



AvidCircleTM

PRODUCT MANUAL



Product by  **avidest**
TECHNOLOGIES



AvidCircle™

An online community tool for building a brand network by profiling individual, tracking activities, managing queries and accounts and engaging members with surveys, group discussion, and polls coupled with image/video for maintaining an active and healthy environment in the group.





Other Products

AvidHub™

A management tool which enables to choose customer set based on attributes and exchange insights globally, with an ease of managing and engaging members via social behaviour tracker, omni-channels and programs coupled with incentive.

AvidViews™

A Next-Gen online research suite for creating a live video/audio calls with in-call polls/questions and auto-recording and transcription, coupled with sentiment analysis using facial coding, heat mapping via eye-tracking, sharing real-time media for data collection and results.

AvidIntelli™

A DIY Online Survey creation tool for developing creative surveys with multiple question types, logics including image/video-based questions coupled with ease of questionnaire customization and real-time survey status tracking, data collection, and results.

Me-Grow™ For Business Success

Me-Grow is a B2B software-as-a-service (SAAS) product by Avidestal Technologies. Aimed at helping businesses grow of all sizes and sectors, unorganized to organized, niche to mass, Me-Grow provides the power to understand customers & competition better. It is a feature-loaded & easy-to-use product with cutting-edge AI technologies to help businesses make smarter predictions and act accordingly. In the longer run, the product is aimed at providing holistic growth and increasing revenue for its subscribers.



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1. Getting Started with AvidCircle

AvidCircle is a platform specifically designed to build market research online communities. Co-create and collaborate with your consumers by active or passive listening; the smart way of building and managing your brand's communities.

1.1. How do I subscribe to AvidCircle?

Click here <https://www.avidestal.com/contact> to subscribe to the product.

1.2. What are the plans available for subscriptions?/How much AvidCircle costs?

AvidCircle has three different subscription plans - a Basic plan, a Standard plan and a Custom plan. You can choose your plans as per your requirement/project need.

Basic plan – Suitable if you are looking for one-time usage for an ad-hoc project.

Standard plan – Suitable if you are looking for moderate usage with multiple projects and communities.

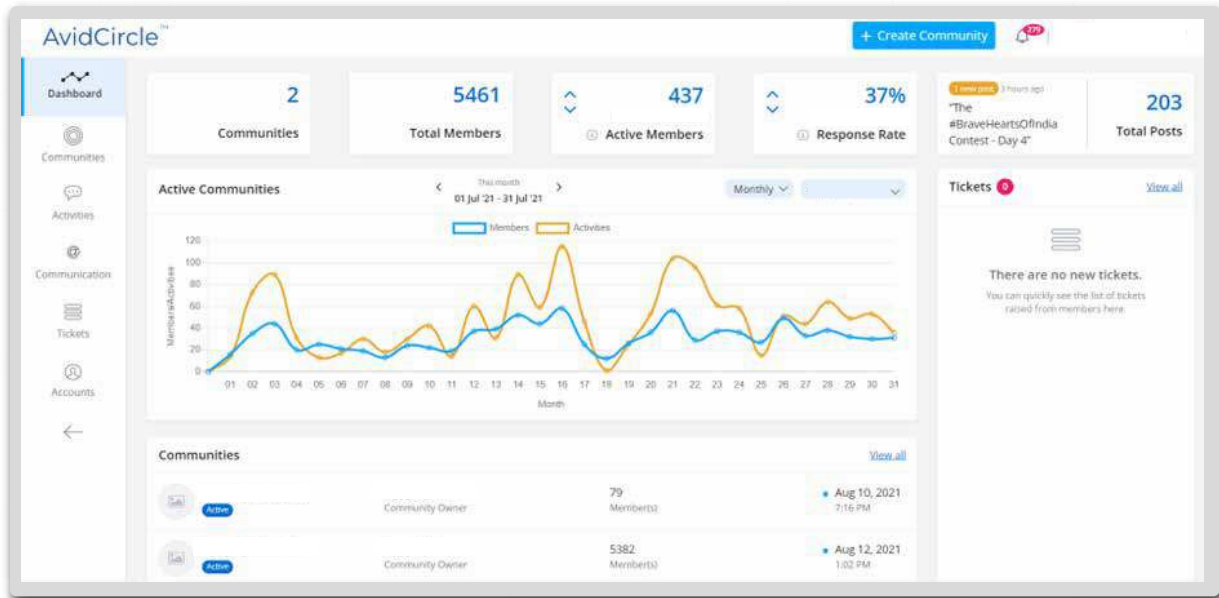
Custom plan – Suitable if you are looking for heavy usage and long-run communities.

