

PESQUISA DE SATISFAÇÃO

2021

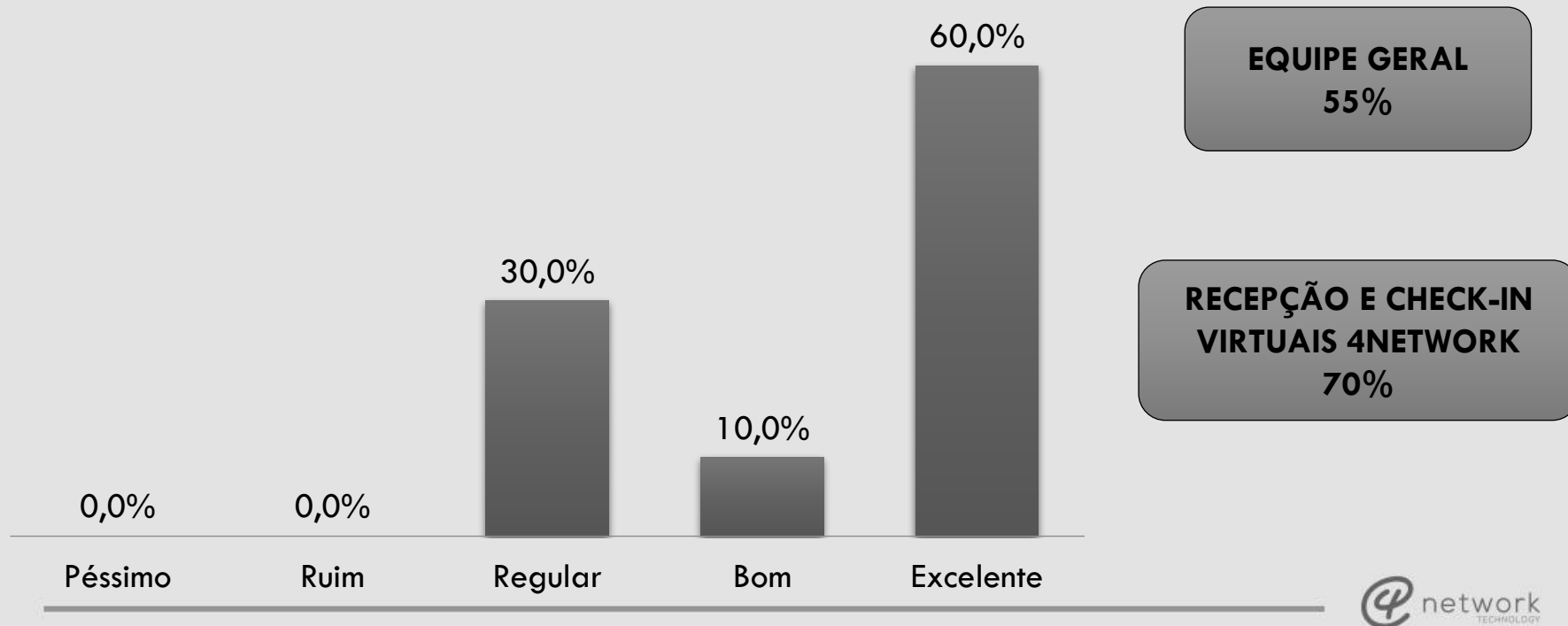


- ✓ Evento realizado dia 04 de maio de 2021.
- ✓ Para avaliação dos itens, foi considerada a escala de 1 a 5, sendo 1 péssimo e 5 excelente.
- ✓ A nota 3 (regular) é neutra, sendo desconsiderada nos cálculos da pesquisa.
- ✓ Equação de calculo dos índices:
$$\text{Índice} = (\text{soma do percentual de notas acima de 3}) - (\text{soma do percentual de notas abaixo de 3})$$
$$(BOM + EXCELENTE) - (PÉSSIMO + RUIM)$$

