

# Electronic Comment Card

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## Satisfaction Assessment Services

Your key to insuring ongoing quality to your customers and ongoing success to your business

### How It Works

1. The patented handheld devices are handed out to customers. They are attracted to the easy-to-use technology and conveniently input their survey responses.
2. The trays are docked at the end of the day. After hours, the docking stations dial out to our database and transfer all survey data
3. Pre-designed reports are generated and distributed, via e-mail or fax, to your specified management team members

### How do you currently monitor your customer's satisfaction?

**SECRET SHOPPERS** Although the reports are thorough, you get one persons perspective, 2-4 times per month. It is difficult to accurately evaluate operational performance and make effective adjustments based on snapshot evaluations.

**800-NUMBER SERVICES** Incentive required. Experience is evaluated hours or days after the fact. This tool will not attract all demographics represented in your establishment. Therefore, the results you receive may not be a fair representation of your customer's views.

**MANAGEMENT INTERACTION** Only effective if the managers consistently visit the majority of the customers and effectively probe for satisfaction information. This is rare at best. Difficult to tabulate performance or trends.

**EMPLOYEE INTERACTION** Third party information. You hear their version if/when they choose to share it with you.

**WEB SURVEYS/PAPER COMMENT CARDS** Too few to matter. Usually will only capture extremes, i.e. Very Satisfied or Very Dissatisfied.

### Why should you choose our satisfaction assessment services?

**HIGHEST RESPONSE RATES** Our patented, easy-to-use technology ensures the highest quantities of customer survey responses.

**VALIDITY** Our survey system guarantees a valid cross-section of your customer base. Our data is tamper-proof and electronically recorded & stored.

**MANAGER ALERT FEATURE** Increases Revenues By:  
Enabling management to retain potentially lost customers  
Increasing Gift Certificate Sales  
Increasing Upgrades

**PERFORMANCE BENCHMARKING** Our surveys are designed to establish performance benchmarks for each area of your operation.

**DAILY PERFORMANCE REPORTING** Keep your finger on the pulse. If customer satisfaction slips below a benchmark target, you NOW have the ability to interject change, BEFORE it has a long-term negative impact.

**VALUE** With these powerful & cutting edge features at a monthly cost less than a secret shopper service, our assessment service is value-packed.

### WHAT WE PROVIDE:

- Survey System Hardware
- Survey Consulting and Design
  - Multiple Survey Capability
- Data Report Consulting and Design
- Daily Report Generation and Distribution
- On-Site Implementation Guide
- 24/7 Support
- Total Data Security
  - Strict Confidentiality
  - Off-Site Data Back-up

### WHAT YOU PROVIDE:

- A dedicated analog phone line or one shared fax/modem line.
- A commitment from your management & employees to implement the survey system into your day-to-day operation.
- A commitment to collect and dock all survey devices each night at closing.