For plans, pricing & feature details, visit [AvidCircle Subscriptions](#).



2. Dashboard

Dashboard helps you to keep track of all the communities and activities.



- You will see active members in your communities.
- You will see the Response rate of each community.
- You will see the overall activities chart which shows how the members of the community are engaging in the day-to-day activities.
- It shows a brief list of the latest communities.
- On the right, you can find a quick latest ticket lists where you can find the latest queries raised, submitted/posted by the members.

3. How to create a Community?

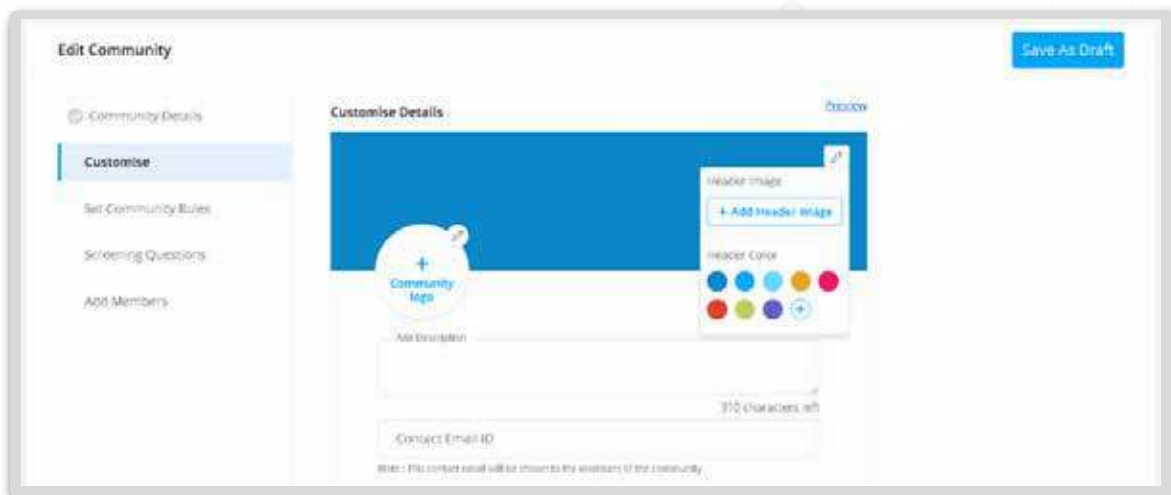
Using this page, you can create your community. It has 5 simple steps to create and invite the members to the community:

1. Community details
2. Customize
3. Set community rules
4. Add Screener questions (optional)
5. Add members

Community details – You can add your community name, category, community owner (the one who manages the community), country, and a start & an end date of the community in this tab.

Customize –

1. You can add and adjust the Logo & Cover of the community and add a description.
2. You can customize the Sign-in & Sign up page of the community for the members



Set Community rules – Here, you can set all the rules for the community members. Starting from giving permission to post/comment to set up feature access & setting up the points, and point conversion rates etc.



Permission

All members can comment

All members can post

All members can like (like/ dislike)

All members can react

Additional Set up

Reward System

Profiling Questions

Ticket System

New Activity Email Notifications

Set Points

Conversion Rate * 1 Point = INR Note: The updated points value will be reflected for newly earned points. Existing points will be as per the previous value.