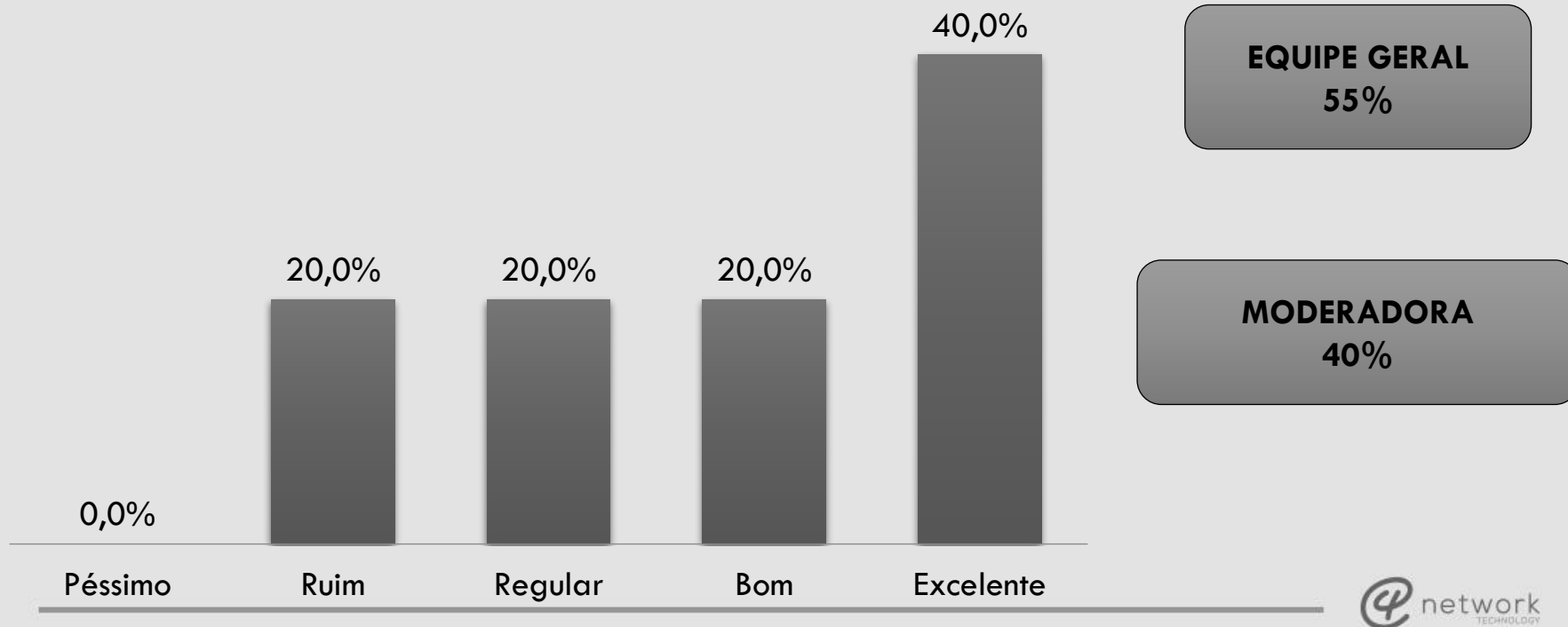
EQUIPE



EQUIPE: RECEPÇÃO E CHECK-IN VIRTUAIS 4NETWORK



EQUIPE: MODERADORA



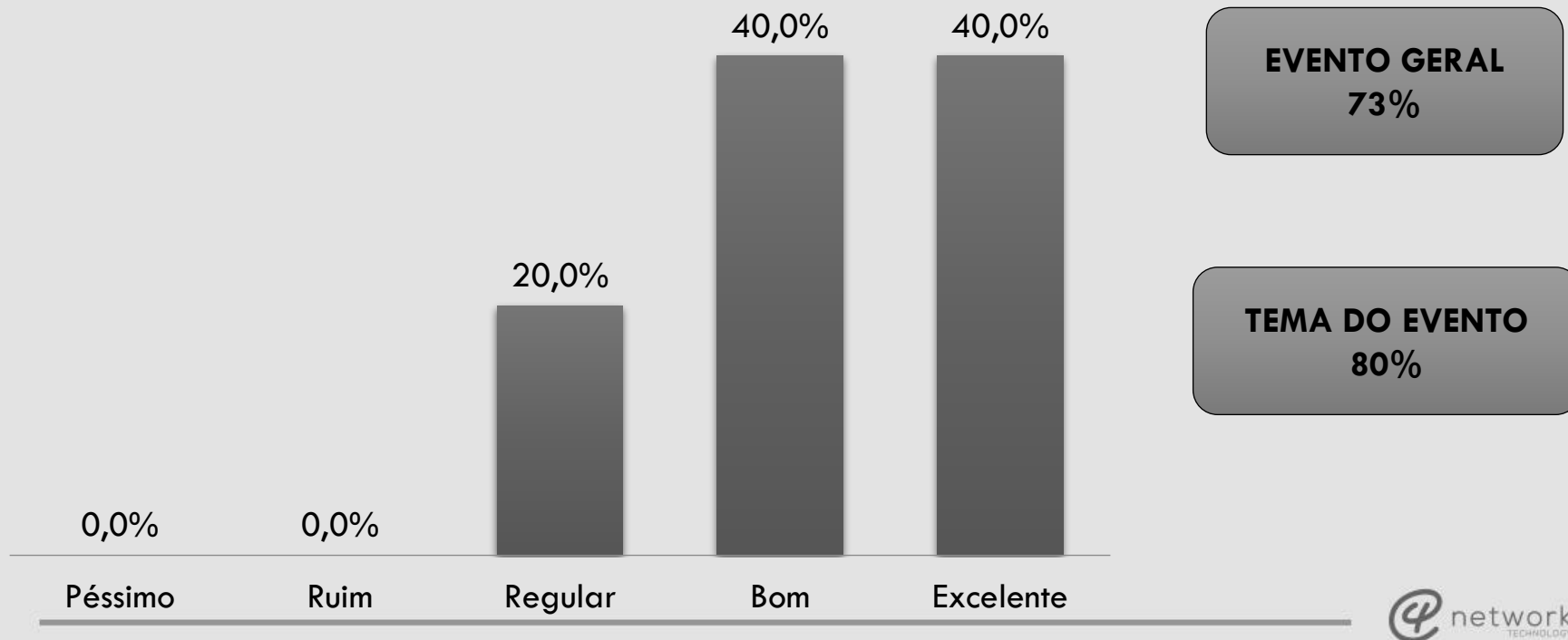
Observações:

- “Os moderadores não tem conhecimento dos assuntos para interagir com os clientes.”
- “Acredito que moderadores poderiam ter um pouco mais de conhecimento sobre os temas apresentados para que consigam dar mais propriedade nas interações com os CIOs e aumentar o engajamento deles.”

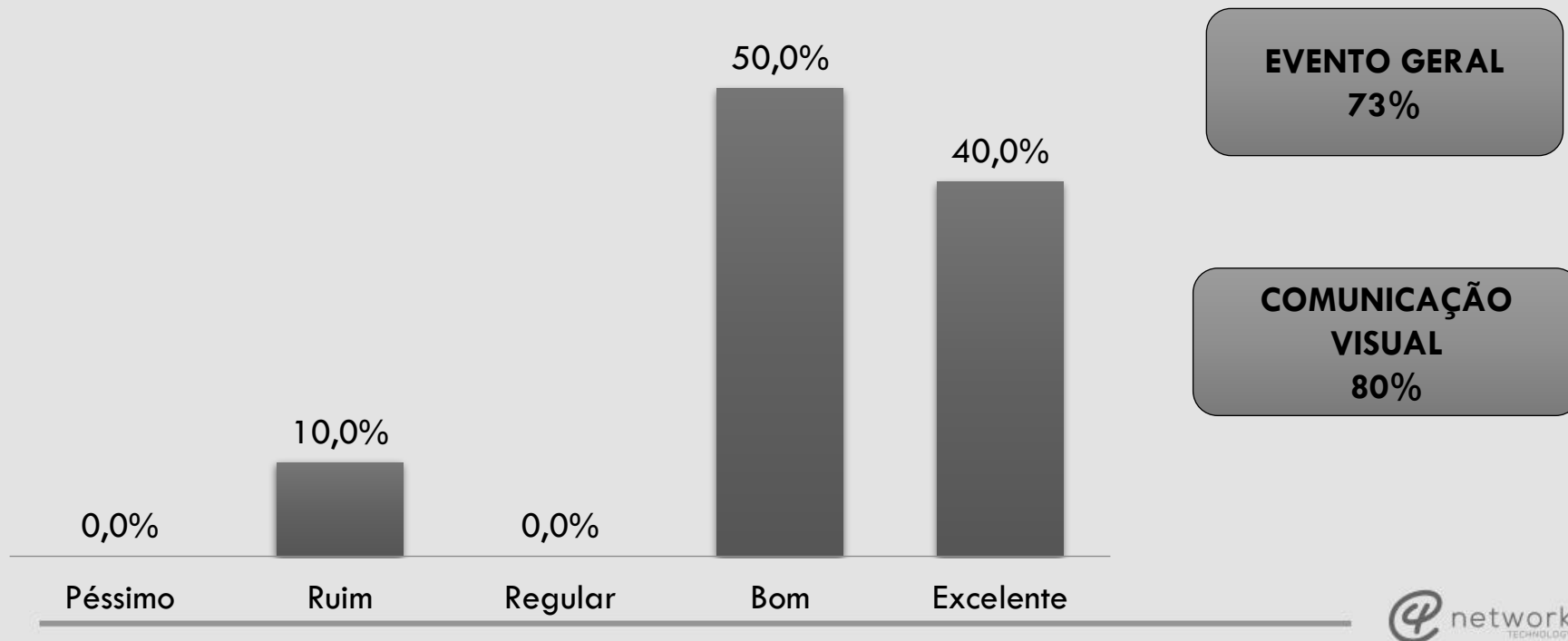
EVENTO

The image features a dark purple background. In the center, the word "EVENTO" is written in a bold, white, sans-serif font. To the left of the text, there is a short, thick white horizontal line. On the right side, there is a cluster of overlapping geometric shapes, including several large, light purple arrows pointing in various directions (up, down, left, right) and several thin, white diagonal lines. The overall composition is modern and abstract.

