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**Be Brilliant, {Response.FirstName}!**

A white text on a black background

Description automatically generated

### A person in a red blouse talking to a group of people Description automatically generated

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| Dear {Response.FirstName}, |
| Thank you for completing the trial assessment with Brilliant Assessments! We hope it highlights the opportunities our system can bring. This feedback report further showcases our capabilities. We have also included an appendix with further graphical options and details about our support resources. |

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| {Gauge[Survey Height=200 Title=N]} | Your overall score was {RatingScore.Score}. {Rating.RatingText} | |
| Your intended use of the system {RatingSubsection.RatingText[SectionNo=2 SubSectionNo=2]} | | A person sitting at a table looking at a phone  Description automatically generated |
| How we built this The donut chart at the top of this page was created by calculating an overall score, based on your answers. Each question in the assessment had a score associated with it to reach the automatically calculated percentage score. The text to the right of that was chosen by the system because of your rating (score range). Meanwhile the text under your intending use is pulled from the report text associated with your answer. Nifty right? | | |

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| Assessment Summary We have calculated how well the features of Brilliant Assessments will meet your stated requirements. | | | |
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|  | {Polar[SegG=8 SegmentationNo=ALL Height=550 YAxisMax=100 Gridlines=N Legend=N Title=N Label=Y FontSize=8]} |  |
| How we built this On this page, we’re looking at a circumplex chart. This chart is created by combining a base image template with a polar chart. Each segment of the chart reflects the total score for a subsection, calculated automatically as a percentage. This chart looks complex, but graphics like this are a lot easier to create than you think in Brilliant Assessments. | |  | |

### A person sitting on a couch with her feet up Description automatically generated

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| How does that compare? How do your scores compare with others? Here, we compare your response to all others and others from your country.  {BarMulti[Survey SectionNo=All BM1=0 BM2=1 Height=280 Chartcolors=#636464,#e76424,#962e1f FontSize=12]} |
| How we built this What you’re looking at here is a good old trusty multi-bar chart, but that’s not all. This chart uses benchmarks to compare your response to other respondents, and Classifiers to delve deeper into a certain market segment (e.g. the United States). Showing Countries is just one example of Classifiers. You can define unlimited classifiers, unique to your assessments. |

A group of people in an office

Description automatically generated

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| Your RequirementsLet’s get down to the details |

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|  | Question Types {RatingSubsection.RatingText[SectionNo=3 SubSectionNo=1 RepText=2]} | | |  | |
|  | | |  | Selections |
| A black screen with white text  Description automatically generated | | | **Single-answer, multiple-choice** provide accurate scores and are quick and easy for the end-user to answer, which boosts engagement. While it might seem like you're making it easier for the user by providing the correct answer among the options, just watch a few episodes of "Who Wants to be a Millionaire?" to see that it's not always that simple! | **{ResponseAnswer.AnswerReportText[S3 SS1 Q10 A1 RepText=1]}** |
| A screenshot of a black and orange screen  Description automatically generated | | | **Multi-answer, multiple-choice** questions are versatile, especially when there's no single "correct" answer or where different answers yield different scores. They're also excellent for determining which questions are appropriate for each respondent, making them a great tool for controlling conditional questions in an assessment. | **{ResponseAnswer.AnswerReportText[S3 SS1 Q10 A2 RepText=1]}** |
| A black and white screen with white text  Description automatically generated | | | **Rankings** are like enhanced multiple-choice questions! Respondents can make multiple selections and prioritize them using a drag-and-drop interface. The number of options is fully configurable for a tailored experience. | **{ResponseAnswer.AnswerReportText[S3 SS1 Q10 A3 RepText=1]}** |
| A screenshot of a computer  Description automatically generated | | | **Sliders** are a great question type. They work well on all devices and are visually appealing. You have full control over the answers, scoring, feedback generated, and can set a default answer if desired. | **{ResponseAnswer.AnswerReportText[S3 SS1 Q10 A4 RepText=1]}** |
| A screenshot of a computer  Description automatically generated | | | **Dropdown lists** are ideal for long options, like "Countries" or "Regions," where you want the user to pick one answer. | **{ResponseAnswer.AnswerReportText[S3 SS1 Q10 A5 RepText=1]}** |
| A screenshot of a computer  Description automatically generated | | | **Text boxes** have many uses, from entering details like names and email addresses to providing expansive answers. A great feature of our system is the ability to transfer text from the assessment directly into the Feedback Report and Results – no copy-pasting! | **{ResponseAnswer.AnswerReportText[S3 SS1 Q10 A6 RepText=1]}** |
| A screenshot of a computer  Description automatically generated | | | **Numbers and Decimals** ensure numeric responses are given when required. | **{ResponseAnswer.AnswerReportText[S3 SS1 Q10 A8 RepText=1]}** |
| A screenshot of a survey  Description automatically generated | | | **Matrix** questions are excellent for customer feedback, allowing customers to rate different criteria or measure perceived importance. | **{ResponseAnswer.AnswerReportText[S3 SS1 Q10 A12 RepText=1]}** |
| Upload-based Question Types | | | | |
| A logo of a picture  Description automatically generated | | Images can be uploaded and cropped within the system. On mobile phones, respondents can also activate their camera to upload images directly. This is particularly useful for on-site assessments. | | **{ResponseAnswer.AnswerReportText[S3 SS1 Q10 A9 RepText=1]}** |
| A red line with a play button  Description automatically generated | | Videos, like images, can also be uploaded. On mobile phones, respondents can record and upload their thoughts directly into the assessment. | | **{ResponseAnswer.AnswerReportText[S3 SS1 Q10 A10 RepText=1]}** |
| A red line on a black background  Description automatically generated | | Any file type can be uploaded, often used for Word documents or PDFs. These files are permanently attached to the response and can be displayed, downloaded, and resaved. | | **{ResponseAnswer.AnswerReportText[S3 SS1 Q10 A11 RepText=1]}** |
| How we built this The paragraph at the top of this section about question types is based on a rating. For each answer type you selected in the assessment, you were awarded points. The more points, the higher the rating. This ultimately determined the text that showed. As for the chart types, the text was built into the report and the selections were marked as ticked based on what was selected in the assessment. This was achieved by setting the Report Text for each answer to a tick symbol. | | | | |

