

Opinionmeter Achieves Full Cross-Platform Compatibility for Mobile Phone Surveys with the Addition of Mobile Web to its Mixed-Mode Survey Management Platform

Opinionmeter International, developer of the award winning customer feedback management platform, announced today it has expanded its cross-platform mobile phone survey software to include all major mobile phone platforms, regardless of manufacture or operating system.

San Leandro, CA (PRWEB) July 31, 2011

Building upon the success of their mixed-mode customer feedback platform, Opinionmeter customers can now distribute mobile surveys to any mobile phone platform, in any language, anywhere in the world. Opinionmeter's mobile-web survey software is optimized to instantly detect the mobile phone requesting the survey download and render it specifically for that mobile phone's browser and operating system. Whatever the mobile phone being used the online survey software is smart enough to display the survey in an optimal way.

Users can build feedback communities by inviting customers to use their own mobile browser to access online surveys optimized for mobile browsers, or download Opinionmeter's mobile phone survey app for offline survey solutions. In addition to distributing mobile web surveys, Opinionmeter offers mobile survey apps that run on any Apple (iPad, iPhone, iPod Touch) or Windows mobile device (including survey kiosks, tablet PCs and PDAs).

Opinionmeter continues to demonstrate its commitment to developing advanced market research software for mobile devices. Opinionmeter's mixed-mode customer survey software supports a wide variety of survey solutions including: iPad, iPhone, iPod Touch, Windows Mobile PDA, Tablet PC, Survey Kiosks as well as Mobile Web, Online surveys and even scannable Paper Surveys (the Android survey app is currently in development).

"The addition of mobile web to our extensive mobile survey app solutions provides our clients with the ability to reach any customer, in any language, anywhere in the world. Now our client's customers can even use their own mobile devices to complete spontaneous, real-time, point-of-experience surveys," explains Morgan Strickland, CEO of Opinionmeter International.

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. They have licensees and equipment in use in countries throughout the world. They are committed to helping organizations gain valuable real-time point-of-experience feedback from their customers.

About Opinionmeter

Opinionmeter International is a leading provider of technology-based customer satisfaction market research tools, with an emphasis on mobile market research solutions. 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 as a mixed-mode feedback platform, Opinionmeter can deploy its customer survey software onto a wide range of devices (including mobile phone, iPad, iPod, iPhone, PDA, tablet PC, survey kiosk devices), providing maximum flexibility and device independence.

More information, including an online web-demo and Guided Product Tour are available at <http://www.opinionmeter.com>

Media Contact:

Morgan Strickland
Opinionmeter International
510-352-4943, x101
morgan@opinionmeter.com



“ The addition of mobile web to our extensive mobile survey app solutions provides our clients with the ability to reach any customer, in any language, anywhere in the world. ”