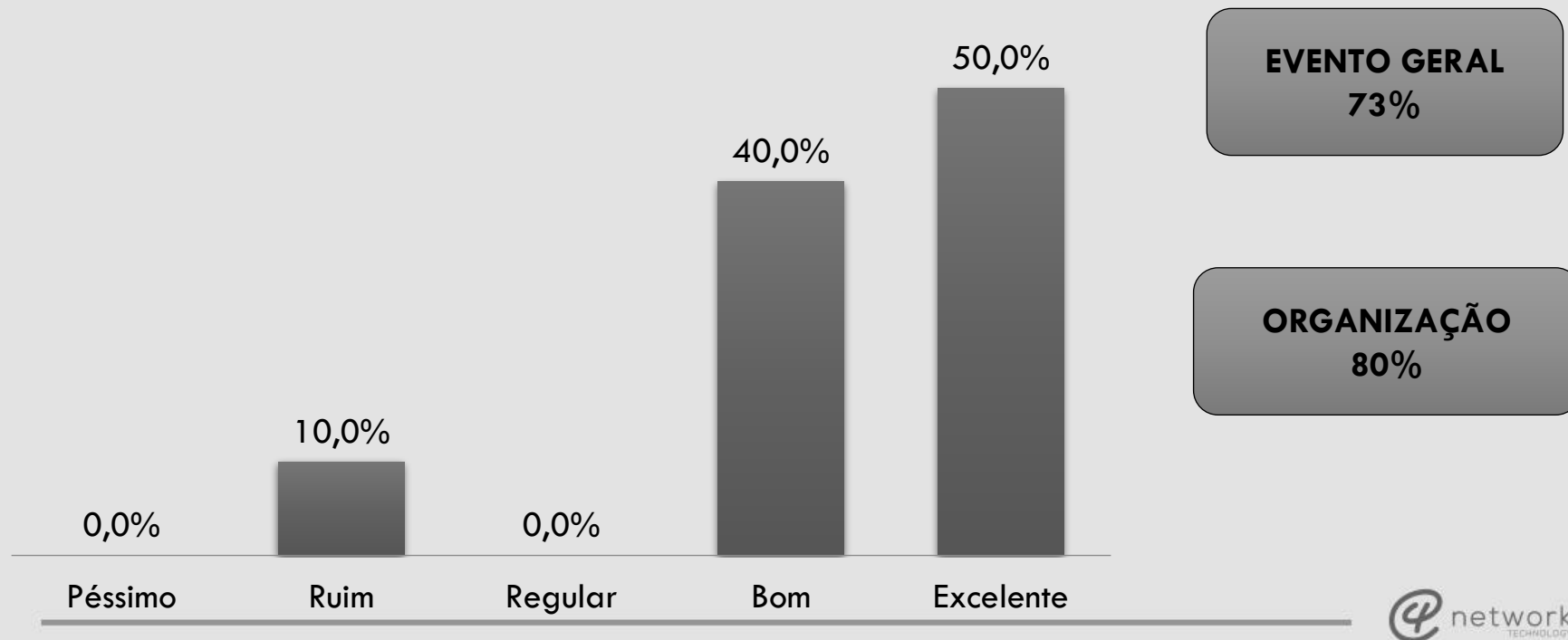
EVENTO: TEMA DO EVENTO



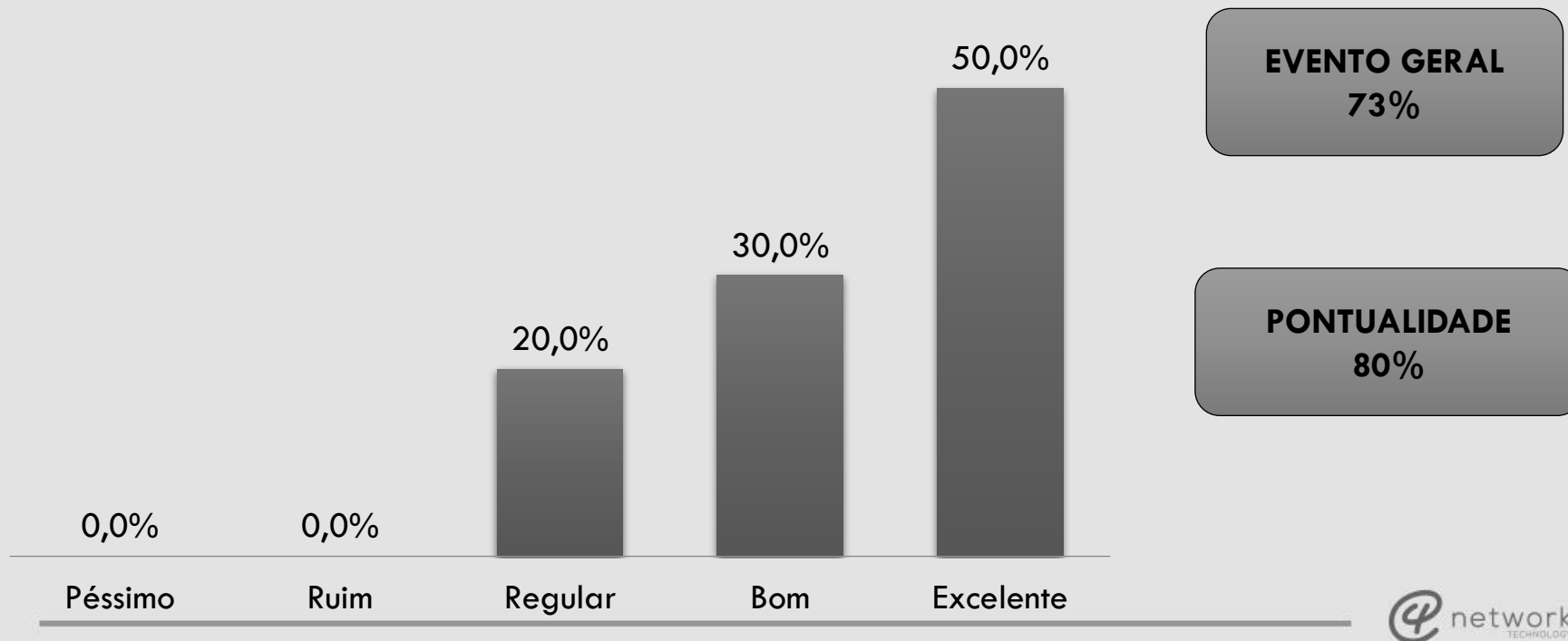
EVENTO: COMUNICAÇÃO VISUAL



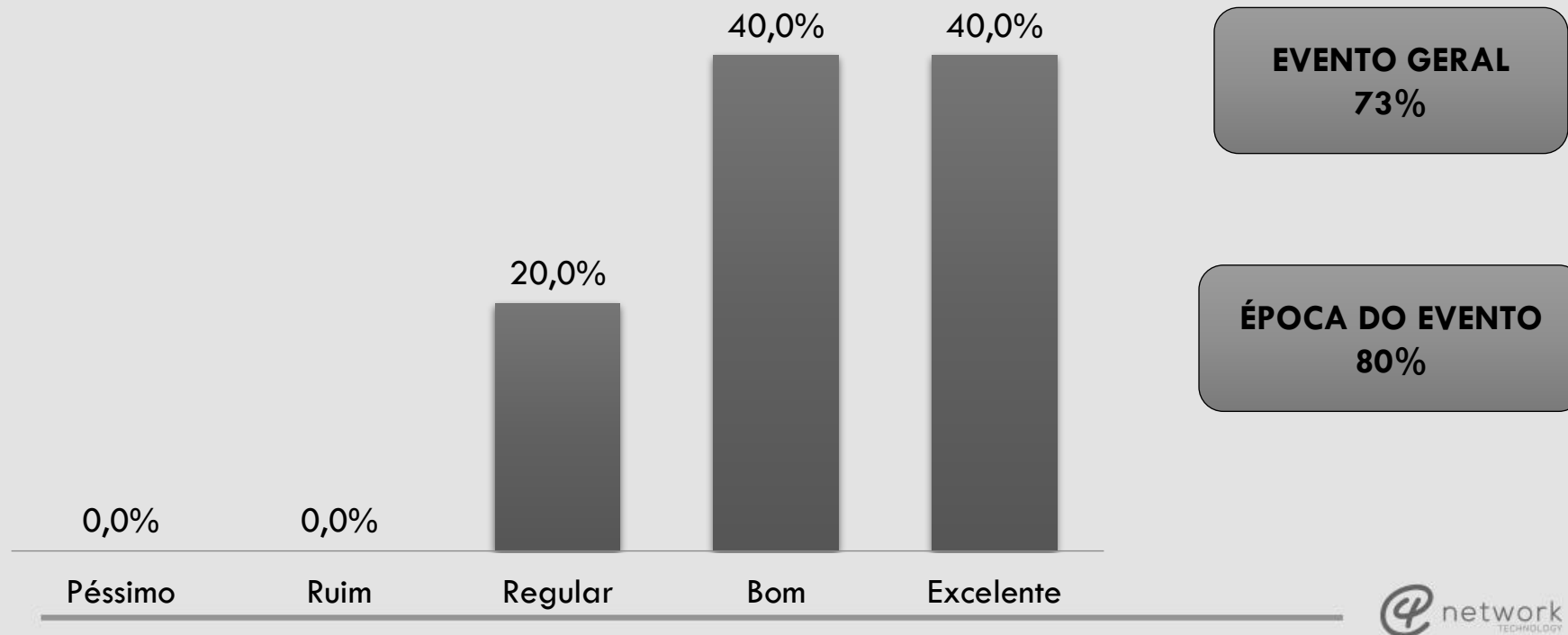
EVENTO: ORGANIZAÇÃO



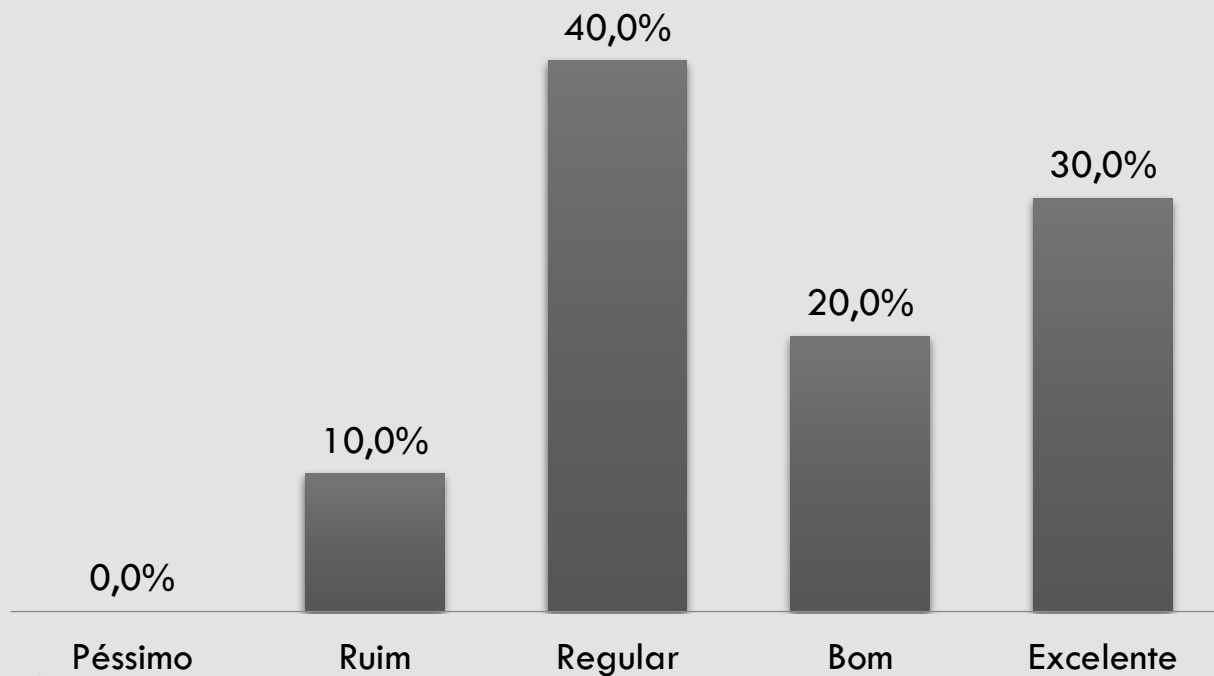
EVENTO: PONTUALIDADE



EVENTO: ÉPOCA DO EVENTO



EVENTO: NETWORKING



EVENTO GERAL
73%

NETWORKING
40%

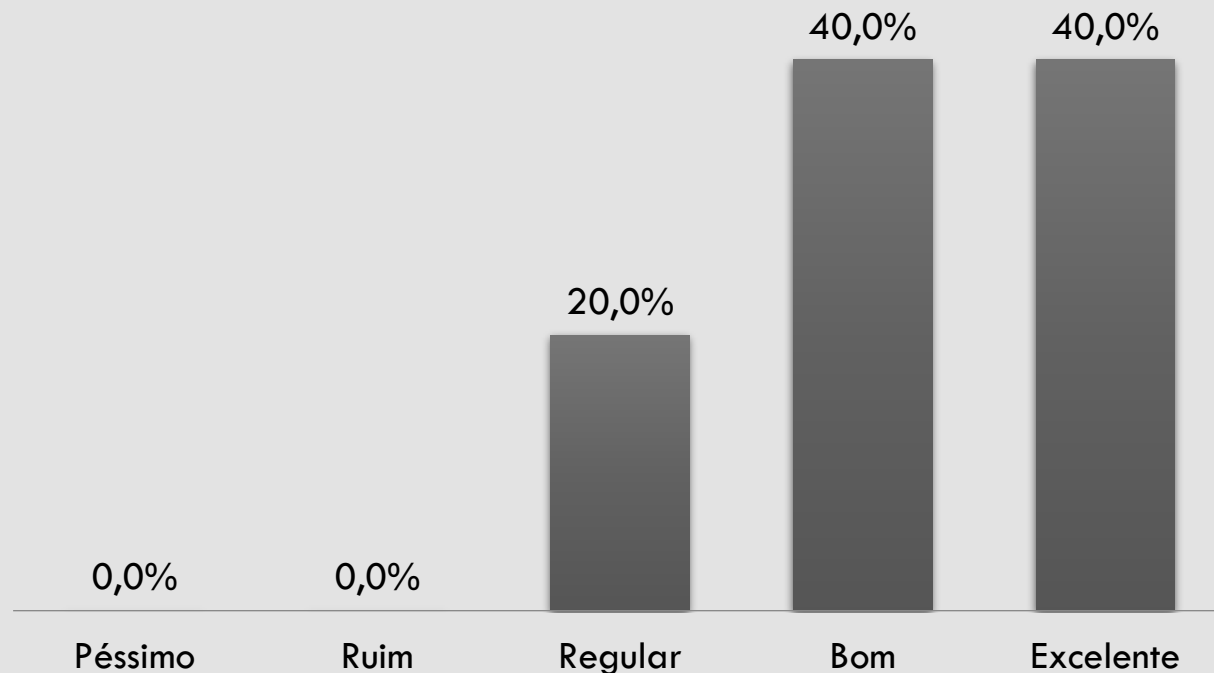
Observações:

- “Clientes não participaram efetivamente do evento.”
- “Gostei da oportunidade de podermos pedir ao moderador direcionar a pergunta a algum dos participantes.”
- “Excelente! (Programa Fraterno)”
- “Ótima iniciativa. (Programa Fraterno)”

KEYNOTE

The background is a solid dark purple. On the left side, there is a single horizontal white line. On the right side, there is a cluster of overlapping white geometric shapes, including large L-shaped brackets and smaller arrows, all pointing towards the top-left. These shapes are layered, with some appearing more prominent than others.

