

Opinionmeter introduces real-time Digital Dashboards to its Comprehensive Customer Survey Reporting Tool

San Leandro, CA / February 16, 2010 - Opinionmeter International, developer of the award winning customer satisfaction survey system, announced today the introduction of real time digital dashboards to its comprehensive customer survey reporting tool.

Real-time Interactive Dashboards

Building upon its extensive reporting capabilities, Opinionmeter has introduced real time interactive dashboards to its SurveyManager application – a comprehensive customer survey reporting tool. Digital dashboards provide organizations with valuable real time insight into their customer feedback data. Using the SurveyManager's extensive analytics and intuitive charting tools, Opinionmeter's dashboard design allows users to create customized dashboard gadgets. These gadgets are then placed within the dashboard layout with drag and drop simplicity. Enterprise accounts with tiered sub-accounts have drill-down and roll-up capabilities and all charts have mouse-over and click-through interactivity to instantly access underlying data.

"With the addition of real-time dashboards, we're able to leverage the SurveyManager's extensive reporting capabilities. Now customers can drag and drop various reports into their dashboard and easily maintain a holistic view of their organization's feedback touch points at a glance in real-time" explains Morgan Strickland, CEO of Opinionmeter International. "Our solution delivers fresh, real-time customer satisfaction feedback to organizations, allowing them to improve their customers' experiences, sometimes immediately."

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 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 are available at www.opinionmeter.com

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