

- ⊗ Your product is 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 seconds.
- ⊗ It may be complicated to manage – just pick the question category, type the question and visualize the results, no IT-help required. We provide professional service to work with management as well.
- ⊗ No need for it – we get enough customer feedback from our website, emails - is it instantaneous, high quality and high volume and exciting for your customers? Quality and volume of feedback depends on the comfort level of providing it. Anonymity makes customers provide honest feedback .
- ⊗ No real benefit - without customer feedback you won't know the real reason why customer base is shrinking or expanding. You want every customer leave happy, come back. Our system provides customer experience metrics for the continuous improvement. Happy customer is a loyal customer that helps to expand your customer base by promoting your business.
- ⊗ We send out promotions - with our on-site random reward scheme, every visit can be exciting. No need to wait for special promotions!
- ⊗ It may cost too much – available at the cost of coffee and bagel a day!
- ⊗ It's boring and monotonous – yes, typical survey is tedious. Our system is not. With reward scheme, it is quite exciting to win something on the spot - imagine the marketing buzz it will create. Changing screen background and intro video clip makes it a new survey every time.
- ⊗ 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.
- ⊗ Will disrupt our operation and needs IT integration - no. It's standalone using WI-FI connection.
- ⊗ Will take too much time to cover our locations - no, it will deploy instantaneously across locations .
- ⊗ Our staff will need special training - no. No special training is needed, other than handing out tablet at the end of the service.
- ⊗ We don't want our customer ratings or comments become public - it's encrypted, highly secure and visible only to the management team. No one can trace ratings to the company.
- ⊗ Will it provide credible feedback - yes. Unlike Online or email based approach, our GPS based tablet will positively identify each location.