Reward points threshold

Joining points

Reactions Points

Contributor points

Comments points

Polls answered

Bulletin board points

Screening questions – If you want to screen the users before joining them in the community, you can add screener questions before showing the registration page. Screening questions can be added either as single/multi-response.

Screening Questions

Community Details

Customise

Set Community Rules

Screening Questions
Optional

Add Members
Optional

Question 1
Question type: Single Response

Question: Do you own a car?

Yes

No

+ Add another option

Preview Add Clear

Select Qualifying Criteria
Please select the qualifying options

Prev Save

Add Members – Here, you can invite your audience to the community. You can either add an email/phone number list or can invite via share link and make your community active.

Edit Community

- Community Details
- Customise
- Set Community Rules
- Screening Questions
- Add Members**
Optional

Add Members

Upload file with all members details
You can upload a SASS file to upload all member details.
[Download Sample File](#) to know the order. Upload file

OR

Share the invite link
Share the below invite link with anyone and ask them to join
 Copy Link

< Prev

Edit Community

- Community Details
- Customise
- Set Community Rules
- Screening Questions
- Add Members**
Optional

Add Members Download sample file ↑ ↻

Invitee Details 3 Invitee added

SR NO	NAME	PHONE NUMBER	EMAIL ID	STATUS
1.	Pranita ...	9326268759	pranita@markelytics.com	Rejected
2.	rasika	9139469737	rasika@markelytics.com	Rejected
3.	Vikram		vikram.k@markelytics.co...	Sent

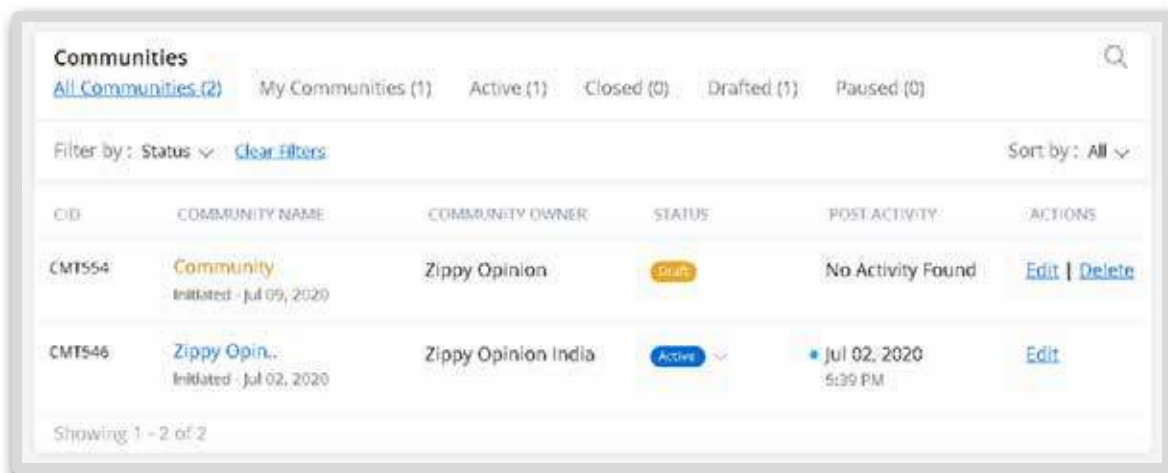
Showing 1 - 3 of 3

< Prev

4. About Communities

The communities tab will help you to view all of your community lists. It has filters which can be used to sort different communities. You can update the status of each community or use the edit option to edit any community details.

- To view a community, click on the community name which will take you to that community feed page.



Feed – Members – Statistics – Rewards History – Media Library – Profiling questions



4.1. Community - Feed

Feed – This shows all the list of activities posted in the community and also allows you to view and interact with activities like a post, bulletin boards etc. It has filters which help to easily navigate to any specific/one type of activity. You can also sort the activities.

Post - By clicking on the hamburger menu, you can set Points & Permissions, view statistics of the post, view post reactions, pin posts at the top or edit the post.



- You can view community details, trending and recent activities from the section on the right.
- You can also search for an activity from the search bar by typing the activity title.

