

# Why Imprezza?



## Do you really know your customers, no surprises?

- ▶ Absolute simplicity – power up, it lands on the START button page; no navigational controls – just make selections!
- ▶ Do you like to ask questions onsite anonymously – this creates legitimate, high quality & high volume feedback
- ▶ Create electronic survey just by typing the question – we take care of the rest!
- ▶ How about managing one or hundreds of locations with a single click – simplicity of operation

### Would you like to:

- ▶ get a purpose built solution, not an app – *no IT to install or maintain*
- ▶ make it quick and simple for the customers – *no paper/pencil, e-mail or online trip*
- ▶ see the analysis, charts and compare locations instantly – *create healthy competition*
- ▶ create marketing buzz by (budgeted) random onsite rewards – *not by mail*
- ▶ select customer comments for scrolling on the banner of your website – *attract more customers*
- ▶ capture customer issues and see the progress to resolution – *retain and grow customer base*
- ▶ back-end server IT interfaces – *enhances your company CRM strategy*

Would you invest if the cost (Total Cost Operation) is few hours of IT per month – metrics for management

### Forrester Research Report: THE BUSINESS IMPACT OF CUSTOMER EXPERIENCE

*“Better Customer Experience Can Be Worth Millions in additional Annual Revenue”*

Our product Imprezza will help you to manage your multi-location onsite experience in a simple, quick and exciting way; Our domain experts in experience management can optimize Imprezza to achieve corporate goals quickly