



Engage and empower customers

### PRODUCTS USED IN THIS PROJECT

- TOUCHPRESENTER™
- DIGIVEY SURVEY SUITE
- TOUCH SCREEN KIOSK

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## CASE STUDY

### BUSINESS SITUATION

CREOSO's customer, a large mall in Asia had a need for multi-purpose touch screen kiosks with the capability to gather customer feedback, to distribute information and to deploy ads, announcements and messages during kiosk-idle times to attract shoppers to the participating stores.

### SOLUTION

CREOSO's TouchPresenter software together with the Digivey Survey Suite were selected to work in tandem for the multi-purpose kiosk.

### BENEFITS

- Customers are able to select the topic of interest or the survey from a common menu
- During kiosk-idle times ads and announcements attract shoppers to the participating stores
- The kiosk content is easy to update
- All year round, customer satisfaction data provides actionable insight into satisfaction levels and opinions of the mall visitors
- Survey data is sent to the analyst in real-time
- Certain responses trigger instant alert notifications to the cell phone of the responsible manager
- The kiosk is available for self-service 365/24/7
- The participating stores benefit from increased foot traffic from shoppers
- Shoppers are better informed about what is on sale and what is new in the stores/at the mall
- Paperless and environmentally friendly self-service information is available on demand

To learn more about interactive information kiosk solutions and the TouchPresenter software, please visit [www.creoso.com](http://www.creoso.com) or speak to a Creoso sales representative.