

Common Misconceptions about Imprezza

- ⊗ **Tablet based, must be complicated for our customers** – (simpler than smart phone. Our system is designed for absolute simplicity in mind - it requires just selections)
- ⊗ **Customers don't have time** – (takes about 5 – 30 sec.)
- ⊗ **It may be complicated to manage** – (just pick the question category, type the question and visualize the results, no IT–help required)
- ⊗ **No need for it** – we **get enough customer feedback from our website and emails** (is it instantaneous, high quality and high volume and exciting for your customers? Quality and volume of feedback depends on the ease of providing it. Anonymity makes customers provide genuine feedback)
- ⊗ **No real benefit** - (without customer feedback you would not know the real reason why customer base is shrinking or expanding. You want every customer leave happy after the service. Imprezza provides customer experience metrics for the continuous improvement. Happy customer is a loyal customer that helps to expand your customer base)
- ⊗ **We send out promotions** - (with Imprezza onsite random reward scheme, every visit can be exciting. No need to wait for special promotions!)
- ⊗ **May costs too much** – (starts out at the cost of coffee and bagel a day!)
- ⊗ **It's is boring and monotonous** – (yes - typical survey is tedious. No, Imprezza is not boring. With reward scheme, it is quite exciting to win something on the spot - imagine the marketing buzz it will create)
- ⊗ **Same questions asked every time** – (no, IntelliProbe feature helps to ask as few (as one) or as many to probe the issue or opportunity based on the response)
- ⊗ **Asking for feedback from customers can make the situation worse** – (it actually empowers your customers that you care for their feedback. Research studies indicate a net positive result)
- ⊗ **Tablet is expensive, may be stolen or broken** - (not to worry, they are not that expensive, we will replace it for you)
- ⊗ **Will disrupt our operation and needs IT integration** - (No. It's standalone working on Wi-Fi connection)
- ⊗ **Will take too much time to cover hundreds of locations** (No, it will scale up very easily)
- ⊗ **Our staff will need special training** (No. No special training is needed, other than handing out Imprezza at the end of the service)
- ⊗ **We don't want our customer ratings or comments become public** (It's highly secure and visible only to the management team. No one can trace ratings to the company)
- ⊗ **We use something like Yelp** (our system is designed for continuous improvement by asking questions onsite and understanding customer experience in real-time)
- ⊗ **No use if competitors have it** (no, it is an internal tool for the management to know their customers and improve their experience continuously)