

# Opinionmeter Releases New API Providing Real-Time Data Exchange With Its Mobile Market Research Feedback Platform

San Leandro, CA (PRWEB) July 13, 2011 – Opinionmeter International, developer of the award winning customer feedback management platform, announced today the release of a new API (Application Programming Interface), providing real-time access to survey data collected from the wide-variety of data collection modes supported by its customer survey software.

With the introduction of this API, Opinionmeter has extended the value of its device independent, mixed-mode approach to mobile research. Now Opinionmeter customers have the option of extracting their survey data in real-time into their own web-based databases for analysis and reporting. Opinionmeter's customer survey software supports a wide variety of survey devices including the latest addition of the iPad survey app. Opinionmeter's survey software also supports iPhone, iPod Touch, Windows Mobile PDA, Tablet PC, Survey Kiosks as well as Mobile Web, Online surveys and Paper Surveys (Android survey app is currently in development).



“This new API enables our customers to integrate with their own business intelligence tools and analyze survey data collected from the wide-variety of data collection methodologies our system supports. Whether it’s an iPad Survey, Survey Kiosk, Online Survey or even Paper Survey – customers can pull the survey data into their own reporting tool 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.”

## 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>

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