Comment Card Vs. Imprezza

In short, comparison of comment card to Imprezza for customer experience management is like postal mail to email. Please review the comparison in detail below:

- **Will take time to print, distribute, change questions and change survey using comment cards**
  Using Imprezza, it will take just about a minute or two to create a survey, add/delete/edit questions and deploy the selected survey at one or hundreds of locations all at once. You can create many surveys, select and activate.
- **Comment cards get lost, delayed so the response does not match the current situation**
  Imprezza response is sent to the secure management portal upon completion of each question, before advancing to the next question. Without live results, actionable issues cannot be created as there is mismatch in time line between current situation and the associated customer experience.
- **Need to transcribe manually the comment card responses into some analysis software that is prone to error**
  The responses are sent to the management portal upon completion of each question
- **Need to build analysis and graphical rendition software**
  Imprezza secure management portal shows analysis, big picture (compare locations), graphs, pie charts, and issue management and customer comments out of the box.
- **Comment cards need to identify the location and time on each card to uniquely identify the multi-location customer feedback.**
  Imprezza knows it's location and time of feedback
- **Comment card cannot create a dynamic survey session**
  Imprezza offers dynamic survey using our patent pending IntelliProbe feature. It uses simple GUI rather than changing of the survey code. This feature allows you to build smart powerful surveys (asking appropriate questions with as few questions - even single question) based on the customer response.
- **Comment cards generate poor response – low sample rate can lead to erroneous conclusions**
  Imprezza response rate is very high; nearly everyone completes it when handed to them.
- **Customers are apprehensive about providing honest comment for being traced back**
  Studies have shown that system has to be absolutely anonymous like in our tablet to provide high quality honest feedback that management can trust.
- **Comment card - no random onsite reward possible**
  Imprezza can create a marketing buzz, excitement by random onsite reward scheme

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