BSS
BUSINESS**smart**
S O L U T I O N S

SMART**SURVEYS**™
Customer Feedback Solution

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

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

SMARTSURVEYS™ captures customer feedback before, during or after completion of a service. The solution simplifies the way you collect and manage customer feedback to generate meaningful reporting that provides businesses and organisations with the following benefits:

✔ **Increase business profitability through customer insight**

SMARTSURVEYS™ not only enable business leaders to gain an insight into what customers need, the solution identifies common themes that provide businesses and organisations with:
- ◆ new opportunities
- ◆ possibilities to value-add existing services
- ◆ other marketing or promotional initiatives

This allows business leaders to make strategic decisions to enhance customer experience that ultimately leads to increased corporate revenue.

✔ **Reduce costs associated with operational and business risks**

Organisations can understand where issues lie and take corrective action before they become big problems through SMARTSURVEYS™.

✔ **Staff performance**

Recognise individual staff performance and identify areas for training and development through SMARTSURVEYS™' comprehensive reporting.

✔ **Reduce your carbon footprint**

SMARTSURVEYS™ eliminates the need to print paper-based surveys or questionnaires that leads to a reduction in paper wastage.

✔ **Operational efficiency**

SMARTSURVEYS™ cuts operational time that is involved in managing customer feedback and generating reports as these processes are automated and digitised.

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

Use SMARTSURVEYS™ to make better and more informed business decisions that lead to an improved customer experience.

SMARTSURVEYS™ features:

✔ **Enhance your brand visibility and corporate identity**
SMARTSURVEYS™ comes with a variety of templates and colour themes that can be personalised to suit your brand guidelines.

✔ **Capture customer information**
SMARTSURVEYS™ can capture customer information or ID through an on-screen keyboard input.

✔ **Comprehensive reporting that provide customer insights**
SMARTSURVEYS™ captures all customer feedback and generates statistics and detailed feedbacks for on-demand reporting. Data can be presented into tabular format for easy analysis.

✔ **Centralised reporting facility**
Customer feedbacks from all branches can be consolidated at a centralised location or head-office for enterprise level reporting. This enables top-level management to obtain an in-depth view of trends or themes in customer demographics, preferences and make strategic decisions that benefits both the customers and 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 select to display any questionnaire from a set of uploaded questionnaires.

✔ **Flexible and easy-to-configure questionnaire**
Format, length and content of each question can be easily configured. Questions can be in smiley face selection, single/multiple questions or free form response.

✔ **Integration capabilities**
For a more detailed analysis of customer profiles, SMARTSURVEYS™ can be integrated with SMARTQUEUE®.

When integrated with SMARTQUEUE®, SMARTSURVEYS™ can link a customer's feedback to the original transaction by scanning the customer's paper ticket to a barcode scanner that is affixed to the device that SMARTSURVEYS™ is loaded onto. Customer service staff can evaluate individual staff or transaction performance as customer feedback is traced to the original transaction.

SMARTSURVEYS™ physical advantages include:

Non-proprietary hardware / hardware agnostic
The questionnaire can be made available on any Windows OS devices available in the market, regardless of their size, brand or model.

Flexible setup
Devices may be fixed into counter desktop, or stationed at strategic locations within your customer service centres. Hardware supports and fixtures will be included.