

SMARTSURVEYS™

Customer Feedback Solution

A revolutionary solution that will change the way your business captures and reports customer experiences.

SMARTSURVEYS™ captures customer feedback before, during, or after service has taken place.

It consolidates and processes the information, and converts it into comprehensive reports.



Identify your customers' **OPINIONS, CONCERNS, NEEDS, INTERESTS** and **PREFERENCES** in real time with SMARTSURVEYS™.

Suitable for :

- Retail
- Government
- Banking & Finance
- Health Care
- Hospitality industry
- Food & beverage
- Lifestyle & leisure
- Transportation
- Public services
- Communications

How SMARTSURVEYS™ benefits your business

- **Increased customer value**
Customers will feel that their opinions matter and perceive that their satisfaction is vital to your organisation.
- **Objective and reliable feedback**
Customers will be comfortable giving their honest opinions due to the anonymity of responses.
- **Proactive insight into customer needs and wants**
Management may not only gain an understanding to customer necessities, but also obtain an overview as to what appeals to customers.
- **Boost of corporate revenue**
Management will be able to constantly improve their customer service performance to ensure customer satisfaction. Satisfied customers are more likely to recommend the business and the increasing number of customers will certainly boost corporate revenue.
- **Commendable investment**
Enhancing customer loyalty, increasing revenue and being long-term cost effective with no expenses incurred for consumables, the system is definitely value for money.

Use **SMARTSURVEYS™** today to make better, more informed business decisions.

SMARTSURVEYS™ features:

- **Highly customisable questionnaire**

The format, length and content of each question can be customised.

Questionnaires may contain multiple choice or essay questions, depending on the strategy research strategy used by the business.

- **Unlimited number of questions in multiple feedback forms**

There is no limit to the number of questions that can be included in the electronic feedback form. Authorised users can choose to display any questionnaire out of the number of surveys uploaded.

- **Automatic transition between questions**

To enhance customer experience on the feedback interface, the automatic transition facility can be activated when the questionnaire consists of more than one question.

- **Option to capture customer information**

When activated, customer information or ID can also be captured.

The requested customer information can be modified according to the business need.

- **A variety of layout templates and colour theme options**

To suit your corporate identity, the layout and colour theme of the questionnaire can be modified from available selections.

- **Comprehensive reports**

On-demand reports can be generated to present statistics and detailed feedback information. From this, data can be manipulated into tabular or graphical format for easy analysis.

- **Integration capabilities**

The system can be integrated with existing queue management system and POS applications in order to maximise its benefits in providing detailed information. This integration may not only include interface incorporation, but also statistics merging and consolidated reporting.

- **Centralised reporting facility**

Customer feedbacks from all corporate branches can be consolidated at the head office. This facility allows top management to obtain relevant distributions or demography of customers' needs, concerns, interests and preferences.

SMARTSURVEYS™ physical advantages include:

Non-proprietary hardware

The questionnaire can be made available on any Android or iOS devices available in the market, regardless of their size, brand, or model

Flexible setup

Devices may be handheld by concierge staff, fixed onto counter desktop, or stationed at strategic locations within your customer service centre. Hardware supports and fixtures will be included.

