

Opinionmeter Offers Bank Customer Satisfaction Survey Devices for Capturing Spontaneous In-Store Feedback

The feedback management platform from Opinionmeter allows businesses to capture real-time feedback from their customers while the customer is experiencing their products or services. Opinionmeter refers to this moment in time as the Point-of-Experience (POE). POE data offers the freshest and most vibrant customer feedback possible.

(Vocus/PRWEB) May 27, 2010 -- Opinionmeter is a leading provider of mobile research tools for measuring onsite customer satisfaction and conducting real-time market research. The company provides a wide range of interactive devices that allow the clients to capture the real-time 'voice of the customer' satisfaction feedback at the point-of-experience, i.e., at the time the customer experiences the product or service. The exclusive range of the firm's customer satisfaction feedback survey devices includes touch screen, handheld PDA, mobile, paper, web, and touch screen kiosk devices that make the collection of customer satisfaction survey feedback and market research easier, quicker and more cost-effective. Opinionmeter provides efficient tools for various fields including healthcare, government, financial, education, general workforce and more. The bank customer satisfaction survey devices offered by the company are extremely helpful to banks in enhancing their service levels to gain complete customer satisfaction and greater market share.

Due to low economic confidence among people, these devices have become a necessity. With the help of bank satisfaction survey devices of Opinionmeter, the banks are able to collect customer feedback and measure their satisfaction levels, then provide them with improved services to increase their level of satisfaction, retain the customer's loyalty and business. By conducting bank satisfaction surveys using Opinionmeter's portable devices, banks enjoy benefits including real-time feedback, real-time reporting, increased flexibility, multi-mode data collection and many others. These tools also enable the banks to respond to the current tough economic challenges in a productive and effective way and also help them to keep their customers informed. These surveys also help the banks to expand their customer base while retaining existing customers by providing them with more and improved options.

About Opinionmeter

Opinionmeter, founded by Bob Strickland, has been providing a wide range of interactive devices for carrying out customer satisfaction surveys and market research for over 40 years. The company offers automated and real-time software solutions that are run online or on various hardware systems. The portable survey devices offered by the company make the collection of customer satisfaction survey feedback and market research easy and quick. The company's devices are highly cost-effective and they are designed primarily to provide insight into consumers' subjective attitudes, evaluations and decision-making processes at the point-of-experience. For more information, please visit www.opinionmeter.com.

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