

REAL TIME CUSTOMER FEEDBACK AT THE POINT-OF-EXPERIENCE



COMPATIBLE WITH:
IPAD
IPHONE
IPOD TOUCH

MOBILE

TOUCHPOINT

Opinionmeter's **TouchPoint Mobile** app is a natural extension of our 17-year focus on capturing real-time 'voice of the customer' feedback at the point-of-experience. Building on the success of our multi-mode feedback platform, we have extended our mobile survey solutions to include the iPad, iPhone and iPod Touch.

TouchPoint Mobile enables companies to improve business performance by capturing real-time, on-demand customer satisfaction data at the customer's Point-of-Experience.

TouchPoint Mobile uses the SurveyManager, Opinionmeter's award-winning feedback management platform. The hosted SurveyManager allows you to manage all aspects of your survey campaign; from survey design to report delivery and device management, all through any browser.

BENEFITS

- RECORD OPEN-ENDED COMMENTS IN THE CUSTOMER'S OWN VOICE.
- APPEND PICTURES AND VIDEO TO YOUR SURVEY RESPONSES.
- CUSTOMIZE YOUR SURVEY LAYOUT USING YOUR BRAND'S LOGO AND CORPORATE IDENTITY.
- GATHER ONLINE OR OFFLINE SURVEY DATA – AN INTERNET CONNECTION IS NOT REQUIRED!
- IDENTIFY INDIVIDUAL RESPONSE LOCATIONS WITH GPS AND GOOGLE MAP INTEGRATION.
- SEND LOW-SATISFACTION ALERTS TO MANAGEMENT IN REAL-TIME VIA EMAIL OR TEXT.
- DELIVER SURVEYS IN ANY LANGUAGE WITH THE SURVEYMANAGER'S MULTILINGUAL FEATURE.
- RUN MULTIPLE SURVEYS SIMULTANEOUSLY ON THE SAME DEVICE.
- SELECT FROM A WIDE RANGE OF QUESTION TYPES: SINGLE RESPONSE, SELECT ALL THAT APPLY, OPEN-ENDED (TEXT, VOICE RECORDING, VIDEO AND PHOTO OPTIONS AVAILABLE), RANKING AND A VARIETY OF MATRIX QUESTIONS.

Touchpoint Mobile works with iPhone, iPad, iPod Touch.

Visit www.opinionmeter.com to find out more about how you can build guest satisfaction through on-site insights.



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