KEYNOTE: TAURION

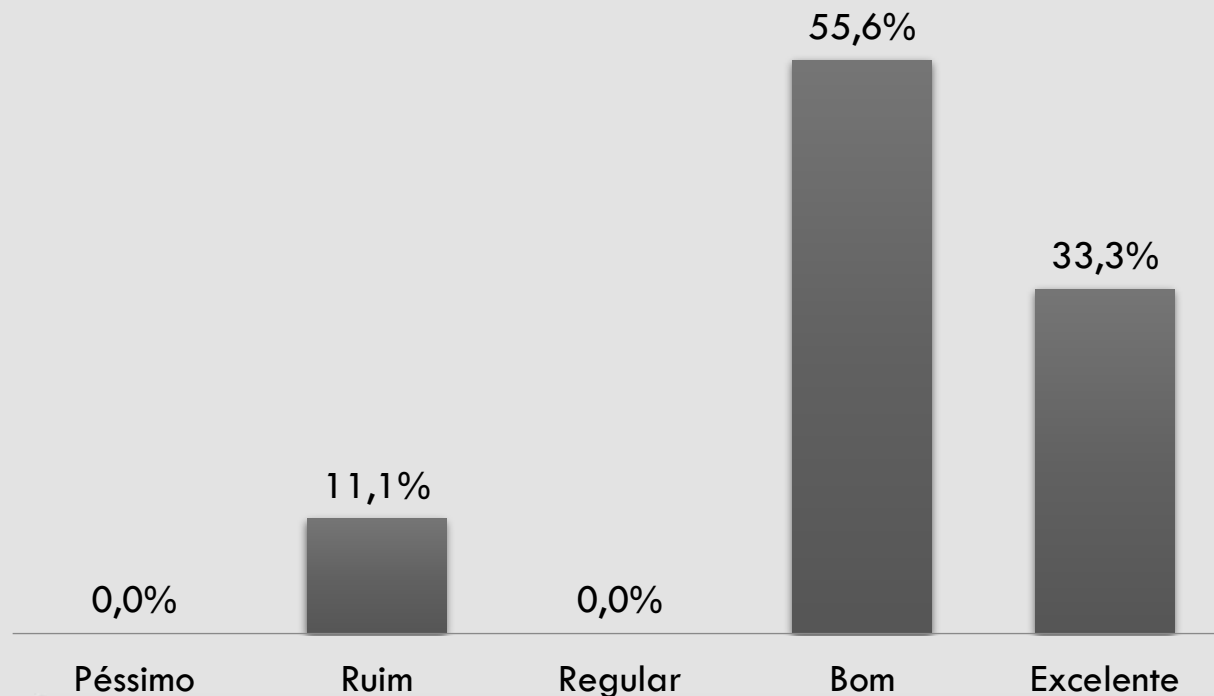


KEYNOTE
80%

PAINEL



PAINEL: PEDRO DORIA

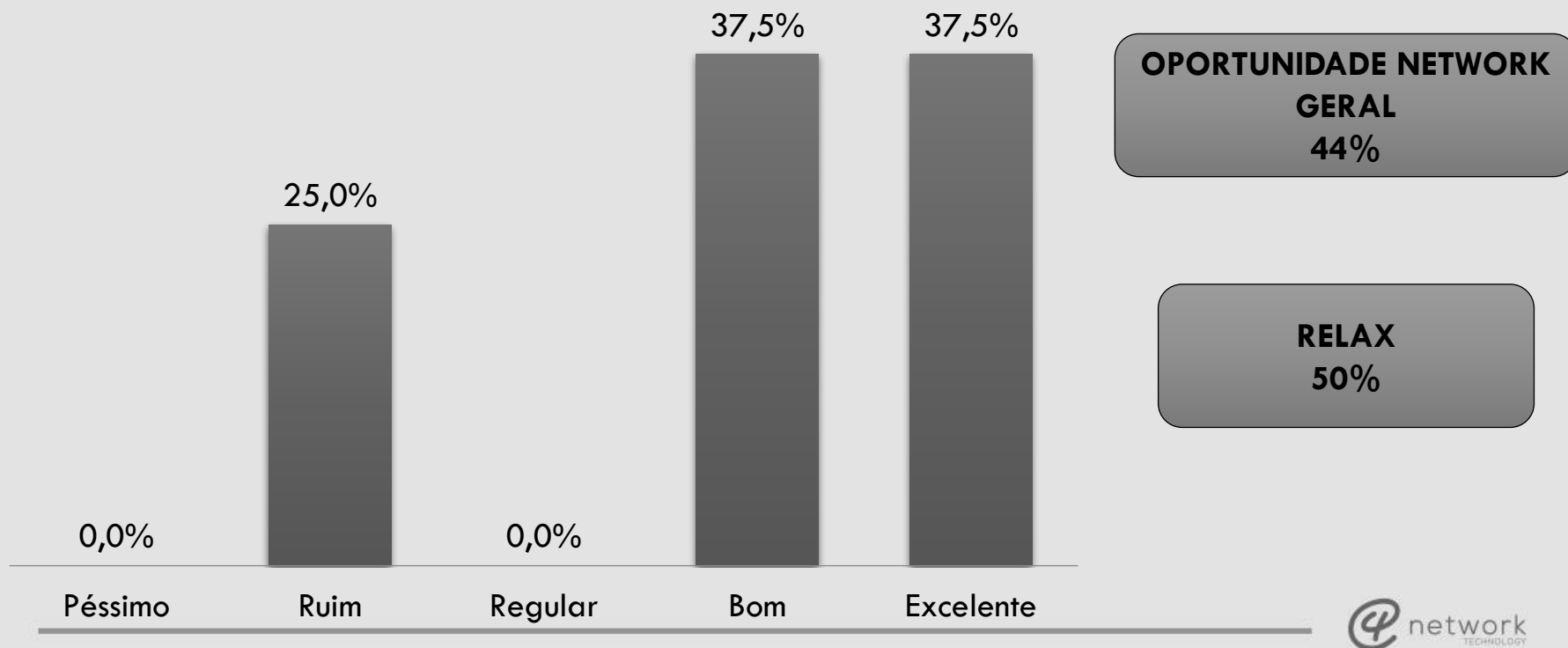


PAINEL
78%

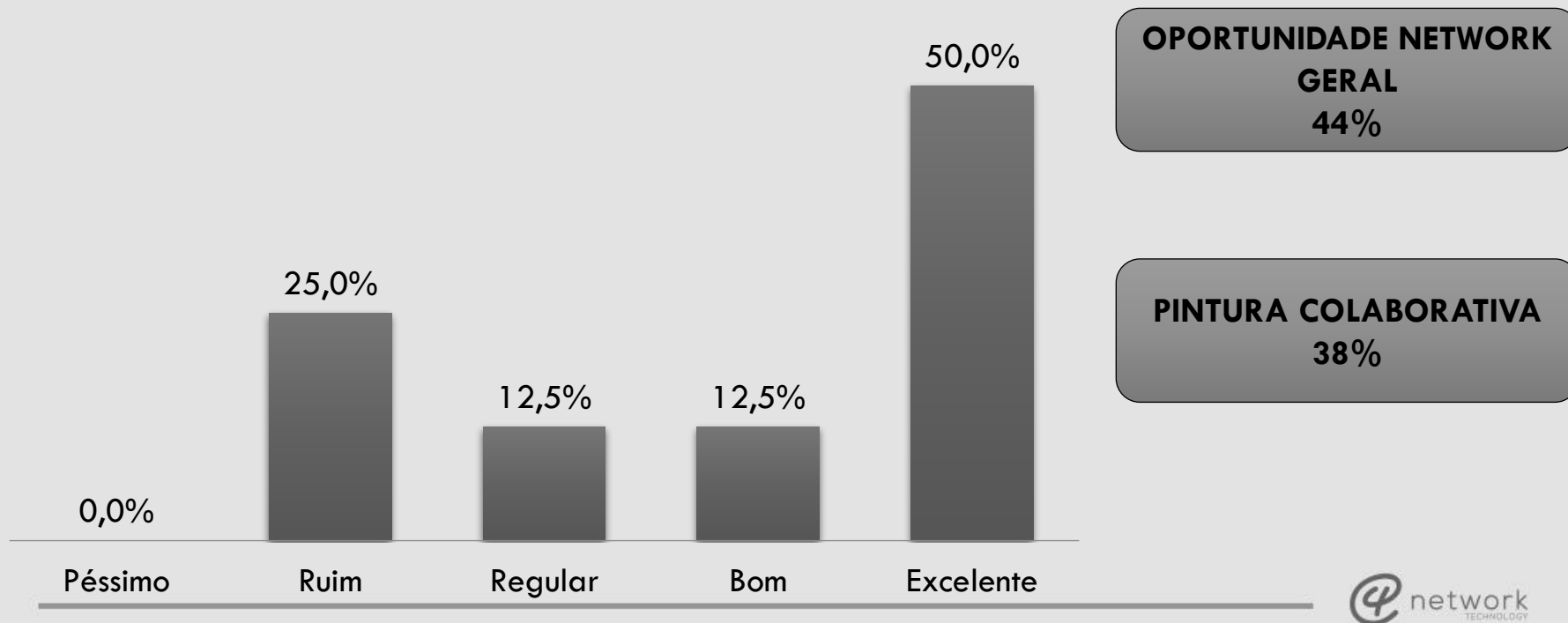
OPORTUNIDADES DE NETWORKING



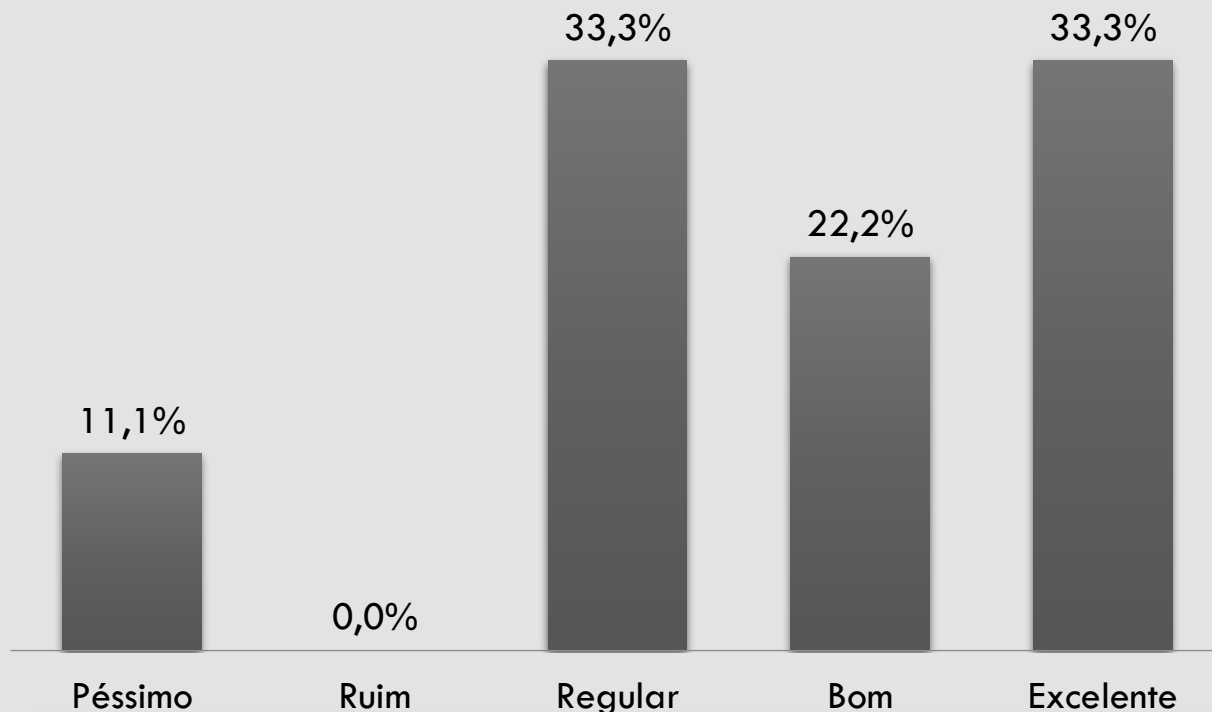
OPORTUNIDADE DE NETWORK: RELAX (PALESTRA WHISKY)



