to the project page.

## Personalised landing pages

Provide users with a personalised experience by using an interactive map to automatically show nearby projects.

## Visual website builder

Create your website using our visual editor, allowing you to fully customise the look and feel - from logos and colours to background images and much more.

Built using the React web framework, your site will be fast, automatically optimised and responsive to different device types and screen sizes.

## Publish project pages

Build and update your projects easily. The intuitive interface allows you to simply add widgets, then drag and drop into position. Use visual headers with project timelines overlaid and embed supporting media. Promote participation with emoji reactions and allow registered users to follow projects and receive updates.

## Widget library

Every page you create consists of one or more widgets, displayed in a layout you define. Our widget library provides a step-by-step wizard for each component.

Looking to build a new page from scratch? Simply select one of our page templates that come preloaded with widgets or duplicate an existing page.

### User account creation

Create a user signup page for community members and stakeholders to create an account, manage their profile, and choose preferences.

Capture data at signup to understand your community demographics. Social signup via Facebook, Twitter and Google or user defined email and password ensures frictionless signup.

### Comments and forums

Add comments to project pages to encourage engagement. Our Artificial Intelligence engine automatically processes new comments, ensuring offensive or inappropriate material isn't posted.

### Ideas boards

Create ideas boards and allow community members to participate through idea submissions, reactions and comments.

### Community reactions

Add emoji reactions to project pages and community submitted ideas. This captures sentiment from a typically silent audience and allows the community to see how others feel, promoting participation.

### Interactive map widget

Pin Map Locations - Add maps with optional custom layers applied and allow community members to mark locations, enter comments and vote on other pins.

## Other website features

- Project and page release scheduling
- Version and revision control
- Automatic site backups
- Automatic error monitoring
- All data encrypted at-rest and in-transit
- Third party integrations
- Web accessibility compliance

**“Civica Involve helps us make data-driven decisions that inform CBD improvements, increase foot traffic, and drive community engagement where it’s needed most.”**

Christian Martin  
Executive Director  
SoMa West CBD

# Survey and feedback tools

From live polls and pulse surveys to in-depth research: our award-winning survey software supports brand personalisation, multiple languages, location awareness, response deduplication, complex logic and much more.

Want to engage continuously? Why not build a community research panel and automatically notify participants when new surveys and consultations are released.

When it comes to feedback, we're best known for:

## Ease of use

Built with advanced features for experienced researchers, while also providing wizards and simplified views for higher level decision makers. You can also access our library of questions and benchmarks for added inspiration.

## Multi-channel

One of the reasons Involve gets more responses, and from broader demographics, is the multi-channel support for sending surveys: via email, SMS, website widgets and mobile apps.

## Powerful features

Visual builder, logic designer, automatic language translations, email notifications, rich media support, survey redirection, export to SPSS & Excel, in-built rewards.

### Create beautiful surveys

Create surveys that get more responses with full customisation, mobile responsive layouts, interactive question types and a visual drag-n-drop survey builder.

### Visual logic builder

Our visual logic builder lets you specify display logic, allowing you to determine if a question should be displayed based on the answer to one or more previous questions.

### Logic types

Other types of logic such as logic branches, loops, and carry forward are also available and are designed to be intuitive for non-technical users while being powerful enough for advanced users.

### Public question bank

A unique feature of Involve is access to thousands of community generated questions. View questions created by organisations similar to yours and, if you choose, copy them to your local database to use in your own surveys.

### Friendly survey scripting

Use our drag-n-drop survey builder to add and edit questions, change question ordering, and test your survey with a live preview.

### Visual question design

Click to add a question, choose question type, enter question text, define options and settings, and watch your preview render in real-time. Every question has different settings and options to make complex configurations easy. Enter tags so you can easily find questions in future and optionally make your questions public to share with the Involve community.

### Wide variety of question types

Choose from a wide variety of question types including: A/B Split, Custom Form, Date, Dropdown, Email, Freetext, Information, Map, Matrix, Multiple Choice, NPS, Numeric, Phone Number, Range, Ranking, Single Select, Sliding Scale, Yes/No, File Upload, Video and much more.

### Survey & feedback campaign management

Create and manage survey campaigns with our step-by-step wizard to guide you through the setup process. Customise survey colours, logo, background images and much more. Set schedules and change settings using simple on/off toggles. Duplicate existing settings for instant setup. Optionally limit users to one submission using our unique device fingerprint technology.

# Other survey features

- Start-over button
- Response Deduplication
- Redirect on Completion
- Custom Background
- Custom Logo
- Custom Colours
- Live polling
- Custom JavaScript and CSS
- Email Notifications
- Schedules
- Partial Response Capture
- Web Accessibility

## Share your surveys over every channel

Share surveys via survey URL, SMS, email, social media, QR codes, embedded website widget and much more.

