

Live Roundtable

Contactless surveys with the Boston Convention Center

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SPEAKERS

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QuestionPro Webinar: We're broadcasting we're recording. Now we're going to wait for people to join looking

John Johnson: Hello, everyone. Thank you for starting to join us for this roundtable on contactless surveys

John Johnson: When the Massachusetts convention center authority, along with care experience and question Pro, we will get started soon.

John Johnson: Will give a few more minutes for people to pull up and then we'll jump into the agenda for today.

John Johnson: This is going to be a fun roundtable discussion. So we're excited and we will have plenty of time for question and answers.

John Johnson: I will mention this again shortly, but please use that Q and A a button down at the bottom to post any questions that you have.

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John Johnson: During this, it's right there at the bottom of your zoom click that and go ahead and type your questions away. And if you're joining us now let us know where you're joining us from we'll get started shortly.

John Johnson: We got California in the house. Okay, we got the Bronx, New York, Austin, Texas. Right. Stevens Point.

John Johnson: Nice, nice. Welcome, welcome.

John Johnson: Natalie knows here. Okay.

John Johnson: Quebec City. Wow.

John Johnson: Alright well people are pulling in, I think we'll go ahead and get started. So

John Johnson: Zoom thing out of my way.

John Johnson: Alright guys, so here we go. The agenda for today, we're going to start out with some introductions.

John Johnson: We're going to look at the use case here for contact with surveys and really get into the implementation over here.

John Johnson: And then after obviously jump into some Q and A I think we're some of us talking about earlier.

John Johnson: You know, we're into this touch list and contactless survey time which is very exciting finding ways to pivot in terms of

John Johnson: Feedback and research and being able to continue to listen, analyze and act so let's go for it. Hopefully everyone is nice and comfortable. Have some refreshments and ready to join the conversation.

John Johnson: So i'm john Johnson VP of customers over at question Pro. I have been working in the research industry for a very long time 1314 years to be exact, with question Pro for nine started in the research world.

John Johnson: In the qualitative and quantitative side made it up to a project manager and filled manager, but I actually started on the phones.

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John Johnson: Calling up people saying, Hey, will you take my survey and a lot of people saying no, and hanging up the phone on me. But you know what I thank a lot of rejection. But I am married now so I learned some things

John Johnson: And you might catch that on your way out the door, but that's fine, but I have some lovely people joining me today. Kristin O'Malley, and Dr madani

John Johnson: When we start the conversation with them though kind of jump into a little bit about their selves. As we go through and with that being said, we're going to start with Kristin. Kristin.

John Johnson: Before we talk about why you have the need for contact with surveys tell the audience a little bit about you.

Kristen O'Malley: And thank you for having me today. Good afternoon, everyone. So I have been with the convention center authority in Boston, Massachusetts, for it will be 17 years in September.

Kristen O'Malley: My current title. I'm the director of experience and quality assurance.

Kristen O'Malley: I started right out of college, I was in customer service first working a service desk taking orders from exhibitors

Kristen O'Malley: And then I was in event services for about 11 years where I actually worked hand in hand. When the clients coming into the building I was the liaison between the

Kristen O'Malley: Clients and all the our service delivery teams in the building and kind of, was there a point person whenever they plan an event and executed it in house.

Kristen O'Malley: Today, my job is I oversee two different departments. The exhibitor services department, which is what I mentioned before, where

Kristen O'Malley: We have service desk. We take all the service orders for any exhibitors for utilities, because our facilities, the BCC, as well as the Hynes convention center. They both have a lot of exclusive services.

Kristen O'Malley: In the building. And so my team handles all those orders and then I also oversee the guest services team, which you know anyone coming into the building is welcomed by one of my folks in a red blazer.

Kristen O'Malley: They are cheery they're welcoming people as they come off buses and walking into the facility and they also help facilitate our attendees survey. So that's kind of how I got in contact with question pro about two and a half years now. I feel like we've been working with question pro

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Kristen O'Malley: We I also oversee all our customer experience survey.

Kristen O'Malley: And we were looking for a change. About three years ago and we worked with question Pro to figure out what would make sense for us as far as a new survey program. And we've kind of gone from there.

Kristen O'Malley: We conduct three different surveys in house. We do a exhibitor survey which is done at the end of an event after someone has purchased service services through us. So we want to get a gauge as to what their experience with like

Kristen O'Malley: We also do an attendee survey which is currently not contact list but I in conversations I anticipate, we will be going to a contact list survey in the future for the attendee survey.