4.2. Community - Members

MEMBER ID	NAME	AGE	GENDER	POINTS	ACTION
6574298440	Vandhana <small>75% Profile Completed</small>	32	Female	10 points	
6579163754	sonal saxena <small>50% Profile Completed</small>	Unavailable	Female	9 points	
6577375175	Vijay <small>75% Profile Completed</small>	32	Male	12 points	

Showing 1 - 3 of 3

From the members' section, you can see the list of all the members registered in the community.

- The list provides you with the member id, name, profile completion, age, gender, points and action items to manage members' profiles.
- You can add/invite a new member to the community by clicking on the "Invite" button.
- Through the "Download All Profile" button, you get the option to download the profiles of all the community members based on various profile parameters.
- You can use the extensive search option to search for a specific type of member with various filters like by order, category, profiling question completeness, name/email etc.
- By clicking the edit icon  you can see the full profile view of a member.
- Through the download icon , you can download the profile details of a particular member.

4.3. Community - Statistics



Statistics allow to view certain statistical charts related to community activities and member demographics.

- The activity graph helps you to see the weekly numbers for the activities such as reactions, comments, posts etc.
- Gender and Age graphs show the community members' age and gender ratios.

4.4. Community - Reward History

The screenshot shows a table titled "Rewards History" with a "Download" link and "Sort by: All" option. The table has the following columns: REWARD ID, TRANSACTION ID, REWARD NAME, REDEEMED ON, REDEEMED BY, POINTS, VALUE (INR), and STATUS. A single row is visible with the following data: RW131, 45036862, Paytm Cash Rewards, Jul 2, 2020, Test www, 1, 1, Success. Below the table, there is a "1 total" indicator.

REWARD ID	TRANSACTION ID	REWARD NAME	REDEEMED ON	REDEEMED BY	POINTS	VALUE (INR)	STATUS
RW131	45036862	Paytm Cash Rewards	Jul 2, 2020	Test www	1	1	Success

Here, you can track all the redeemed rewards from the community members, due payments for the reward vouchers etc.

- The list shows reward ID, transaction ID, type of reward, value, status etc., to track each redemption.
- You can sort the redemption history and download the details in an excel file.

4.5. Community - What is a Media Library?

The screenshot shows a table titled "Media Library" with a search icon in the top right. The table has the following columns: FILE, AUTHOR, UPLOADED TO, and DATE. There are four rows of data, each with a small image preview, the word "Image", the author "Zippy Opinion", a link to the original post, and the upload date. The links are: "just a reminder to everyone - YOU'RE AMAZING", "We're waiting for all the exciting answers to drop in the comments -", "CAPTION CONTEST GIVEAWAY", and "#TuesdayTrivia is here Zippsters!".

FILE	AUTHOR	UPLOADED TO	DATE	
	Image	Zippy Opinion	just a reminder to everyone - YOU'RE AMAZING	3 days ago
	Image	Zippy Opinion	We're waiting for all the exciting answers to drop in the comments -	10 days ago
	Image	Zippy Opinion	CAPTION CONTEST GIVEAWAY	12 days ago
	Image	Zippy Opinion	#TuesdayTrivia is here Zippsters!	13 days ago

The Media Library helps you find all the media and files uploaded to the community in one place for easier access.

- The list will show a preview of the media posted and can be viewed by clicking on any file.
- It shows the author and original post link as well, to directly visit the post page.

- You can also download the media files by clicking on the download button given at the end of each file.
- You can search any specific media files by “search by the title” option given at the top.

4.6. Community - What are Profiling Questions?

Profiling Questions

No profiling questions added yet!
Start creating categories and add questions.

Add new category

Category Name

Assign Points to Category

[Import questions](#)
[Download sample format](#)

[Cancel](#) [Add Category](#)

Note: You can just add a category without uploading question file. You can always add or upload questions later.

