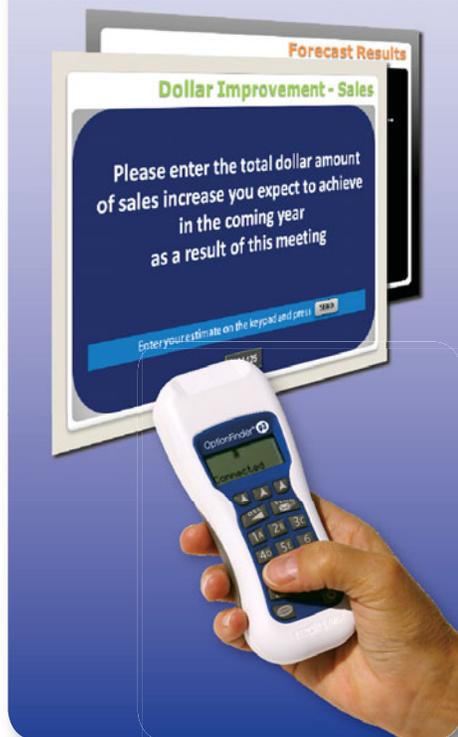- **Save Time and Reduce Cost**

- **Eliminate Paper Surveys**

- **Easily Gather Data Without Computers**

- **Convenient Survey Templates**

- **Automate Tabulation and Reporting**

ROI Measurement Tool Kit™

The ROI Measurement Tool Kit allows practitioners of the ROI Institute methodology, developed by Drs. Jack and Patti Phillips, to quickly and easily collect and analyze assessment data. The Tool Kit is an add-on product for our OptionPower interactive software product.

The Tool Kit represents a dramatic shift in efficiency for the assessment process, saving practitioners both time and money. Practitioners are able to move to a digital data collection approach, replacing time-consuming paper-based forms and manual tabulation methods. ROI assessments are conducted live - before, during and after programs - while participants are fully involved and mentally engaged. Participants use wireless handheld keypads to enter responses to survey questions measuring Level 1, 2 and 3 variables.

ROI Methodology

Drs. Jack and Patti Phillips of the ROI Institute are world renowned for their work in measuring the effectiveness of training programs and meetings. Option Technologies Interactive and the ROI Institute have established an alliance to link the measurement methods developed by the Phillips with the our data collection hardware and software.

Organizations using the ROI Measurement Tool Kit can calculate a financial ROI from a meeting or training event. Special tools designed by Jack and Patti Phillips are available within the Tool Kit, including templates and technology to automate the Phillips ROI Process for conducting impact studies.

The Phillips ROI Process is used internationally and endorsed by organizations such as The American Society of Training and Development (ASTD), Meeting Professionals International (MPI) and the Professional Conference Managers Association (PCMA).

The ROI Measurement Tool Kit makes data collection and tabulation significantly easier than traditional paper-based methods. It eliminates the need for manual survey preparation, printing and tabulation of questionnaires. Users simply enter their survey questions in easy-to-use PowerPoint® templates. Program participants view and answer the survey questions using wireless handheld keypads. All assessment data is instantly stored in a relational database for immediate reporting and statistical analysis.

Each ROI Measurement Tool Kit includes:

- OptionPower® interactive software

- ROI assessment template CD, including 12 sample questionnaire templates and forecasting tools

- ROI report utility add-ins for OptionPower® software

- 1 base station receiver unit

- 25 wireless interactive keypads

- Nylon carrying case

- Instructional booklet "Using Your Wireless Keypad System to Conduct ROI Assessments"

- 45-minute web training experience to teach users how to operate and use the system for ROI assessments

- One year of software upgrades and technical support

The ROI Measurement Tool Kit includes specific PowerPoint® templates that incorporate the actual question structures and methods of the ROI Institute. These templates include:

- Level 1 – Participant Reaction/Evaluation questionnaires (2)

- Level 2 – Participant Learning/Knowledge Transfer questionnaires (3)

- Level 3 – Behavior Change questionnaires (3)

In addition, the Tool Kit includes a custom report add-in for OptionPower®. These add-ins gather, tabulate and present assessment data in Excel report designs which match the format and structure of ROI Institute models.

Ask your account manager how you can use the ROI Measurement Tool Kit to make your measurement process faster and more effective.