Kristen O'Malley: And then we finally we do a client or a meeting planner survey that survey is sent out to any of the clients that are hosting an event, just to get a feel for

Kristen O'Malley: How their experience was and what we could do better. That's the biggest thing for us is to to engage with our customers and see where we can go from there. So that's kind of my my background with the convention center right now.

John Johnson: No thank you. Thank you. And that makes you know makes a ton of sense. And thank you for sharing and sharing with the sharing with the audience and I think

John Johnson: You know you've, you mentioned a lot of the programs that you've been in charge in charge of have been working on in executing on what what recently changed in what brought the need for contact the service.

Kristen O'Malley: Sure. Um, so, as many of us kind of

Kristen O'Malley: hit that wall a little bit in March, right about St. Patrick's Day and we started seeing a lot of our shows

Kristen O'Malley: Looking at postponing looking at, you know, just not taking place in our facilities due to the recent events with co bed.

Kristen O'Malley: And a lot of our team member. There's we're starting to work from home. At first, we didn't have exclusive remote working but then we, our group are the MCC kind of move to having complete home remote employee engagement.

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Kristen O'Malley: And then that turned into having a one small team of employees that started coming into the building because we actually turned into like many facilities across the country. We turned into a field hospital for qubits for COPD patients so

Kristen O'Malley: So with that field hospital. It was called Boston. Hope it was we had 1000 beds in the facility, you know, we had

Kristen O'Malley: Half of them were homeless coven patients and half of them were. It was like a step down facility for folks. And that was run by a healthcare.

Kristen O'Malley: Organization in the city that was local to us. And when we came into the building as employees from the facility. We had to go through a screening process.

Kristen O'Malley: Due to the fact that we were not employees of that healthcare organization. We couldn't use their program. So we physically had to go through and answer questions and how their temperature taken and whatnot.

Kristen O'Malley: And that kind of started our wheels turning as far as what would we do with our employees when we started coming back because we have so many vendors and

Kristen O'Malley: Partners that come into our facility and how do we not only screen properly, but do it in an efficient and contactless process. How do we make that as easy as possible and make people feel comfortable

John Johnson: Gotta got it down it totally makes sense and well Boston hope. I like it. And thank you guys for, you know, all you guys did in that time and and been doing in that time to

John Johnson: What was some of the when you guys sat down and looked at kind of the requirements, the implementation. What were some of kind of the, the key things is you and leadership, we're looking at that.

Kristen O'Malley: Sure. So, um, obviously, the biggest thing for us is we wanted it to be quick, we want. We don't want people to get bogged down. We don't also don't want people to get nervous about it and

Kristen O'Malley: The longer the survey was it would be feel more invasive and for feel more just like we were asking questions that didn't need to be asked. So we wanted to make sure it was quick.

Kristen O'Malley: We wanted to make sure that it was accessible via the individuals device. We didn't want someone to have to come in and

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Kristen O'Malley: fill out a survey that was at a computer at a, at one of our security stations. We wanted to make sure that they were able to do it prior to leaving their home.

Kristen O'Malley: You have to think about if someone is if they're answering these questions. And as you'll see.

Kristen O'Malley: later slides, there's a point where if someone answers a question and it seems as if they might have a symptom. We want to make sure that we kind of

Kristen O'Malley: triage that before they even leave their house. We don't want someone to be inconvenienced by inconvenienced by coming into the office and then be acceptable. Like, that doesn't make sense for anyone.

Kristen O'Malley: And then finally, we wanted to make sure that we could do some reporting on the information that we received just as far as percentage of responses. And how many responses we were getting daily. We wanted to make sure that we could utilize that information after the fact, as well.

John Johnson: Right, right. And you kind of mentioned like drunk, you know, wanting to be non invasive and and you know and the questions using the survey so

John Johnson: Yeah. What did that look like what were what were the type of questions. And what were the things that you were looking to get to stay non invasive, but also not inconvenience, people can get the information before they got to the office.

Kristen O'Malley: Sure. So the first thing we did, too, was that we push it out to anyone that has a

Kristen O'Malley: A work issued cell phone. It was pushed out to the cell phone so that it was it sat on their phone their home screen as an app so that it was always there. You didn't have to go back to an email to click on a link all the time.

Kristen O'Malley: It was right there on your home screen. If someone didn't have a issued a work issued phones. They have vendor of ours, they could always save it as a favorite on their, their phone themselves.