Profiling Questions - Demographics [Back to list](#) [Update category](#)

Category Details

Category	Points	Invitation Date	Last Modified	Answered
Demogra...	5	Aug 31, 2021	Sep 28, 2021	1

Import Profiling Question >

Add questions manually >

QUESTION	TYPE
Select Gender	Single Repsonse Edit Delete

Showing 1 of 1

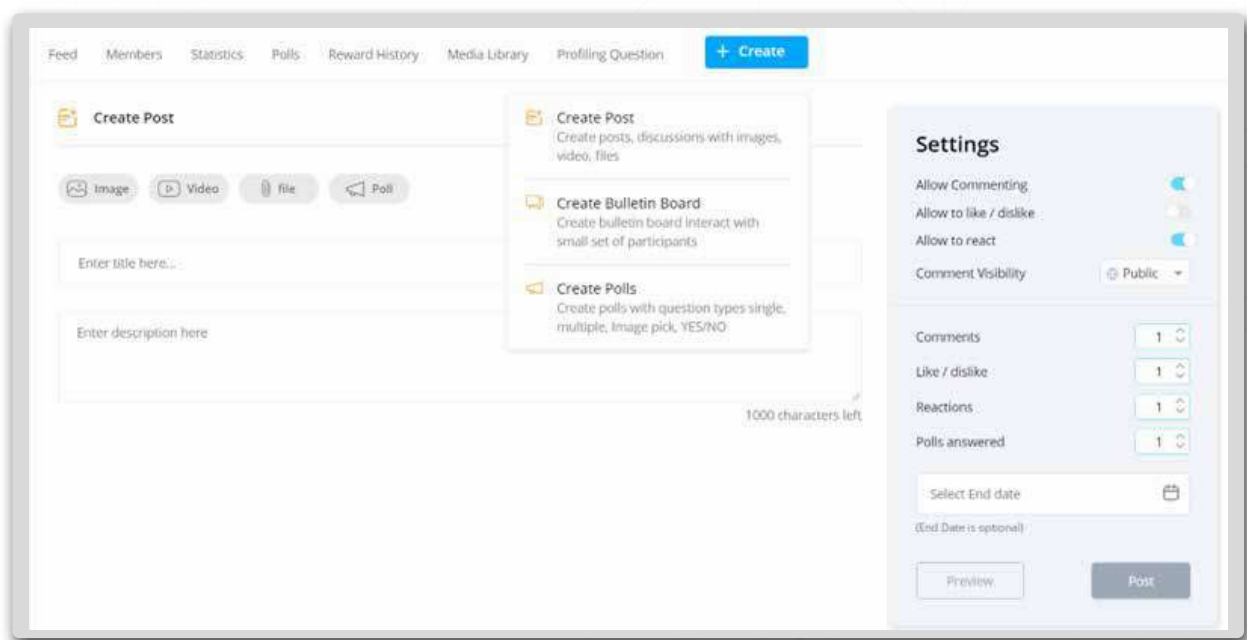


The profiling question feature helps you to profile your community members extensively by allowing you to add any number of profiling questions to the community. Once you add/post any question it will be asked to the community members the next time they login to the platform.

- To create a profiling question, click on “Add new category” > enter category name > and assign points.
- Category options will help you categorize the profiling questions like demographics, food, fashion, education, etc.
- While adding the category, you can also import your profiling questions directly (see sample format) or add questions later using Single or Multi response type.
- Once the question is added, you can post the category questions to the community. The question will be available for community members under the profiling question section. As soon as someone completes a profiling question for a particular category, they will receive the points as per the assigned standard.
- You can edit/delete any category at any point in time.
- You will be able to see how many of the community members have answered a particular category question at the top as “Answered”.
- You can download members’ responses to questions any time using the download option provided for each category.

5. What are the types of activities that I can create in AvidCircle?

You can create three types of activity in the AvidCircle community, namely, Post, Bulletin boards and Polls. To create an activity, go to your community and click the “Create” button. You will be able to create any of the activities of your choosing.



- You can attach any media or files along with the activity. You can give a title and a description of the activity.
- You can set permissions and points on the basis of your activity need such as comment/reaction permissions and points for each sub-activity.
- You can also set an end date for your activity while creating it.



