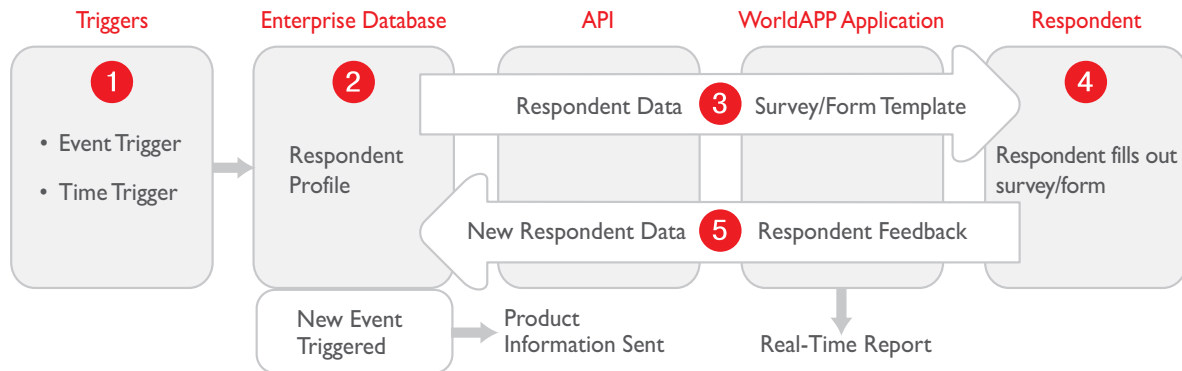


API DIAGRAM



1

Event Triggers:

Product purchase;
 Customer complaint;
 Product inquiry;
 Forms request;
 New subscription;
 Web site sign-up;
 Job Application.

Time Triggers:

Vacation forms; Tax forms;
 Subscription renewals;
 Time based billing cycle;
 ISO customer sat metrics;
 Annual employee evaluations;
 Inventory control;
 Expense forms.

2

The Enterprise database initiates an event or time triggered request linked to the specific respondent's profile then passes the requested data through the API to the WorldAPP application.

3

The WorldAPP application selects the necessary survey/form template then populates it with respondent data received through the API. This personalized survey/form is automatically emailed to the respondent.

4

The respondent – who may be a customer, employee, vendor or stakeholder – fills in the survey or form.

Note: Application can automatically send reminders to anyone who fails to respond to the first request. The completed survey response is submitted and passed back to the WorldAPP application.

5

The WorldAPP application processes respondent feedback. Response data is sent to the Enterprise database. Respondent feedback may also be sent to create and then email real-time reports to designated recipients. The Enterprise database is updated with respondent feedback, which may trigger another event and repeated process.