Kristen O'Malley: We explained how to do that in the initial rollout, just to make sure that first step that it was easy, it was convenient people weren't frustrated trying to find old emails and whatnot. So that was the very first thing we did

Kristen O'Malley: So when the person opens up the the app or opens up that the questionnaire. We first asked for their contact information.

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Kristen O'Malley: You know, obviously we want to know who is filling out the survey, just so that we can make sure that the results of the survey match when they will

Kristen O'Malley: Walk in the doors. So we asked for the first and last name of the individual as well as an email.

Kristen O'Malley: Later on we added in company when we started having more vendors starting to come into our building. So we wanted to know if we had someone coming and doing work on our escalators. We wanted to know that that was a

Kristen O'Malley: A individual that was working for that company versus an MCA and individual. So the first question that they're asked is, have you or any one that you've been in contact with tested positive or how to presented coven test positive covert testing 14 days. Okay.

Kristen O'Malley: If someone if someone was to say yes to that question, the question the survey is automatically terminated and you'll see in a screen further on, and they receive a message.

Kristen O'Malley: Similar with the second question, it is if there's if you're presenting any symptoms in the last 24 hours and if you had a temperature

Kristen O'Malley: If you click Yes, then the survey is terminated, you get a message that's received. If you click no to any of those first two questions you continue on with the survey.

Kristen O'Malley: The last set of questions is about different symptoms, you can click any or all of the symptoms, but you can't click no symptoms.

Kristen O'Malley: As well as clicking a symptom. So we made, we made sure that it was the survey was very efficient. It was well thought out to that, again, people aren't getting frustrated with any glitches within the survey.

Kristen O'Malley: So if you click that you have a symptom that again you the survey would be terminated you receive a message if you said no symptoms, then the survey would be complete.

Kristen O'Malley: So you can see on this screen right here.

Kristen O'Malley: If you fail the survey. So, meaning if you click yes to any of the symptoms or yes to coming into contact with an individual or having a fever.

Kristen O'Malley: You get sent right to the screen that's up right now. So basically it's saying that you did not pass the health screening

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Kristen O'Malley: And pretty much it's telling you to contact your manager before you report into work. So we're not saying that you can't come to work. We're not saying that, you know,

Kristen O'Malley: We're not raising the huge red flag. We're just simply saying that you have not met the criteria to just make your way into work without talking to someone

Kristen O'Malley: So we felt that this was an easy way to not not scare anyone or might not make someone feel like they're going to come back later and say you couldn't come to work.

Kristen O'Malley: We're just simply saying because of what you chose on the survey, you need to speak to someone before you head into work today.

John Johnson: Got it. And then if the success

Kristen O'Malley: Yes, exactly.

Kristen O'Malley: So make it through the survey and you say no to everything and no symptoms.

Kristen O'Malley: We ask you to actually screenshot, the last page of the survey which basically says that you've passed it as well. Just because you never know.

Kristen O'Malley: The email that's generated from the survey saying that you passed it could get caught in someone spam. It could, you know, you could just miss it.

Kristen O'Malley: So if you receive the email and this is what the email would look like.

Kristen O'Malley: The biggest thing for us on this is that obviously that the individual has passed, but it says my name. So my name Christian O'Malley will match my badge, as I'm walking in the door. So we have

Kristen O'Malley: Certain points of entry in our facility that are only open right now and they are staffed with a public safety officer.

Kristen O'Malley: The public safety officer asked to see this email as you walk in the door and they can actually match up my name on the email to the name on my badge, so that they know that I took this survey, they can see the timestamp on it.

Kristen O'Malley: Because we asked for folks to take it within four hours of coming into work. It basically says that you've passed the health screening and

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Kristen O'Malley: We also can utilize this email to communicate any different parameters that we're enforcing that work. So you can see that this says that we need a face or mask.

Kristen O'Malley: Covering at all times. If we change this if it was something if we start taking temperatures, we would actually communicate it in this email because then folks see it right before they come into work it's fresh in their mind. There's no questions to be had.

Kristen O'Malley: And then we also have a video about handwashing and just normal practices that the individual should be taking

Kristen O'Malley: So the way that we send out these surveys is automatic. Once the individual passes this the

Kristen O'Malley: The health screening they automatically due to the logic that we have built in the survey, they received this email.