OPORTUNIDADE DE NETWORK: PINTURA COLABORATIVA



OPORTUNIDADE DE NETWORK: INTEGRAÇÃO DURANTE O EVENTO



**OPORTUNIDADE NETWORK
GERAL**
44%

INTEGRAÇÃO
44%

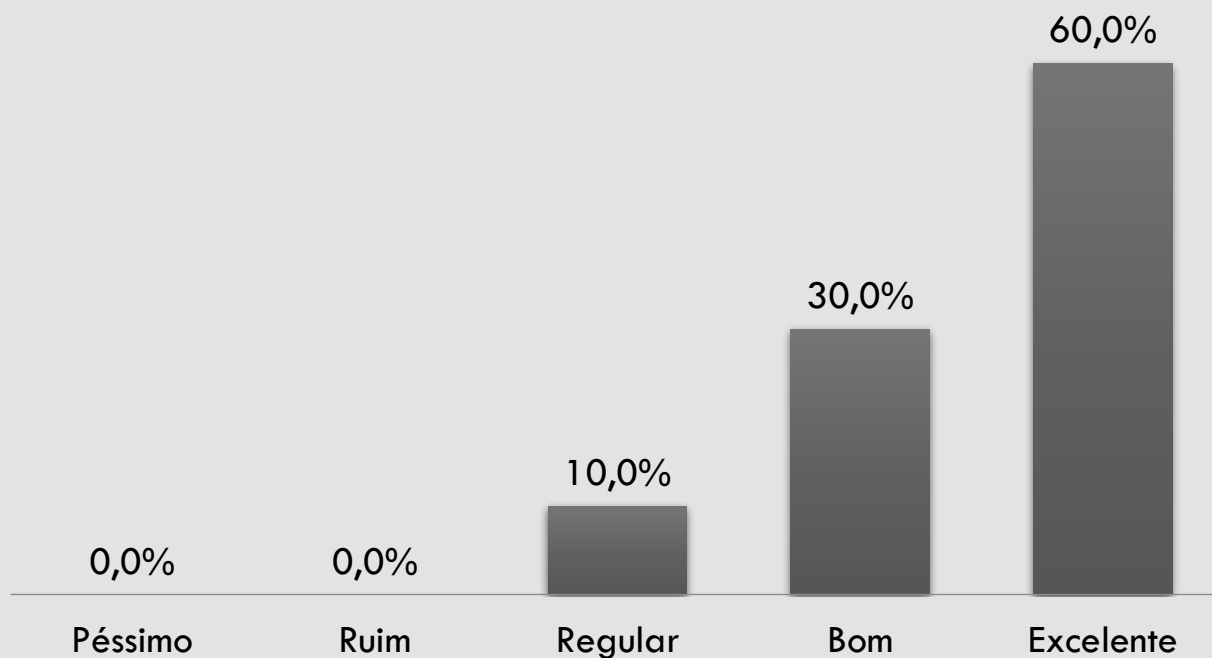
Observações:

- “Clientes não estavam engajados.”

PLATAFORMA



PLATAFORMA: ACESSIBILIDADE

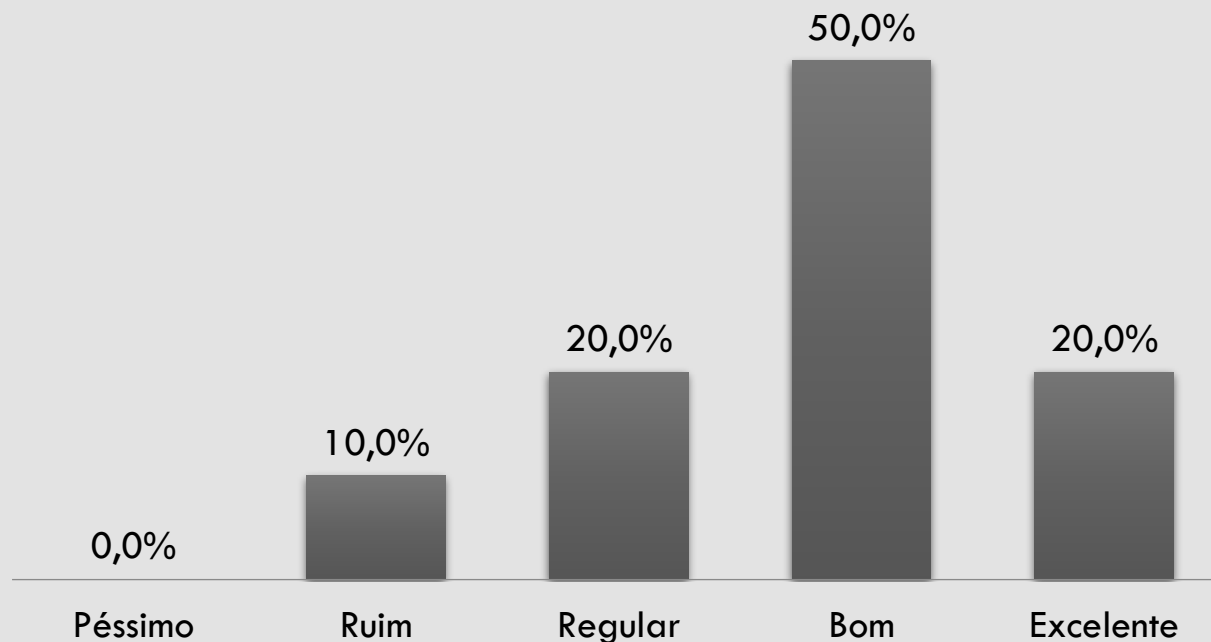


ACESSIBILIDADE
90%

APLICATIVO 4NETWORK

The background is a dark purple gradient. It features several thin, light purple diagonal lines in the upper right corner. A horizontal light purple line is positioned to the left of the text. The lower right portion of the image is filled with a pattern of overlapping, semi-transparent purple arrows of various sizes, all pointing in different directions, creating a sense of dynamic movement and network connectivity.