5.1. How to create a post?

- To create a post, click on the “Create” button.
- Select “Create post” from the dropdown menu.
- Add title and description of the post.
- Attach media or files or polls, if required.
- Set the points & permission from the right-side panel.
- Click the “Post” button to create the post for the community.

5.2. How to create a bulletin board?

- To create a bulletin board, click on the “Create” button.
- Select “Create bulletin board” from the dropdown menu.
- Add title and description for the bulletin board.
- Set the permissions and points from the right-side panel.
- Click on “Create” to create a bulletin board for the community.

5.3. How to create polls?

- To create a poll, click on the “Create” button.
- Select “Create polls” from the dropdown menu.
- Select poll question type.
- You can create polls with 5 different types of questions (Single, Multiple responses, Yes/No, Rating, Image pick)
- You can set a poll limit and end date for the poll.
- Click on “Post” to create the poll for the community.


6. Activities

Activities help you track all those activities which are posted in the community. It shows the list of activities with filters based on the type & action. For example – if the activity is available for downloading or viewing.

TITLE	CREATED	END DATE	AUTHOR	TYPE	COMMUNITY	DOWNLOAD
Test	12:33 PM Apr 06, 2022	Apr 06, 2122	Vk Admin	Post	ADL Demo Community	
Test title	10:59 AM Mar 31, 2022	Mar 31, 2122	Vk Admin	Post	ADL Demo Community	
Pick your favorite	2:23 PM Jan 07, 2022	Jan 31, 2022	Vk	Poll	ADL Demo Community	
Let's discuss on T20 World...	5:13 PM Oct 04, 2021	Oct 31, 2026	Vk Admin	Bulletin Board	ADL Demo Community	
Video post	2:22 PM Sep 27, 2021	Sep 27, 2121	Vk Admin	Post	ADL Demo Community	
Chernobyl	8:26 PM Sep 22, 2021	Sep 22, 2121	Vk Admin	Post	ADL Demo Community	
Do	7:53 PM Sep 15, 2021	Sep 24, 2021	Vk Admin	Bulletin Board	ADL Demo Community	
Are you a fan of @a?	7:53 PM Sep 15, 2021	Sep 30, 2021	Vk	Poll	ADL Demo Community	
Bulletin board	7:40 PM Sep 15, 2021	Sep 25, 2021	Vk Admin	Bulletin Board	ADL Demo Community	
Rate Brand the following...	11:12 AM Aug 15, 2021	Sep 30, 2023	Vk	Poll	ADL Demo Community	
Hello Members! Here is...	11:04 AM Aug 05, 2021	Aug 05, 2121	Vk Admin	Post	ADL Demo Community	
Hello Members! Here is a...	10:55 AM Aug 05, 2021	Aug 05, 2121	Vk Admin	Post & Poll	ADL Demo Community	

- It shows the list of activities created such as Post, Bulletin Board & Polls.
- To view any post, bulletin board or poll, one can click on the title to view it.
- You can download the post transcripts by clicking on the “download” icon given under the download column.
- You can download the poll result by clicking on the “poll” icon given under the download column.
- You can download bulletin board transcripts and media files by clicking on the “file” and the “media” icon given under the download column.