Kristen O'Malley: Similarly, we have logic built in. If they say that they've come in contact with someone, or if they

Kristen O'Malley: Have symptoms they automatically due to the logic will be sent to the screen that says that they have not passed so it's all, it's very intuitive.

Kristen O'Malley: I don't have to, once it's been up and running. I haven't had to do anything on my end all the emails have been working perfectly.

Kristen O'Malley: We also have a distribution list that received any of the, the failure information. So if I was to say that I had symptoms.

Kristen O'Malley: That information would actually go to our HR team just so they're aware of

Kristen O'Malley: Who needs to be reaching out to their manager prior to coming into work and so that gives us that safeguard that we know that we can check and make sure that those individuals are actually reaching out prior to walking in the doors.

John Johnson: Got it, got it. Oh my god. I mean, you dropped so many gems there and I love the fact that also he just

John Johnson: Every, every step of what's been thought out, but also even down to, you know, the success email you're even using that as an opportunity to

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John Johnson: You know, share information and give information, just like the reminder with the face mask, etc. So that's, that's, that's, that's pretty awesome. And I think to today so far. You guys had like 2000 responses are probably more after since we started this right

Kristen O'Malley: Yeah, I think we're up to 2500 right now because we do have

Kristen O'Malley: A good amount more staff that are coming into the building like a month and we have we have some construction work going on now that we have that approval from the content miles on so yeah we're we're over 2500 at this point. This week, which is wonderful.

John Johnson: And I definitely want to get you know Gotham into the conversations in your way, before I get him into the conversation. You did mention that, you know,

John Johnson: Reporting was was a big piece. And so what are you guys doing with the data or how are you reporting reporting on the data and how is it being rolled up any insights

Kristen O'Malley: So as I mentioned, we are they the survey automatically generates any failure emails to go to our HR so they have that availability to see that information but weekly

Kristen O'Malley: I have surveys or reports that I'm sending out to my senior staff team.

Kristen O'Malley: The big thing that we want to make sure that we're doing is that we are we are matching up. How many people are coming into the building to how many surveys are being completed.

Kristen O'Malley: So I have reports as far as just raw data that's being run so I know how many people took the survey. This week, compared to overall. We can also see how many failures compared to success surveys, we say

Kristen O'Malley: It's just a good way for us to gauge the the involvement from our employees coming into the building.

Kristen O'Malley: As well as the fact that we can see that this is really working. We those surveys show that on average it takes us a minute to complete the survey, which is, you know, I

Kristen O'Malley: Find that's wonderful. It's a wonderful time frame. It's quick, but it has been consistently a minute, which was wonderful to so it's not people aren't fumbling around with the survey, they're really able to use it in an efficient manner. And I think those reports really show that to

John Johnson: God and God. That's awesome. And I think it's, it's good that you know it also helps that you guys are on a platform that obviously is

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John Johnson: You know, web accessible, you know, we're already

John Johnson: HIPAA compliant in GDP are compliant and kind of all the regulatory and regulations that are out there to make sure you have a stable platform to run and capture this capture this data, you know,

John Johnson: As well. So it's back. It's been exciting you know partner you guys on this but you know for me and and coming through the research side and the customer side, it's just, it's, it's always rewarding to be able to

John Johnson: You know, you know, have a have an opportunity objective or a problem and have a solution, solution for

John Johnson: Gotham, are you, you still there with us.

Gautam Mahtani: Hey buddy.

John Johnson: How's it going,

Gautam Mahtani: It's going well. It's all

John Johnson: thanking God, am I want an opportunity to introduce yourself. I know you have some slides and some stuff to share with us as well. So I'm going to stop my sharing and let you start going, you know, share yours and start going into tell us a little bit about yourself.

Gautam Mahtani: Perfect. I appreciate it. Let me

Gautam Mahtani: Let me bring this up.

John Johnson: You're getting it up there pretty quick. I was, you know, I thought I was gonna have to do some awkward thing. And I'm not very good at that. So the fill the time so

Gautam Mahtani: There's some time left at the end.

Okay.

Gautam Mahtani: Yeah.

Gautam Mahtani: Listen, guys. I really genuinely appreciate it. Chris, and that was that was a fantastic insight into what you've been doing. My name is is got them autonomy.

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Gautam Mahtani: I have been in the real time data collection customer and patient experience space for almost 20 years

Gautam Mahtani: Basically what I've learned is that what this is about. When you want to collect real time data for something really important

Gautam Mahtani: It's essentially about three things. It's about proactively finding ways to listen to the other party.

