



OPINIONMETER

Case Study

Pacific Science Center

Overview

Pacific Science Center is a not-for-profit science foundation bringing the thrill of science, math, and technology through interactive and innovative exhibits and programs. Through our primary facility in Seattle, our environmental education center in Bellevue, and our various outreach programs, we serve over one million people a year in every county of Washington state. We are using the Opinionmeter touch screen device to capture visitor feedback on their experiences, making use of the multi-media capability to draw attention to the machine and advertise our upcoming exhibitions.

Problem

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Solution

After a thorough review of other surveying systems, we replaced our paper surveys with Opinionmeter touch screens in May of 2008. The impact has been positive and immediate. We receive our survey data real-time and, using the web-based reporting tool, we are able to compile and distribute data rather effortlessly. The administrative tool has also proved extraordinarily flexible in designing our surveys and assigning appropriate levels of access to the survey tools. And the price was right for our needs. We now have a world-class survey tool in place to aid us in our efforts to provide world-class service.

Benefits

- Attractive, easy to use, small-footprint survey device
- Instant access to real-time survey data via intuitive web-based reporting tool
- Cost-effective solution for non-profit budget



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“The first week we deployed the devices, our CEO tried it out and was thrilled with it. The response from the staff responsible for visitor surveying has been overwhelmingly positive. Our leadership staff is delighted to have immediate feedback on our programs and exhibitions so we can promptly assess and address visitor needs. And the customer support has been terrific. We couldn’t be more pleased with our decision to go with Opinionmeter.”

Kurt Koller, Visitor Services Manager
Pacific Science Center



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