

# Opinionmeter International

## Improves Customer Survey Feedback with Elo TouchSystems Solutions.



Many companies strive to improve customer satisfaction and loyalty by better understanding their customers' experiences with the company's products or services. Gathering "voice of the customer" data typically involves using multiple tools, including interviews, focus groups, paper-based surveys and mystery shoppers.

Opinionmeter International Ltd. is transforming traditional market research methods with interactive, Web-enabled survey devices, called Opinionmeters, that capture customer satisfaction feedback at the "point-of-experience." The company's devices use Elo TouchSystems touchcomputers and touchmonitors to deliver state-of-the-art electronic surveys.

"We get the pulse of the customer before they leave the store, the clinic or the museum," explains Morgan Strickland, CEO of Opinionmeter International. "Our solution delivers fresh, real-time feedback to organizations, allowing them to improve their customers' experiences, sometimes immediately."

The solution's core is Opinionmeter's SurveyManager application, which allows customers to easily and quickly develop surveys, and remotely monitor and manage all related activity. The application provides timely access to actionable data, reduces staff time and error, and enables the creation of dynamic surveys, customer feedback alerts and customized reports.

Opinionmeter's solutions are used in various industries, including healthcare, financial services, the public sector and higher education.

### Finding the right partner

Opinionmeter investigated numerous touchscreen vendors and realized that many were using Elo TouchSystems technology with their own hardware. It chose Tyco Electronics Elo TouchSystems due to its industry leadership and superior touch solutions.

"What I value most is Elo TouchSystems' rock-solid products," declares Strickland. "They're intuitive, durable and reliable. That frees us to focus on our core competency, which is delivering great customer feedback technology tools."

### SNAPSHOT

**Opportunity:** Improve customer survey response rates and feedback data with automated surveys.

**Why Elo?:** Tyco Electronics Elo TouchSystems offers highly reliable and durable solutions with excellent image clarity that are also well designed and intuitive to use.

**Solution:** Elo TouchSystems 1529L multifunction 15" desktop touchmonitors and 15A1 and 15A2 all-in-one 15" desktop touchcomputers with IntelliTouch™ surface wave and Acoustic Pulse Recognition (APR) touch technology.

**Key results:** 30-40% increase in survey response rates over static surveys; high reliability with no downtime due to hardware or touch technology issues; supports company's self-service model.



“When it comes to touchscreen technology, there is no better company in the world than Tyco Electronics Elo TouchSystems,” - **MORGAN STRICKLAND**

Elo TouchSystems touchcomputers and touchmonitors have the flexibility to be mounted in numerous ways, and now constitute all of Opinionmeter’s tabletop, wall-mounted and kiosk solutions. Many currently use IntelliTouch surface wave technology, although Opinionmeter is migrating to Acoustic Pulse Recognition (APR) technology to take advantage of its ability to detect stylus or finger touches.

Nearly 250 systems have been deployed in the United States since 2006, a number projected to grow 30 percent annually.

#### **Tough and reliable solution**

Opinionmeters must withstand rough usage and food and drink spillage, and be able to accurately record light and heavy touches.

“We require a highly durable, robust, scratch-resistant and sealed solution because our survey tools are deployed in public environments,” explains Strickland. “We get that with Elo TouchSystems solutions.”

Reliability is particularly important to Opinionmeter because it doesn’t have multiple local support offices.

“We had to find the most reliable touch technology because we monitor and support our devices remotely, from our headquarters,” asserts Strickland.

“Elo is a great fit for our business model because it is a watertight solution. We haven’t had a single touchmonitor or touch technology issue.”

#### **Smartly engineered**

Outstanding image quality is critical to the solution’s effectiveness.

“Beyond durability, the vividness of the screen is essential to drawing people’s attention to the Opinionmeter and enhancing the survey experience,” declares Strickland.

When the systems are not in use, digital signage, including multimedia presentations, are often displayed to catch the public’s eye and to provide an additional marketing venue.

Strickland appreciates the devices’ “practical” features—ports hidden from public view, adjustable-height stands and lockable controls to prevent unit tampering—and their off-the-shelf capability.

“Customers can take the Elo TouchSystems product out of the box, plug it in and see the Opinionmeter survey pop up on the screen,” says Strickland. “It’s that easy.”

#### **Automation increases response rates**

Opinionmeter’s customers previously used static, paper-based surveys that

delivered low response rates. People are “drawn to the Opinionmeter-Elo TouchSystems devices,” remarks Strickland. Most customers report a 30-40 percent increase in survey response rates.

“Speed and efficiency are the hallmarks of the SurveyManager application,” he adds. “Elo TouchSystems’ devices allow us to deliver our solution transparently to our customers and to their customers.”

Opinionmeter receives “fantastic feedback” on the solutions.

“Customers can generate dynamic surveys enhanced with multimedia and can handle skip patterns in survey responses,” says Strickland. “All of that is transparently and beautifully displayed through the Elo TouchSystems touchscreens.

In addition, survey respondents who have never seen the device intuitively understand how to use it.”

#### **Targeted marketing opportunities**

Opinionmeter and Tyco Electronics Elo TouchSystems are partnering on enhancements to improve the attractiveness and capabilities of the solution. These include broader use of digital signage, integration of magnetic card readers to accommodate loyalty-marketing programs such as frequent-shopper rewards, and use of bar code scanners to capture customer data and enable one-to-one marketing opportunities.

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