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|  | | Assessment Structure {ResponseAnswer.AnswerReportText[S3 SS2 Q5]} | | | |  | |
| Hierarchical and Networked Scoring There are two main ways of approaching scoring in an assessment, which can also be applied in combination: hierarchical and networked. | | | | | | |
| **Hierarchical Scoring** is the most common way of structuring scoring in an assessment. Each question in your assessment has a maximum associated score, and each answer within a question has a score relative to this. In hierarchical scoring, each subsection, section, and the whole assessment has the score automatically calculated. This delivers the associated Ratings, which drive the detailed advice in the feedback report. | | | | A group of colorful dots  Description automatically generated  **Networked Scoring** is where questions with similar traits, characteristics, or any other defined theme from anywhere in the assessment are tagged to create a network of scores. A great example of this is a psychological assessment, where similar questions may appear throughout an assessment but not necessarily in chronological order. | | |
|  | | | | | | |
| How we built this The paragraph at the top of this section is drawing on the report text set for each answer to the question about how you plan to structure your assessment. While the text underneath forms part of the Word template. | | | | | | |
|  | Assessment Features There are several ways to customize your assessment. Below, we spotlight some of the features in more detail. Now might also be a good time to tell you that Brilliant Assessments doesn’t do feature gating. This means all features are available at every subscription level. Want to dive into everything that Brilliant Assessments has to offer? [**See our full feature list here.**](https://www.brilliantassessments.com/feature-overview) | | | |  | |
|  | Conditional Questions | | {ResponseAnswer.AnswerReportText[S3 SS2 Q10]} | | |
|  | Instructions | | {ResponseAnswer.AnswerReportText[S3 SS2 Q50]} | | |
|  | Question Pooling and Randomization | | {ResponseAnswer.AnswerReportText[S3 SS2 Q90]} | | |
|  | Scoring | | {ResponseAnswer.AnswerReportText[S3 SS3 Q10]} | | |
|  | Calculations | | {ResponseAnswer.AnswerReportText[S3 SS3 Q20]} | | |
|  | Assessor Functionality | | {ResponseAnswer.AnswerReportText[S3 SS3 Q40]} | | |

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|  | | Brilliant Branding {RatingSubsection.RatingText[SectionNo=4 SubSectionNo=1]} | |  |
| White Labeling Your Assessment See all the ways that you can make the assessment experience seamless with your brand identity (with no coding or customization costs) | | | | |
|  |  | | Logo  Add your logo to your Brilliant Assessments sign-in screens, to the header and footer of your assessment, automated emails, and beyond. | |
|  |  | | Colors  Add your brand colors to the assessment as well as the builder, administrator portal and partner portal experience so it feels like home. | |
|  | A black and white rectangular object with text  Description automatically generated | | URLs  Bring your own URL to Brilliant Assessments to create a more trusted experience for respondents | |
|  |  | | Emails  Send emails from your address and customize them to match your brand and signature. | |
|  |  | | Partner Branding  Enable partners to put their own stamp of the assessments they purchase from you. | |

## Respondent Experience

Brilliant Assessments is designed to fulfill the needs of various markets, industries, and professions.