Gautam Mahtani: It's about taking the time sort of the analytics and to understand what they've said, and then it's about taking the corrective action based on the data. It sounds. It sounds simple, sometimes it has some complexities and actual practice. I will give you an example.

Gautam Mahtani: I suffer from bad allergies and so my throat and my sinuses could get problematic and I find when that happens, if I sit on a little bit of warm water.

Gautam Mahtani: That that sort of helps get everything moving and I was on a flight. It really wouldn't be right for me to name the airline American

Gautam Mahtani: And I was suffering and the flight attendant came through and said, Sir, what man. What can I get you. And I said, Man, I have some warm water. She said, Sir, I have heart and I have called

Gautam Mahtani: Clearly not realizing that she just named the two very ingredients for what it was that I need it. Now why am I sharing this with you. It's because that day.

Gautam Mahtani: What was important to me, my priorities fell in a different place than that flight attendants priorities when initiatives like this, or the experience or anything.

Gautam Mahtani: Sort of stumble, it's rarely because teams are lazy or define are unintelligent. They're usually busy.

Gautam Mahtani: So the trick is to execute these things as Christian is highlighted in a way that is efficient for people that already have 150

Gautam Mahtani: Things on their plate. So with that, I want to talk, I'm going to look at it through two lenses and look at it one through the left what Kristen and question pro have executed.

Gautam Mahtani: Through just through an execution framework, say, to say, you know, these are what we deem to be some some

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Gautam Mahtani: Some things to consider when executing something like this. And then I'm going to dive deep and look at it through the lens of someone who's been in the survey or real time data collection space.

Gautam Mahtani: A little bit. A little bit of a deeper dive. I'm going to do all of that.

Gautam Mahtani: Six minutes in about six minutes. So I want to go through a framework, real quick, which is, you know, as I said, when you try to you have initiatives that come up like this.

Gautam Mahtani: Like pay like safety team safety vendor safety and they come up and all the other things that we have going on, are there to trick is, how do you execute them with efficiency.

Gautam Mahtani: So I want to walk through something that really changed the way we

Gautam Mahtani: Run our businesses and the way that we sort of work with organizations and there's a book. If you have not read it called the four disciplines of execution, I would highly urge everyone

Gautam Mahtani: To pick it up and I'll walk you through the framework, real quick, it's been a game changer.

Gautam Mahtani: For us. So the idea is that there's rules in which you can execute an initiative and the first is really around focus

Gautam Mahtani: Right, so being able to say, I can't do this many things, what are the most important in this case it is the safety.

Gautam Mahtani: Of the employees of the vendors that has become paramount to all organization so that clearly becomes the area to focus on the second is

Gautam Mahtani: To act on lead measures and lead measures basically an action that we can take that is both predictive and influential. So if we do it.

Gautam Mahtani: It's going to help us get towards that goal. And we have the ability to do it. So in this case, screening

Gautam Mahtani: Right so discipline to is act on lead measures disciplined three is to keep a compelling scoreboard, and that does not mean big elaborate sophisticated

Gautam Mahtani: Executive dashboards. It means doing exactly what Christian has done taken

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Gautam Mahtani: The necessary pieces of information around the response rate, how many people we screening taking things like

Gautam Mahtani: HOW YOU KNOW HOW ARE WE DOING and GETTING THAT distributed out immediately to the necessary people

Gautam Mahtani: And discipline for us to create a cadence of accountability and that is around having some sort of a discipline on a weekly basis where you're looking at that information and taking the corrective action so

Gautam Mahtani: You know, like this, like most things sounds very simple, in practice, you know, yeah, you know what you're going to do you take the actions you

Gautam Mahtani: Track how you're doing and you know you you have some accountability. The reality is initiatives, the vast majority 70% fail to achieve the desired results. So there is something to this.

Gautam Mahtani: That that makes it quite makes it quite interesting. So, that that is sort of looking at it, know that that's the execution and execution is sort of a funny thing I was

Gautam Mahtani: I was in Jamaica with my wife, my friend Brian and his wife, Jennifer, and four of us were laying by a pole in a in a guy got out of the water. He had the washboard abs. He had the six pack of my friend Brian said, Look at that guy.

John Johnson: That was me. Right.

Gautam Mahtani: It was you.

Gautam Mahtani: He's lucky.