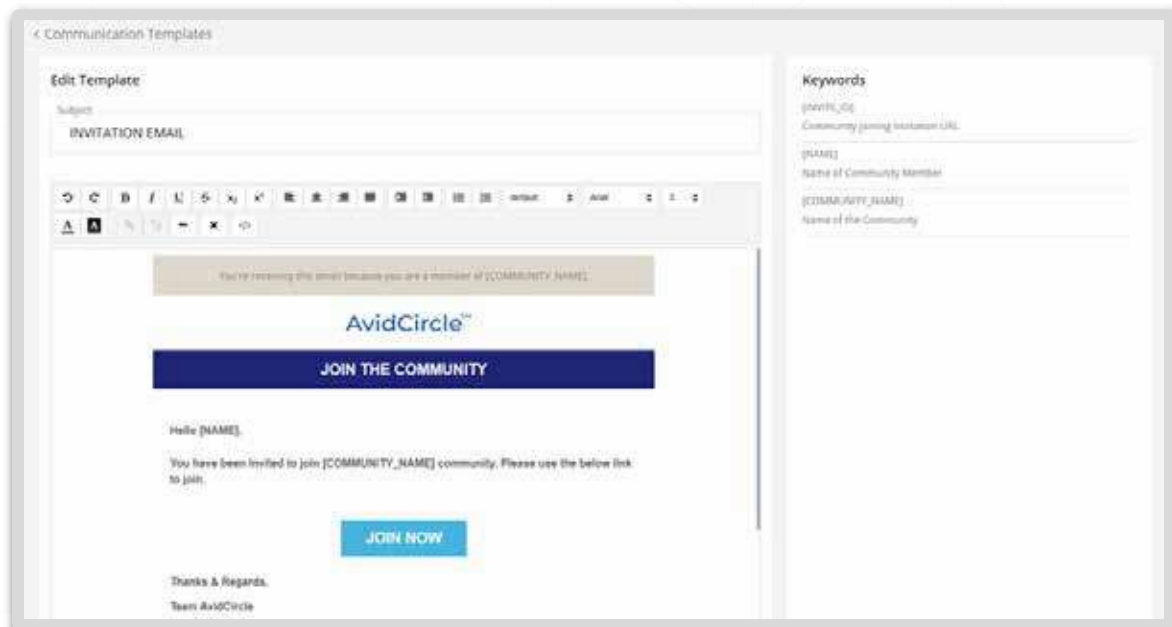


- You can download multiple post transcripts together by applying the filter – Type> Post, Community> Select and click on the “Download” button which is shown on the list header.
- You can download multiple poll results together by applying the filter - Type> Poll, Community> Select and click on the “Download multiple” button.
- If there are any flagged posts or comments, one can see those are highlighted  for a particular post and with a click of “review flag” you can view the details of the flagged post or comment.

7. Can I customize E-mail Communications from AvidCircle?

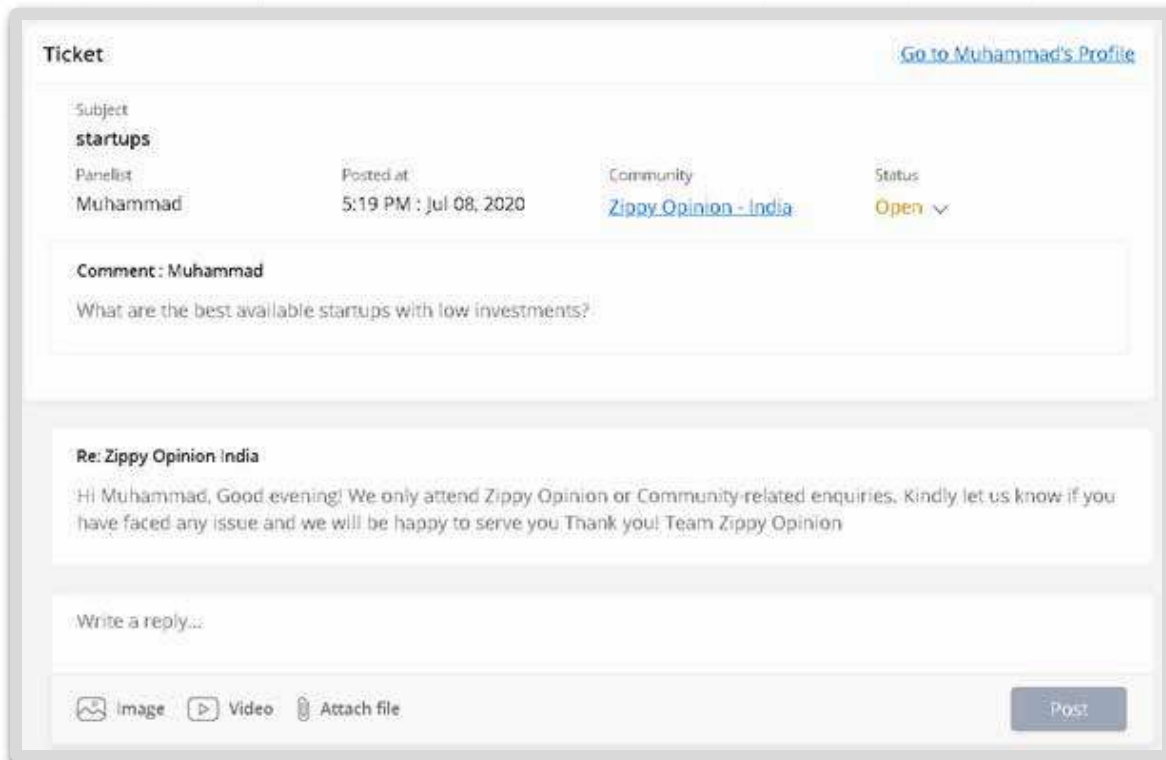
From the communications tab, you can customize all your community communication email templates.