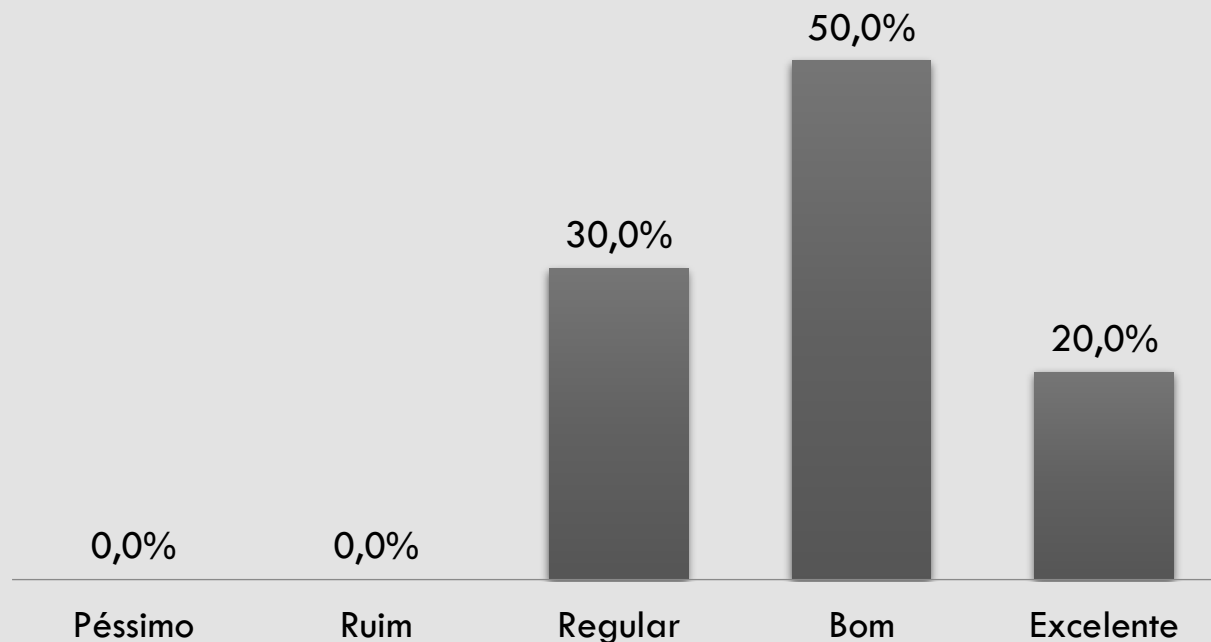
APLICATIVO 4NETWORK: USABILIDADE



**APLICATIVO 4NETWORK
GERAL
52%**

**USABILIDADE
60%**

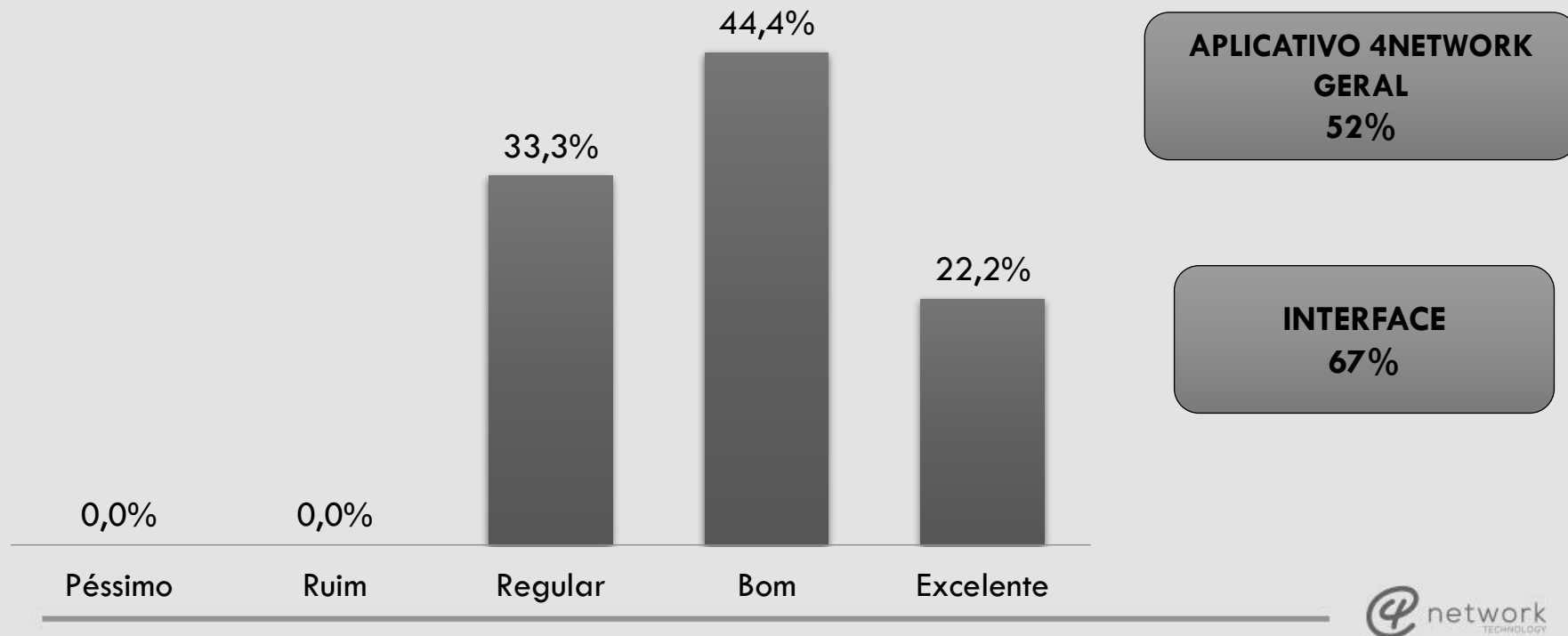
APLICATIVO 4NETWORK: CONTEÚDO



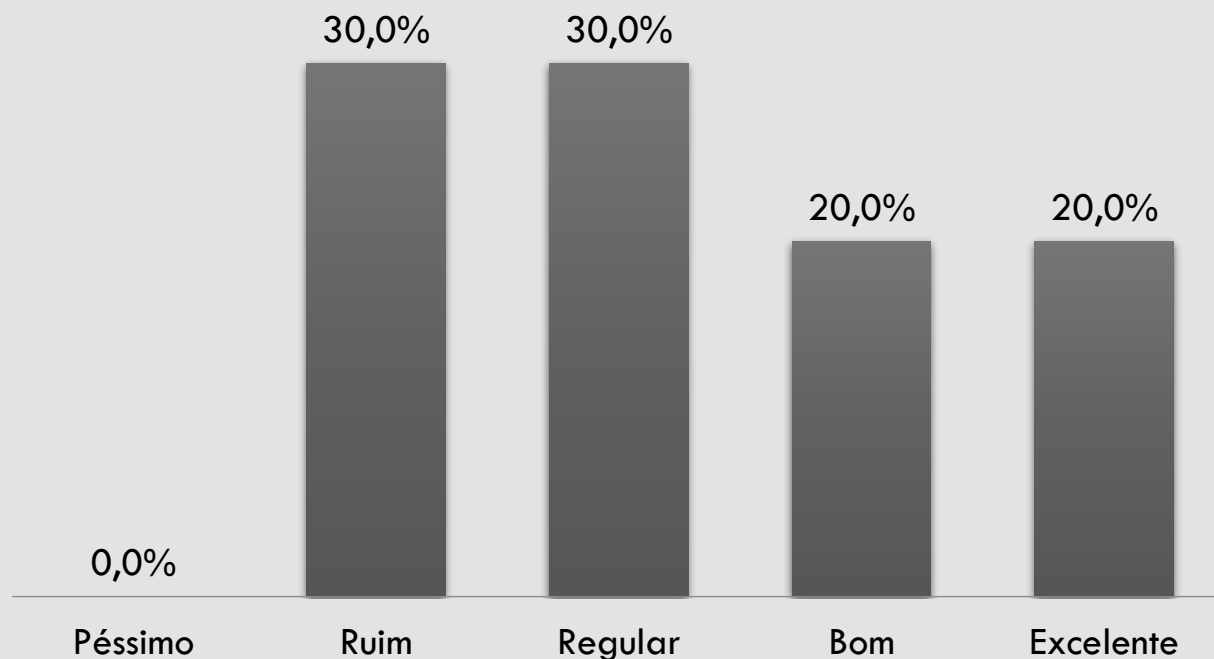
**APLICATIVO 4NETWORK
GERAL
52%**

**CONTEÚDO
70%**

APLICATIVO 4NETWORK: INTERFACE



APLICATIVO 4NETWORK: TROCA DE CARTÕES



**APLICATIVO 4NETWORK
GERAL
52%**

**TROCA DE CARTÕES
10%**

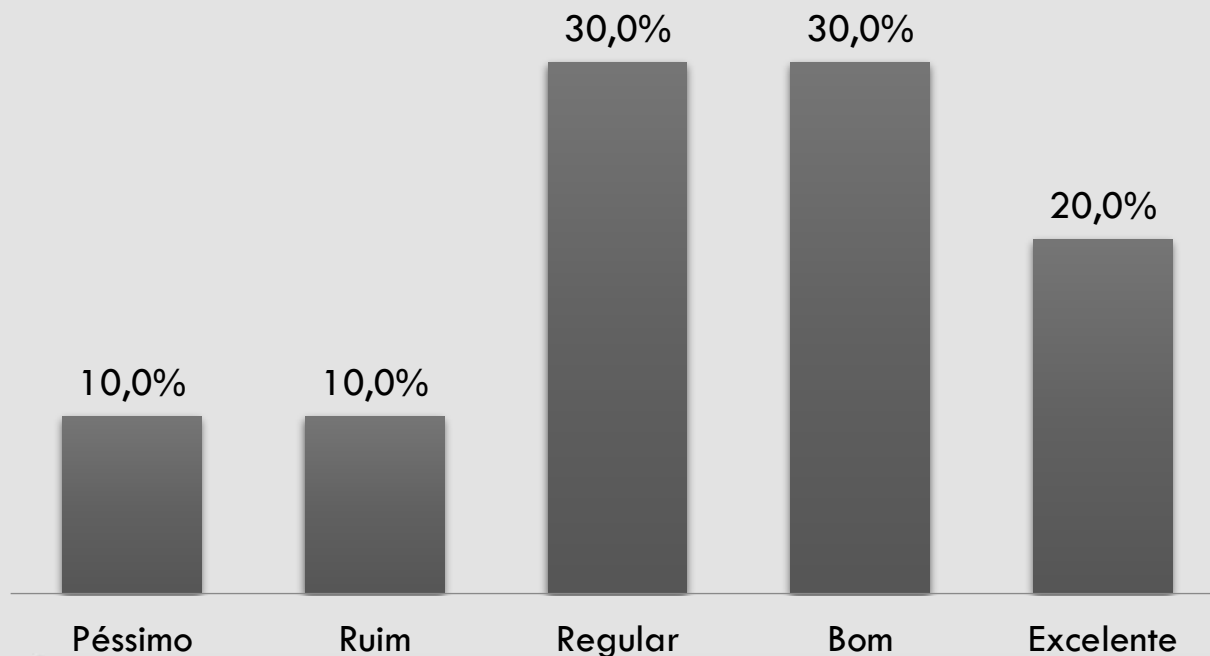
Observações:

- “O app poderia ter uma melhor usabilidade ao adicionar os executivos. Toda vez que você adiciona um nome e dá um voltar, a lista volta no início (letra A). Isto dificulta bastante a produtividade para adicionar.”

NEGÓCIOS

The image features a dark purple background. In the center, the word "NEGÓCIOS" is written in a bold, white, sans-serif font. To the left of the text, there is a short, thick white horizontal line. On the right side, there is a cluster of overlapping, semi-transparent white arrows pointing in various directions, some towards the top right and others towards the bottom left. Additionally, several thin white diagonal lines are scattered across the upper right portion of the image.

NEGÓCIOS: PERSPECTIVA PARA FECHAMENTO DE NEGÓCIOS