Gautam Mahtani: And his wife, Jennifer said, sweetie. He's not lucky. He's discipline. He eats carrots. He works out you a ding dongs and watch Cops

Gautam Mahtani: And I'm sort of dating that story a little bit, but the reality is, in order to execute at a high level, the way that BCC has done here is requires persistence and requires repetition.

Gautam Mahtani: Now you don't get healthy eating that one carrot and you won't be able to execute initiative like this. And one day, it takes refining and continuous work and persistence is really

Gautam Mahtani: The key there. So now with that we have a checklist that we have sort of developed over the years on real time feedback and and what are some of the key components.

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Gautam Mahtani: If you want to create a sustainable initiative around collecting data. So the first is having an involved leadership team. Now we've never seen.

Gautam Mahtani: A program we see plenty of programs succeed with involved leadership team. And we've seen plenty fall short of the mark when something just wasn't important. Now again, employee.

Gautam Mahtani: And vendor safety during the pandemic is become paramount for everyone and having that leadership support most organizations, I think.

Gautam Mahtani: Is there. So that's what makes that's that's sort of the, the good news here. The second is to make it easy.

Gautam Mahtani: For respondents to give feedback, make it easy to collect this data, both for yourself, as well as for the respondent that's giving you the feedback and we heard from Kristin about quick accessible coven screening that

Gautam Mahtani: That really people are doing, you know, we've got over 2000 people that have already done this and those numbers just keep growing. And so that is absolutely key. You know, when

Gautam Mahtani: When organizations fail to get the quality and quantity of data that they want.

Gautam Mahtani: The number one reason is inconvenient time consuming data collection and so that can be sidestep with a little bit of discipline and question design and a little bit of innovation and how we collect

Gautam Mahtani: That data. Number three is aligning those specific analytics about of that initiative around the organization goal around the organizational goal. I can tell you

Gautam Mahtani: That there's a lot of analytics that could be produced around this, but the team has narrowed the focus and it's just focusing on the things around.

Gautam Mahtani: response rate and routing the systematic tracking to that to the necessary people with Christian distributing with the system kicking out some automated reports and Christian generating some

Gautam Mahtani: On a on a frequency and sending those to the leadership team. So, so far, three out of three check, you know, checking the boxes on what creates a great sustainable data collection.

Gautam Mahtani: Initiative. And the final one is creating timely closed loop follow up. And this is where a lot of organizations, unfortunately, just in my personal experience have fallen short

Gautam Mahtani: But we heard from Kristin about, you know, the follow up on symptomatic patients.

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Gautam Mahtani: The data getting routed to HR, as well as leaders, but also this follow up around systematic patients as well as

Gautam Mahtani: The checking the past confirmations for all employees and vendors that have come in and that's really the key because we can collect that feedback that data. We can report on it till we're blue, but if we're not taking that action that it's really

Gautam Mahtani: Nothing.

Gautam Mahtani: There, it's just a meaningless.

Gautam Mahtani: Initiative. And so with that I'll close by, by just telling you that I you know this. This is really

Gautam Mahtani: About persistence. I have a 16 year old son when he was about 10 I picked him up for basketball practice and we were

Gautam Mahtani: Late getting home from dinner and he we had to pick up something from Target and we went in and we grab what we needed and we were checking out and an ice cream vendor guy had sort of

Gautam Mahtani: Set up there and he said, Daddy, Daddy, can I have some ice cream. And I said no. And he said, why I said because it will spoil your dinner.

Gautam Mahtani: And will be late to the civil. What if I just hold it. And I said, you're not going to hold it, because that will become a mess and

Gautam Mahtani: Will be late. And he said, Well, what if you hold it simple. I'm not going to hold it, because it will both look guilty and it won't go well for either of us, and I learned a valuable lesson that day.

Gautam Mahtani: That my kiddo can close more deals and I can. Why, because he's persistent. So as we find ourselves in this crazy new time. I wish you all the success and keeping your teams and your vendors safe and

Gautam Mahtani: And and thank you so much for the opportunity.

John Johnson: Oh, of course. Of course. That was great. I mean, I think.

John Johnson: Wow. I mean, thank you got them. You really took

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John Johnson: You know, we look kind of the, the use case and the implementation and lead and all of that. And we kind of we kind of unpacked it

John Johnson: But then, you know, you kind of wrapped it back up into a nice good box with a ribbon on it for us to look at it, you know, kind of from us from a starting business approach and making sure that you you kind of

John Johnson: Systematic about it and knocking down knocking down all the things to run a successful successful pro program so appreciate you sharing that and sharing that story. And yeah, I think, you know, I think I could hold a lot ice cream in my mouth. I don't know. I think I can.