- You can add your own HTML templates or edit the default templates from AvidCircle.
- You can view the list of keywords to be included in the template.
- You can update the email subject line.



8. What are tickets in AvidCircle?

The tickets feature will help you manage all the queries/tickets raised by the community members and approval for pending posts from the contributors. Through tickets, one can:



- See the list of all the tickets raised.
- Sort the tickets by status/Community/type/date.
- Answer the tickets via text/media/files.
- Update ticket status.
- See member profile.



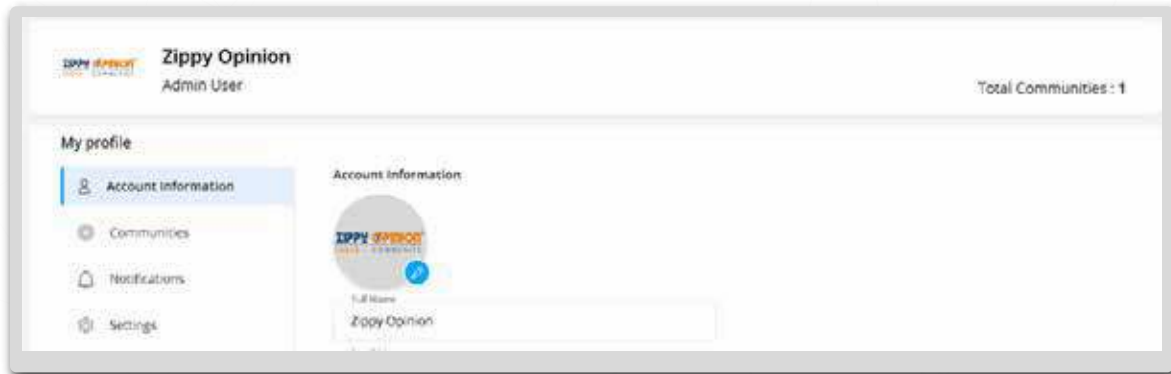
9. Accounts

The accounts tab will help to manage all the Community owner accounts added under the admin account.

ID	NAME	DATE ADDED	TYPE	MANAGING
1032		Jun 19, 2020 5:39 AM	C.O.	2 Communities Edit
1024	Zippy Opinion	Jun 11, 2020 1:03 PM	Admin	No community assigned Edit

- Can see the list of community owners and the communities assigned to them.
- You can add new CO by clicking on the “Add new CO” option given at the top.
- Can filter the community owners by communities and date added.
- Can “edit” the CO accounts with options like “Deactivate”, delete or could change the name or transfer ownership of the community.

9.1. Header > Profile Menu



You can update your profile, change your password or manage community ownership from this page.

- Under account information, you can see your name and account details.
- The communities tab will show the list of communities with the community owner. You can transfer ownership of the community from here.
- The notifications tab shows the list of all the received notifications.
- The settings page allows you to customize your notifications and update your password.



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