

# Opinionmeter's Worldwide Licensee Network Expands into Turkey

*Opinionmeter International, developer of award winning customer satisfaction feedback and market research survey software, announced today the expansion of its worldwide network of exclusive licensees with the addition of HoraCore Research located in Turkey.*

San Leandro, California (PRWEB) May 16, 2011

Beginning in May 2011, [HoraCore Research](#) will be introducing Opinionmeter's survey software tools to the Turkish market research sector. HoraCore Research is the first Turkish IT company to work within the Turkish research sector.

## Real-time Survey Software Technology

Opinionmeter's survey software enables companies to improve business performance by capturing real-time, on-demand customer satisfaction data at the customer's Point-of-Experience. All Opinionmeter products are web-enabled and remotely managed in real-time through the web-based SurveyManager application.



[Opinionmeter's survey solutions](#) range from ipad to handheld to kiosk to online web-surveys, even paper survey options are available. "Our solutions cover all the touchpoints of your organization's feedback channels including those using smart mobile phones", says Morgan Strickland, CEO of Opinionmeter International.

Over the past 17 years, Opinionmeter's primary focus has been to develop customer survey software that allows companies to author a survey once and distribute it anywhere – to a myriad of destinations. This unique device-independent approach provides the flexibility to distribute surveys to wherever the consumer transaction is taking place, capturing spontaneous consumer insights – this is what Opinionmeter refers to as the customer's Point-of-Experience.

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. Opinionmeter has licensees and equipment in use in countries throughout the world.

## **About HoraCore**

HoraCore is the first research company offering online services from data collection to reporting for market research studies, combined with many years of experience. HoraCore is a member of TAMOR and ESOMAR. They are also one of the leading companies of various online panel studies and consumer portals.

For more information about HoraCore, please visit: <http://www.horacore.com>

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### **About Opinionmeter**

Opinionmeter International is a leading provider of technology-based customer satisfaction market research tools, with an emphasis on in-store 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). Device independent, Opinionmeter can deploy its system onto a wide range of devices (including mobile phones (mobile web or iPhone), iPod Touch, handheld PDA's, iPads, tablet PC's and survey kiosks), providing maximum flexibility and device independence.

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

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