

Guide for Using Survey Kiosks for Instant Customer Feedback Sponsored by Opinionmeter

Opinionmeter International announces the release of a Survey Kiosk buyer's guide. The guide explains how survey kiosks enable companies to better understand the needs of their customers by capturing real-time in-store customer feedback.

San Leandro, CA ([PRWEB](#)) January 5, 2009 -- Opinionmeter International, developer of the award winning customer satisfaction feedback system, recently sponsored the publication of "Gain Valuable Information at the Point of Experience -- Survey Thy Customer". The guide explains how survey kiosks enable companies to better understand the needs of their customers to build loyalty and retention. The guide was published by KioskMarketplace.com, the leading daily news and information portal covering the kiosk and self-service-technologies industry.

"Gathering customer feedback as close as possible to the time the customer experiences the product or service is essential. Combine this with Opinionmeter's ability to deliver that feedback in real-time and you have an extremely powerful management tool for achieving customer service goals and loyalty," said Morgan Strickland, CEO of Opinionmeter International. "We were pleased to be a part of this comprehensive publication."

The guide details the benefits of deploying a real-time, point-of-experience survey kiosk and offers best practices gleaned from real-world implementations. It also explores the history of survey kiosks, discusses how they work and shows how electronic customer satisfaction feedback surveys can better engage customers and improve customer loyalty and retention.

In addition, the guide includes an overview of available survey systems on the market, their relative costs, and popular added-value features to consider. It also offers guidelines for writing an effective customer survey and tips for maintaining a healthy response rate.

"Especially in dire economic times, using real-time survey kiosks makes tremendous sense because you capture customer data at the experience, feed it into your number-crunching application and see and react to the information immediately," Francie Mendelsohn said in the publication's introduction. Mendelsohn is president of Summit Research Associates, an international consulting firm devoted to kiosks.

Opinionmeter's solutions are used in various industries, including healthcare, financial services, the public sector and higher education. They have licensees and equipment in use in countries throughout the world. They are committed to helping organizations gain valuable feedback from their customers.

"We're focused on capturing the pulse of the customer before they leave the store, the clinic or the museum," explains Strickland. "Our solution delivers fresh, real-time feedback to organizations, allowing them to improve their customers' experiences, sometimes immediately. This new guide from KioskMarketplace.com explains this concept in great detail."

To download "Gain Valuable Information at the Point of Experience -- Survey Thy Customer," visit KioskMarketplace.com, or click the following link: [Survey Kiosk Buyer's Guide](#)

About Opinionmeter

Opinionmeter International is a leading provider of technology-based customer satisfaction market research tools. With a range of interactive survey devices Opinionmeter enables its clients to capture real-time 'voice of the customer' satisfaction feedback at the point-of-experience (the moment the customer experiences the product or service). Built on the Windows platform, Opinionmeter can deploy its system onto a wide range of devices (including handheld, tablet and survey kiosk devices), providing maximum flexibility and device independence. More information, including an online web-demo and Guided Product Tour are available at www.opinionmeter.com

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About Kiosk Marketplace

Kiosk Marketplace, owned and operated by Louisville, Ky.-based NetWorld Alliance, is the world's largest online provider of information about and for the kiosk and self-service-technology industries. The content, which is updated every business day and read by business and industry professionals throughout the world, is free.

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