

## Opinionmeter introduces Mobile Phone Survey Software

San Leandro, CA / May 3, 2010 - Opinionmeter International, developer of award winning customer survey software tools, announced today the addition of mobile phone survey software to its ever expanding customer survey solutions.

### **Mobile Phone Survey Software**

Opinionmeter's technology enables companies to improve business performance by capturing real-time, on-demand customer satisfaction data at the customer's Point-of-Experience. All Opinionmeter products are web-enabled and remotely managed in real-time through the web-based SurveyManager application.

Opinionmeter's survey solutions range from handheld to kiosk to online web-surveys, even paper survey options are available. "Our solutions cover all the touchpoints of your organization's feedback channels including those using smart mobile phones", says Morgan Strickland, CEO of Opinionmeter International.

Over the past 16 years, Opinionmeter's primary focus has been to develop customer survey software that allows companies to author a survey once and distribute it anywhere. This unique approach provides the flexibility to distribute surveys to wherever the consumer transaction is taking place, capturing spontaneous consumer insights – this is what Opinionmeter refers to as the customer's Point-of-Experience.

Opinionmeter's survey software is helping organizations of all sizes gather real-time point-of-service customer satisfaction feedback. Opinionmeter's solutions are widely used in a variety of industries, including healthcare, retail, food service, financial services, the public sector and higher education. Opinionmeter has licensees and equipment in use in throughout the world.

### **About Opinionmeter**

Opinionmeter International is a leading provider of technology-based customer satisfaction market research tools, with an emphasis on customer satisfaction surveys. With a range of interactive survey devices, Opinionmeter enables its clients to capture real-time, 'voice of the customer' 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 mobile phones, handheld PDA's, tablet PC's and survey kiosk devices), providing maximum flexibility and device independence.

More information, including an online web-demo and Guided Product Tour, is available at [www.opinionmeter.com](http://www.opinionmeter.com)

### **Media Contact:**

Morgan Strickland  
Opinionmeter International  
510-352-4943, x101  
[morgan@opinionmeter.com](mailto:morgan@opinionmeter.com)