**PERSPECTIVA PARA
FECHAMENTO DE NEGÓCIOS**
30%

Observações:

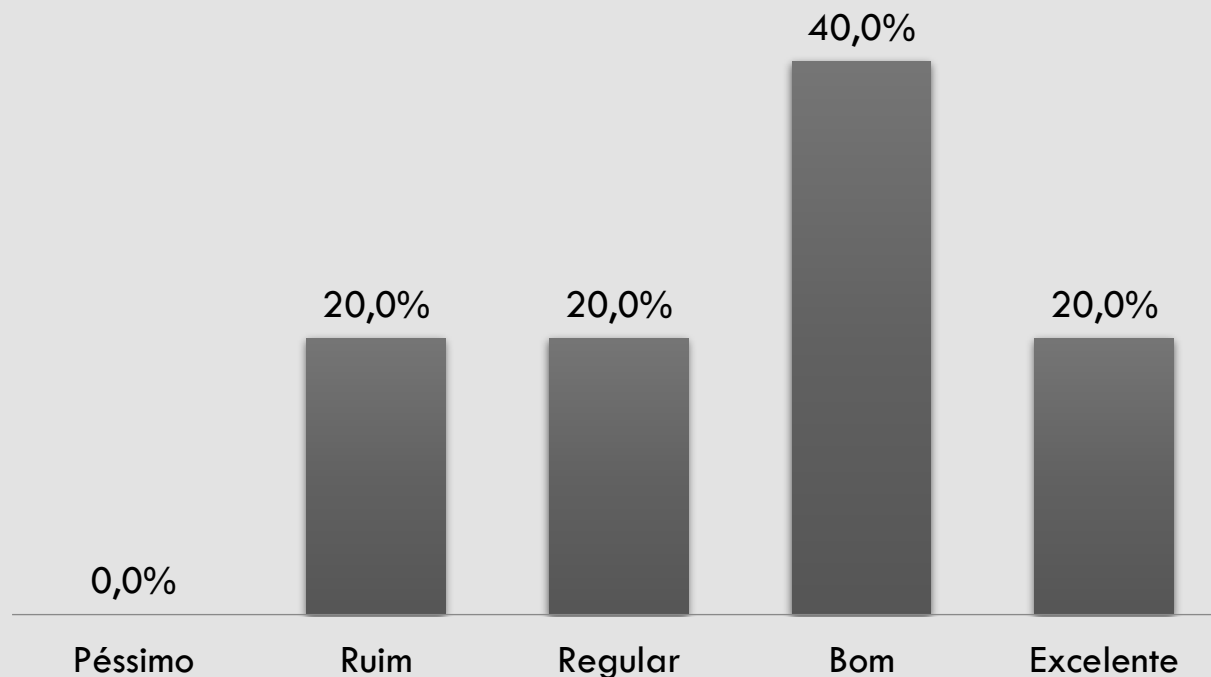
- “Clientes pouco engajados.”

The background is a dark purple gradient. It features several thin, light purple diagonal lines in the upper right corner. On the right side, there are multiple large, stylized, light purple arrows pointing upwards and to the right, some overlapping each other. A single horizontal light purple line is located on the left side, below the text.

4CONNETWORKER

4CIO FINANÇAS

4CONNETWORKER 4CIO FINANÇAS: COMO FOI SUA EXPERIÊNCIA?



**4CONNETWORKER 4CIO
FINANÇAS
40%**

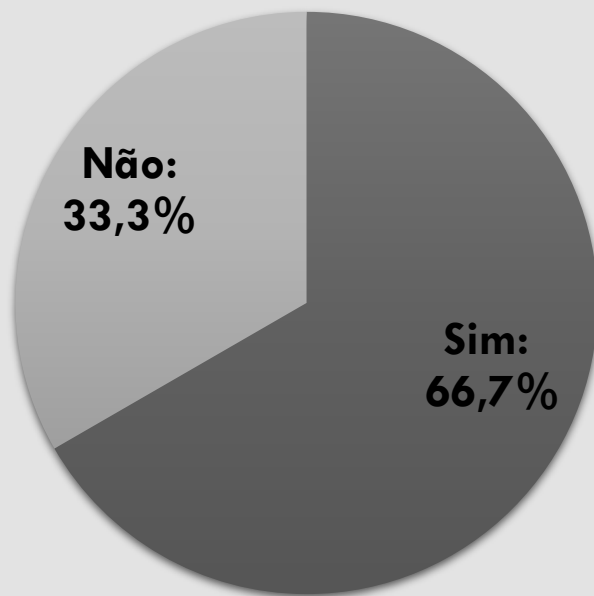
Observações:

- “Achei poucos clientes e sem engajamento.”

ASPECTOS GERAIS

The image features a dark blue background with a horizontal band of medium blue. The title 'ASPECTOS GERAIS' is centered in white, bold, sans-serif font. To the left of the title is a short white horizontal line. On the right side, there is a cluster of overlapping white geometric shapes, including large L-shaped brackets and smaller arrows, creating a sense of movement and structure.

ASPECTOS GERAIS: SUA EMPRESA PATROCINARIA OUTRO 4CONNETWORKER @CIO FINANÇAS?



ASPECTOS GERAIS: SUA EMPRESA PATROCINARIA OUTRO EVENTO DA 4NETWORK | IT4CIO?