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| Hands holding a tablet with a screen on it  Description automatically generated | Responsive Design {ResponseAnswer.AnswerReportText[S4 SS2 Q10]} |
| Multilingual Capability {ResponseAnswer.AnswerReportText[S4 SS2 Q20]} | A computer on a desk  Description automatically generated |
| A screenshot of a computer  Description automatically generated | Accessibility {ResponseAnswer.AnswerReportText[S4 SS2 Q30]} |

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|  | Initiating a Response There are several ways to initiate a response to an assessment. Below, we’ve outlined the most common methods and marked the options that you’re most interested in. | |  |
|  | |  | **Selections** |
| A orange and black rectangle with white text  Description automatically generated | | By entering response request records directly  This is a great way to request responses from a large group of people all at once. There is no limit to the number of requests that can be uploaded simultaneously. | **{ResponseAnswer.AnswerReportText[S4 SS3 Q10 A1 RepText=2]}** |
| A orange and black rectangle with white text  Description automatically generated | | By uploading a spreadsheet into the portal  If you have a spreadsheet list of the names and emails of respondents, you can upload this directly into Brilliant Assessments.­­­ | **{ResponseAnswer.AnswerReportText[S4 SS3 Q10 A2 RepText=2]}** |
| A black and orange rectangle with white text  Description automatically generated | | By linking to a response from your website (or an email)  This is the easiest way to get share an assessment. Brilliant Assessments can create the response request automatically, and the user receives a welcome email in case they are interrupted mid-response. This approach can be combined with phased assessments, allowing you to collect base information initially and then send the respondent an email to complete the full assessment. | **{ResponseAnswer.AnswerReportText[S4 SS3 Q10 A5 RepText=2]}** |
| A group of people connected to each other  Description automatically generated | | Using Salesforce, another CRM, or your website integration  This is a great way to create more detailed response requests. Brilliant Assessments can store an ID from your system (e.g., the Salesforce Contact ID) and once the response is completed, we can call Salesforce or your system with configurable results and current demographic data.  Systems can also be configured to pass us every contact and email address as they are created or maintained so we can match when a response request is created via another method. | **{ResponseAnswer.AnswerReportText[S4 SS3 Q10 A3 RepText=2]}** |
| A rectangular orange and white rectangular object with dots  Description automatically generated | | Using the available assessment list or respondent portal functionality within the software  This is particularly useful if you have several assessments to offer your audience or use a partner strategy to commercialize your assessments. | **{ResponseAnswer.AnswerReportText[S4 SS3 Q10 A6 RepText=2]}** |

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| Email Templates Email Templates are an important part of the customized experience for the respondents. Let’s talk about the different types of email templates available. | | |
| A screenshot of a phone  Description automatically generated | A screenshot of a phone  Description automatically generated | A screenshot of a phone  Description automatically generated |
| Welcome emails | Reminder emails | Completion emails |
| Sending welcome emails is a great way to initiate a response. This sets an expectation of how the assessment works and provides an opportunity to specify any conditions you may have. Respondents can signify acceptance of these conditions by entering the response. | Sending reminders works well for following up with respondents who haven't completed their responses. You can configure multiple reminders at set intervals. We have found that a 7-day delay works well, giving respondents plenty of time to complete their response without forgetting about it. | Sending completion emails with a PDF copy of the feedback report attached is effective. You can choose to have the feedback report appear directly on their screen upon completion, send the email copy, or both. It is also an option not to display or send the feedback report directly at all. |

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|  | Commercializing your expertise Brilliant Assessments Partner Portal gives Partners and Customers access to the system to manage their own responses and cohorts.  {ResponseAnswer.AnswerReportText[S4 SS6 Q10]} |  |
| Partner Portal Features Include:  * Self registration * White labeling, including logos, colors, and customized text * Response management * Email and report management * Purchase of response allotments | | |
|  | See what the partner portal can do for you Discover how the Brilliant Assessments partner portal can help you monetize your assessments and scale your business. This video offers a step-by-step guide to setting up the portal, customizing features, and empowering your partners to distribute and manage assessments effectively. You'll learn about white-labeling options, managing responses, visualizing data, and handling secure payments through Stripe. This video is a must-watch if you want to enhance your assessment strategy and boost revenue.  [Watch Now](https://www.brilliantassessments.com/brilliant-videos/v/feature-overview-partner-portal). |  |

