

For immediate release



SURVEY STATION TO CELL PHONE: “SERVICE RATING = EXTREMELY DISSATISFIED”

Digivey survey software sends text message alerts to cell phones

PHOENIX, Arizona (September 1, 2008) – Creoso, a Phoenix-based software developer for interactive survey, quiz and assessment applications, announces the release of a new version of their innovative touch screen survey software, Digivey™. Digivey newly supports text message alerts to the cell phone of a manager in the event a customer reveals his or her total dissatisfaction with a product or service to the touch screen survey station at the point of sale and point of service. Among one of the first industries successfully adopting this new feature were car dealerships. For only a few cents per response, businesses of all sizes can monitor customer satisfaction right at their premises using touch screen survey stations or touch screen survey kiosks powered by Digivey survey software. The new text message alert feature is available throughout the US and selective international markets. Existing Digivey Survey Software users will be able to upgrade.

When it comes to service quality, disgruntled customers can do considerable harm to the image of a business in that they will not keep the bad customer experience to themselves but will tell in average ten other people about it. However, when quality of service issues can be resolved between the customer and the business directly at the point-of-sale and before the customer leaves the premises, chances are high that the customer stays loyal to the business. Customers may even help the business by telling others how impressed they were with the quick and easy corrective action to resolve the issues.

According to Jakob Scherer, co-founder of Creoso and chief of technology, “The new text message feature is right on target. Any business that really cares about their customers and their business will want to resolve a bad situation before the customer leaves the premises and tells many others about the negative experience. The text message to the cell phone of the manager in charge of customer satisfaction makes on-the-spot intervention possible and demonstrates a “we care” attitude to the customer. Customers are impressed when a customer service representative walks up to them and offers assistance with the issue before they are done completing the survey.”

Garrett Jockel of Turning Edge Solutions, a customer service quality and marketing consultancy firm in Pittsburgh, PA, uses the Digivey Survey Software exclusively for all their survey needs. He confirms the positive impact that touch screen survey stations placed at the check-out have made for the customers of his firm. He comments: “First, the touch screen survey stations in the check-out area of car dealerships helped pinpoint areas for improvements. After management followed through with corrective measures, the overall quality of service improved dramatically and customer loyalty is on the rise. Our customers are thrilled with the results so far.

Digivey manages the complete survey process and integrates non-bias introducing marketing and customer relationship elements into surveys. Businesses can conveniently gain valuable customer insights with instantly available result reporting to act on. Whether a retail store, restaurant, hotel or healthcare provider wants to survey its customers with an on-site survey station or a sales manager wants to gather feedback from his customers at a trade show or during a sales call with his tablet PC - Digivey supports it all. Easy and intuitive to use, with Digivey a new survey can be set up within an hour, no programming knowledge is needed. All the respondents have to do is to touch an answer with their finger.

Creoso is a pioneer in interactive survey applications. Its products and services range from interactive survey software development and marketing research technology related services to product offerings that include complete handheld survey solutions, touch screen survey stations, touch screen survey kiosks, interactive information kiosks and digital signage turnkey solutions for a varied global customer base. For more information on the firm, visit www.creoso.com or call 602.438.2100. For more information on the Digivey Survey Software, visit www.creoso.com/surveysw.htm or call 866.665.0533.

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