



The fastest way to increase online conversion rates

A key element of our Customer Engagement offering, Backbase Rich Forms is a rich Enterprise 2.0 presentation tier for applications requiring data capture. Today, more and more businesses are using multiple and complex business critical Web forms. Very often, online form conversion is found to be too low because forms are not user-friendly and usually hard to use or complete. Rich Forms on the other hand, makes online forms smarter, faster and more engaging. The result is higher conversion ratios with new forms that enhance customer relationships and stimulate online customer interaction. Rich Forms is light-weight, requires no plug-in, and extends HTML code and skill sets.

What are the key benefits of Rich Forms?

- Increase online conversation by providing tailored product advice and context sensitive help
- Improve customer acquisition and retention by delivering more personalized and interactive forms completion services
- Simplify complex decisions by providing relevant information and (conditional) questions and transforming complex forms in simple steps that are easy to understand
- Create "outside-in" forms that are truly customer centric and focus on a superior customer experience
- Create a rich user experience that gives customers unparalleled control and ease of use

What can you do with Rich Forms?

- Create rich forms with smart widgets and subtle animations
- Design your static forms into more effective and dynamic data entry wizards
- Add conditional questions, real-time validation rules and dynamic forms flow to any of your forms
- Get a visual representation of the data entry process with automatic summary

Who can use it and for what?

Any company can use Rich Forms to increase the effectiveness of their online forms. Rich Forms is being used across the board from small to medium businesses all the way to Enterprise companies such as in Financial Services, Government agencies, Telcos, Utilities, and Healthcare. Applications range from loan applications, to electronic healthcare data capture, from external applications with end-users, to internal applications for knowledge workers and call center operations, to applications for partners.

At a Glance

Zero install – no plug-in

Multi-steps

Rich Widgets

Rich Animations

Auto summary

Auto save of forms data

Real time validation

Real time context sensitive help

Real time calculator

Wizards

Master-detail content view

Keyboard navigation

Floating windows

Backend agnostic

Workflow & BMP integration

Cross browser support

Open standards

In browser debugger

Blueprints

Learn more:

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- Screenshots
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System requirements

Web Browsers:

Internet Explorer 5.5+
 Firefox 1.5+
 Netscape 9
 Safari 3
 Opera 9

Web Servers:

Any web server on any operating system

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Product Highlights:

Feature	Benefit
Forms	
Multi-step forms Templates	Work with pre-built and pre-tested multi-steps forms templates.
Visual Usage Map	Create effective forms using usability best practices
Data Aggregation	Reuse rich widgets (i.e. sliders, calendars, charts)
Archived Reports	Make your forms more lively with animations such as fade in/out, area highlight, and visual clues
Architecture	Create Conditional Questions and Forms Flow
Zero-install	Show summary of data entered & process steps completion
Auto Save of forms data	Save end-users' time by auto saving data entered in forms
Real time context sensitive help	Get real time context sensitive help while using the forms
Support major browsers	Speed up processes with real time client side validation that does not require server validation
Real time calculator	Add a real time calculator to any of your forms for increased effectiveness
Master-Detail Content Views	Create master-detail content views with drill-down functionality
Wizards	Use Wizards to help customers make the right selection
Keyboard Navigation	Create rich forms that offer keyboard navigation on all UI elements
Floating Windows	Include floating Windows to support sub-processes (with grayed-out background)
Architecture	
Data exchange & validation	Automate form data exchange and validation with core business systems
Backend agnostic	Works with all back-end systems (SOA, Java, .NET, etc.)
Workflow & BPM integration	Integrate seamlessly with human centric workflow- and BPM systems
Cross browser support	Support most browsers (Internet Explorer, Firefox, Safari and Opera)
Zero install – No plug-in	Deploy your forms easily with an HTML based solution & no plug-ins
Open Standards	Based on open standards (W3C) and leverages your HTML skills
Development Tools	
Visual Ajax Forms Builder	Develop new forms quickly and easily
In Browser Debugger	Assure quality of your application with cross browser debugging
Rich Forms Widgets	Reuse pre-build and pre-tested rich forms widgets
Rich Forms Blueprints	Get a quick start with pre-build & pre-tested forms templates

Backbase: A Complete Customer Engagement Solution

- Manage your digital workspace with Rich Dashboard
- Increase online conversion rates with Rich Forms
- Facilitate interaction with Co-browse & Chat