Gautam Mahtani: Say that it looks like the joker on this.

John Johnson: That's good, that's good.

Gautam Mahtani: Um, I didn't send this back to you. JJ.

Gautam Mahtani: Should I just go to the next slide, I can do. I don't want you want

John Johnson: Yeah. Next one. Um, I think, you know, I think now we're ready to get into some of the Q and A. A, obviously, you know, I think what I'll touch on is, you know,

John Johnson: There's definitely you know we have, you know, an experience platform where we want to help you know those looking to, you know, listen, analyze an act and collect feedback you know through

John Johnson: There's customer experience employee experience. The researchers of the road that are connecting but you know we are we're available to

John Johnson: To assist and look at those needs. And we've been able to do that. Obviously, with the Massachusetts can convention center obviously working with

John Johnson: Gotham, and a lot of healthcare facilities and hospitals ever looking to go contact list as well. And when you look at the different ways to do that, you know, yes, you can.

John Johnson: You have the resources you can have an app on all the employees phones, a place for the vendor to download that and be able to take the survey as well. If you have a list you can you can push it, push it out and automate it that way. There's ways

John Johnson: To do it via technical abilities.

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John Johnson: As well as what we found that's been really great is putting posters that are a QR code that point to the survey in key spots and locations.

John Johnson: Within facilities. This is something that's worked really well. Also in restaurants. When employees are coming in.

John Johnson: For their for their shifts are going to do updates during their shift, they can you know, pick their device scan that QR code and put in that information. So, so that's been great. Um, I will jump into some of the Q and A and I think

John Johnson: I'm gonna

John Johnson: Kick the first kind of question off to you, Chris. And if you don't mind. Um. Did you face any pushback from employees or vendors

Kristen O'Malley: We didn't actually get a couple people that have questioned, you know, the need for it or question just in general, if this was something that we'd be doing continuously in the future.

Kristen O'Malley: But we found that people actually

Kristen O'Malley: They appreciated the fact that we were doing this because not only is it showing that they're safe to come into work, they know that their co workers are doing the same thing as well. So I think that people actually appreciated it more than felt

Kristen O'Malley: Concerned about the fact that we're asking them to complete these forms.

Kristen O'Malley: You know, we worked. I worked with our HR director, as well as our chief information security officer on

Kristen O'Malley: Just the nature of the questions to make sure that they weren't invasive that we weren't asking anything that would be of concern to have in the platform, either. So we actually felt that people were responsive in a very positive manner.

John Johnson: Got it, got it. I make sense and in Gotham, you know, things from the frameworks and things that you were showing out there. One of the questions that came through was, you know, is there is there kind of a health survey.

John Johnson: Kind of template that that can be used our panelists standardized set of questions that you've put together.

Gautam Mahtani: JJ specific to the the screening or patient experience as a whole are

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John Johnson: Particular to the screening for the house grants.

Gautam Mahtani: Yeah, look, I mean,

Gautam Mahtani: You know, one can one can go round and round on this, but I have to tell you that from when I got involved as far as question pro and Christian have taken that that set of questions and I imagine that required quite a bit of thought. But it was very intelligent

Gautam Mahtani: It had the the right simplest simplicity and an intelligent logic built in so that it would not waste.

Gautam Mahtani: The time of people who are not symptomatic, but it did a nice deep dive into the people that that are. And so I'm the answer is I, I've seen it, it exists, and we've just talked about it. So, most definitely. Perfect.

John Johnson: And, you know, Kristen coming back to you. You know, I look at you know there's big events that happen in the world and in life. And with those comes, you know, new things and new additions, a lot of

John Johnson: A lot of positive changes and, you know, obviously we're all learning new things working remotely, things of that nature. And you guys have launched, you know, launch the survey. Do you, do you see this something that's going to be

John Johnson: Long term. Do you see this being, you know, a part of the future.

Kristen O'Malley: For sure. I feel like we were talking about how you know contact list or Touch, touch list is the buzzword in the future.

Kristen O'Malley: I could proceed, you know, working with clients to see how they want to use something similar to this, whether it be something that we helped produce or they do on their own.

Kristen O'Malley: In the future, there's a lot of companies to that are also doing for registration purposes coming into the building. Everything is prior

Kristen O'Malley: To even taking a step into our walls, you know, the thought is that there's no there's no time to be waiting in line. There's no clustering.