## Industry benchmarks

Benchmark results against other organisations similar to yours with industry specific benchmarks for social wellbeing, employee satisfaction, customer satisfaction and experience and more.

## Location aware surveys

Powerful location filtering, combined with result segmentation by demographics, ensures you can truly understand, evaluate and act on community feedback.

## Filter and export

As an open platform, Involve supports exporting data in industry standard formats. Choose from formats including Microsoft Excel, SPSS, CSV, Microsoft Word and JSON. Before exporting data, you can filter results by time, demographics, location or question response, as well as removing unwanted responses.

## Testing and sharing

View a summary for every survey, allowing you to quickly see configuration options alongside links to test and share your survey. A short code URL is created for easy distribution, with separate links for testing and live distribution so you can test internally without needing to filter out responses later.

## Community research panel

Take your surveys a step further by creating a community research panel. Community members can sign up to receive notifications when new surveys are released. Segment your panel by previous responses, demographics or location and send communications directly via email, SMS, and mobile app. Tracking codes embedded in survey URLs ensure responses are linked to a member's profile.

## Rewards and gamification

Want to get more responses and higher completion rates? Add rewards directly to surveys with Involve's native Giftpay integration. Simply add our rewards wheel to a survey, set quantities and probabilities, and we'll take care of the rest. When somebody wins an eVoucher, we'll automatically handle distribution. Looking to reach a different demographic? Rewards can come in lots of different shapes and sizes. Instead of a rewards wheel, consider adding a charity donation on competition.

## Multi-language support

Add unlimited languages and use professional translators to enter question translations. One survey version can be maintained with multiple associated translations. Involve automatically creates a dictionary of your translations, so future questions and phrases are automatically translated. Prompt respondents to select their desired language on opening a survey. Captured responses are automatically translated back into English.



“Civica Involve saves us 45 hours of staff time per week, whilst also enabling us to identify key insights by utilising data more effectively.

Ultimately, we’re better equipped to help youth across the Greater Geelong region.”

Blake Edwards  
Youth Services Director  
City of Greater Geelong



# Data insights and analytics

Explore data captured from across Involve's suite of tools with our real-time and interactive dashboards. From word clouds, to location heatmaps and bar charts, we make analysing complex data easy.

For deeper analysis you can use our inbuilt drag and drop pivot / crosstab view, or export data to one of our many supported formats.

When it's time to turn data into actionable insights, we've got you covered:

## Real-time and interactive

Filter survey responses by time, date, location, demographics and much more! We automatically clean and format any data captured, meaning you can spend less time preparing data and more time making decisions.

## In-built analysis functions

Our analytics toolkit provides everything from statistical functions, to natural language processing and AI-driven predictive models.

## Open standards

Export data to Excel, SPSS, CSV, PDF, JSON and other common formats. Data is compatible with industry leading business intelligence tools such as PowerBI and Tableau.

## Automatic dashboards

Civica Involve automatically generates a dashboard for every survey you create. Drag-n-drop to move and resize charts and graphs. Filter by timeframe, export reports to PDF, and save new layout configurations. Platform dashboards are perfect for non-technical users who want to evaluate results, and for users wanting to track survey uptake. A key stats overview panel shows total respondents, completed surveys, average duration, dropout rate and where most dropouts occur. This enables you to tweak campaigns based on real-time insights.

## Advanced interactive dashboards

Involve offers advanced dashboards for those wanting to harness more advanced analytics. These dashboards are crafted by our team of data scientists and are customised to your specific project or use case.

Delivered as a Microsoft PowerBI dashboard, all charts are fully responsive meaning you can click to segment by demographic, location, and much more. Custom analytics functions can also be created that extract the specific insights you need.

## Audio analytics and insights

Involve automatically processes audio and video to generate a transcript, identify speakers, visualise sentiment and allow for time synchronised playback.

## Drag-n-drop pivot tables and crosstabs

Simply drag-n-drop questions to create crosstabs and pivot tables. Add multiple questions and apply visualisations like heatmaps to quickly identify top answers. A range of different analysis functions are available, including sample variance, sample standard deviation, average, and median along with 18 other built-in functions.



“Civica Involve has helped us immensely when it comes to engaging with stakeholders and visitors in a seamless and less time-consuming way. Involve’s technology has allowed us to collect and analyze unique data points that can be interpreted in hundreds of ways so that we can advocate and tell our story effectively.”

Robbie Silver  
Director of Marketing  
Union Square BID

10M+ Data points analysed

500K+ Surveys taken

60% More stakeholders reached



# Drive community and stakeholder engagement with Civica Involve

To find out more and book a demonstration email  
**[marketing@hello.civica.com.au](mailto:marketing@hello.civica.com.au)**

**INVESTORS IN PEOPLE™**  
We invest in people Gold

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