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|  | | Report Types | | | | |
|  | A white line on a black background  Description automatically generated | | Individual | | |  |
|  | Individual Feedback Reports are produced automatically and can range from detailed documents to certificates or one-page summaries.  {ResponseAnswer.AnswerReportText[S5 SS2 Q10]} | | | | |  |
|  | A black and white symbol with arrows  Description automatically generated | | Cohorts | | |  |
|  | An unlimited number of Cohort Reports can be generated by the system, combining any number of responses into one report.  {ResponseAnswer.AnswerReportText[S5 SS2 Q30]} | | | | |  |
|  | A white and black logo  Description automatically generated | | Iterations | | |  |
|  | Iterations are used to show respondents (either individuals or any cohort) how they are changing over time.  {ResponseAnswer.AnswerReportText[S5 SS2 Q40]} | | | | |  |
|  | A white line drawing of a face  Description automatically generated | | Benchmarks | | | |
|  | Benchmarks are available in both Individual and Cohort feedback reports. They add value by showing respondents how they compare with other responses.  {ResponseAnswer.AnswerReportText[S5 SS2 Q50]} | | | | |  |
|  | Feedback Formats | | | | |  |
| A yellow building with a triangular roof  Description automatically generated | | | | A screenshot of a graph  Description automatically generated | A screenshot of a graph  Description automatically generated | |
| PDF Beautiful and printable, our PDF reports can be emailed directly to respondents, assessors or managers upon completion. | | | | Word Accessible and editable, our Word Feedback reports are supported by text readers and allow respondents to easily add comments. | Results Live and available at every level of assessment, bring your feedback to life with Results. | |

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| Thank you, {Response.FirstName} Thank you for completing the Try-me assessment! We hope you have enjoyed trying out a Brilliant Assessment! Here are some things you can do next- and don’t forget to check out the appendix below. Next StepsBook a Demonstration You can Schedule a personalized demonstration of Brilliant Assessment here:  <https://brilliantassessments.as.me> Start a Trial The best way to see if Brilliant Assessments is a fit for you is to start a 14-day free Trial. This includes all features of Brilliant Assessments, so you can really get a feel for the platform:  <https://try-me.brilliantassessments.com/Trial/Start> Make a Brilliant Choice Buying software can be challenging, with a range of options available. We will **never** try to sell you Brilliant Assessments unless we think it’s right for you, and this is best captured in our ultralow churn rate of 3%. If you need help navigating the market options, book a meeting using the demonstration link above. |

# Appendix

We have included some of the Brilliant you can create in your feedback reports

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| Be Brilliant with Charts and Feedback Graphics | | |
| A screenshot of a graph  Description automatically generated | A graph on a screen  Description automatically generated | A bar graph on a bar chart  Description automatically generated |
| A circular diagram with orange and white text  Description automatically generated with medium confidence | A screenshot of a phone  Description automatically generated | A screenshot of a grid plot  Description automatically generated |
| A screenshot of a game  Description automatically generated | A graph on a screen  Description automatically generated | A bar chart with different colored bars  Description automatically generated |
| A graph on a screen  Description automatically generated with medium confidence | A screenshot of a graph  Description automatically generated | A graph on a screen  Description automatically generated with medium confidence |
| A screenshot of a graph  Description automatically generated | A screenshot of a computer  Description automatically generated | A screenshot of a web page  Description automatically generated |
| A screenshot of a pie chart  Description automatically generated | A pie chart with a pie chart in the center  Description automatically generated | A screenshot of a computer  Description automatically generated |
| A screen shot of a computer screen  Description automatically generated | A screenshot of a movie  Description automatically generated | A screenshot of a bar chart  Description automatically generated |

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| Be Brilliant with our Support | | |
| Candice, EMEA Based in London, United Kingdom Candice looks after our customers in the EMEA timezone. Candice can help you with all aspects of getting started in Brilliant Assessments but her not-so-secret specialty is helping customers with feedback report design and navigating the quirks of Microsoft Word. | Typhaine, Australasia & Americas (West) Based in New Zealand, Typhaine has extensive experience in customer success and project management. Typhaine works closely with customers to help them get started with Brilliant Assessments and is highly skilled at helping with complex scoring and nuanced calculations. Typhaine is also bilingual in French. | Nina, Australasia & Americas (West) Based in New Zealand, Nina is highly detail oriented, with a background in training, development, and business analysis. As with all our Customer Success Managers, Nina is dedicated to ensuring exceptional client satisfaction and is committed to helping our customer be brilliant with their assessments. |
| Graeme, Americas (Central and East) Based in Miami, Florida, Graeme is our CEO and heavily involved in customer success. Graeme works directly with many of our American and Enterprise customers, to help them get started, and choose the best solution for their assessment needs. | Our Help Articles We pride ourselves on our customer service quality and the first port of call for support is usually our help articles. Available as a shortcut within Brilliant Assessments, you can quickly search the catalog to get the answers you need. You can also see all the available articles and release notes [here.](https://help.brilliantassessments.com/) | Report Templates The beauty of our reports being built in Microsoft Word is that you can truly brand them and make them your own, using a tool that you are familiar with. However, if you want some help getting started with a template, there are a range of samples available [here](https://help.brilliantassessments.com/hc/en-us/articles/900000523443-Sample-Report-Templates). |