



OPINIONMETER

Opinionmeter International, developer of the award-winning customer feedback management platform, announced today the release of its newly enhanced mobile research survey app for the iOS platform.

Using Interactive Maps to Simplify the Capture of Respondent Location Data

The latest mobile survey app released by Opinionmeter introduces advanced location capture capabilities using interactive maps, avoiding tedious data entry for survey respondents and market research interviewers. To simplify the process of capturing location details, survey respondents can now drop a waypoint on the interactive map to identify any location. When the map is touched, the waypoint's location details are captured including Street, City, Zip, Country and GPS coordinates. The respondent can confirm the accuracy and edit the address if necessary. Respondents have the option of entering the location details using the onscreen keyboard or touching the map. The feature can be customized to display street or city view and default zoom levels can also be controlled.

A client eagerly anticipating the availability of this question type is Metlink, a partnership of train, tram and bus operators in one of Australia's largest cities which provides customers with a 'one-stop-shop' for information about services, fares and ticketing. Metlink has an active customer research program. It conducts around 40,000 face-to-face surveys annually, asking questions which include origin and destination. In moving away from manual paper-based survey methods, Metlink surveyors will carry iPads running Opinionmeter's survey app.

"This new map-based question type will reduce errors and save tens of seconds per survey, seconds which add up to real efficiency and dollar savings with the volume of surveys conducted," explains Leigh Thomas, Opinionmeter Australia.

About Opinionmeter

Opinionmeter's survey software is helping organizations of all sizes gather real-time point-of-service customer satisfaction feedback. Opinionmeter's mixed-mode customer survey software supports a wide variety of mobile research solutions including: iPad, iPhone, iPod touch, Windows Mobile PDA, Tablet PC, Survey Kiosks, as well as Mobile Web, Online surveys and even scanned Paper Surveys. 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.

More information, including an online web-demo and Guided Product Tour, is available at www.opinionmeter.com.

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