Kristen O'Malley: So all those things need to be remote in mobile and on your own device because being on your own device to gives that kind of level of comfort to so

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Kristen O'Malley: I would anticipate that OS at the convention center that we will be using the term.

Kristen O'Malley: health screening for our vendors and for our internal folks in into the, you know, foreseeable future, but I also for see as I mentioned at the very beginning.

Kristen O'Malley: Things like our attendee survey where it actually was done by walking up to either a station with an iPad where you would touch it or

Kristen O'Malley: My employees would actually hand over an iPad to an individual to complete a survey.

Kristen O'Malley: So we've already started talking about possibly, to your point, you know, using a QR code which someone actually

Kristen O'Malley: scan the QR code has the survey on their, their own device and they can complete the survey, similar to, I know some restaurants. Now we're doing that with menus.

Kristen O'Malley: Where they actually have instead of a manual paper menu on the table you scan a QR code and you have that in visual restaurants menu on your phone. So you don't have to worry about where that menu was what's happening with it afterwards and I for sure. I see this in the future.

John Johnson: Got it. Yeah. That totally, totally makes sense. I think I would agree to. I see. I see this as something that you know he's going to stick around is going to be very helpful. And it continues to keep us keep us all safe and keep us all, you know, keep us all moving so very much needed

John Johnson: You know, we kind of talked on the side got them, you know, question for you, kind of as it relates to kind of

John Johnson: Patient patient experience and you know as Christian just mentioned, you know, the tablet was a highly used thing and I know in a lot of your

John Johnson: The instances you and I work done, you know, the tablet was was used a lot and I know at this point. Everyone is talking about.

John Johnson: contact list and touch. Listen, people are beyond warmed up to it. But going back to that beginning of March, mid March around, you know, St. Patrick's got them and you started, I think you and I both saw what was coming down the pipe.

John Johnson: And I think you started early starting to discuss with people will start to educate. Did you see any kind of

John Johnson: Hesitation

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Gautam Mahtani: No, I think. I don't know if it was just hesitation so much as a requirement for perhaps a slight bit of updating on what the QR code is become you know the

Gautam Mahtani: The QR code as one example of touch list now every data collection mechanism digit has pros and cons, so

Gautam Mahtani: You know the some just so I have a connotation a QR code used to be something where if you didn't have an app, the QR reader app on your phone, then you were going nowhere with it. Nowadays, both Apple and Samsung have converted it where it reads right off the

Gautam Mahtani: Camera

Gautam Mahtani: And so it becomes a beautiful

Gautam Mahtani: And, you know, a lot of organizations we work with the reflecting on premise feedback had built in a process by which the same way they would give a receipt

Gautam Mahtani: Or ring something up part of that process was getting the customer patient to get feedback on some sort of a chaos. So it was an embedded process.

Gautam Mahtani: Because if you just put some tablet there.

Gautam Mahtani: And don't do anything and assume people are going to go over to and use it. It's just going to collect dust. So kind of collect feedback. It's going to collect dust and so

Gautam Mahtani: They had those embedded processes. So, which are not that difficult to put in. And so when you have those then switching from something like a tablet.

Gautam Mahtani: To something like a QR reader is a natural evolution in this you know in contactless society in the middle of a pandemic. So I think it just took a little bit of education around the technology side of it, but then people were that point as you saw, sort of lining up for that. Yeah.

John Johnson: Makes sense. Makes sense. Um, well, I tell you what. Think if you have questions, there will probably answer those offline.

John Johnson: I want to thank everyone, first and foremost, who joined us today obviously everyone's time is super valuable. So we appreciate you sharing it with us. But I also want to give

John Johnson: Most humblest and heartfelt thank you to my guests, which was Kristin O'Malley and got them the funding.

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John Johnson: It means a lot for you guys to take your time out of the day, but also to share and educate others and be so open and honest.

John Johnson: With what you're seeing and what you're doing because that definitely helps us all the progressive together. And so, pouring back out to people in the industry means a lot. And we all. Thank you.

Kristen O'Malley: I'm happy to be here.

Gautam Mahtani: My pleasure.

John Johnson: Thank you guys so everybody out there. If it's morning, afternoon or night, go out, do something. Have fun stretch. Drink lots of water read something that's impactful and we will talk to you again soon.

Gautam Mahtani: Thanks so much.

Kristen O'Malley: Thank you. Thank you. Have a good one.