

# Client IQ™

Touch Screen Survey Systems

High Response Rates / Real-Time Data Analysis / Early Warning E-mail Alerts  
Real-Time Benchmarking



## The Problem With Existing Survey Systems

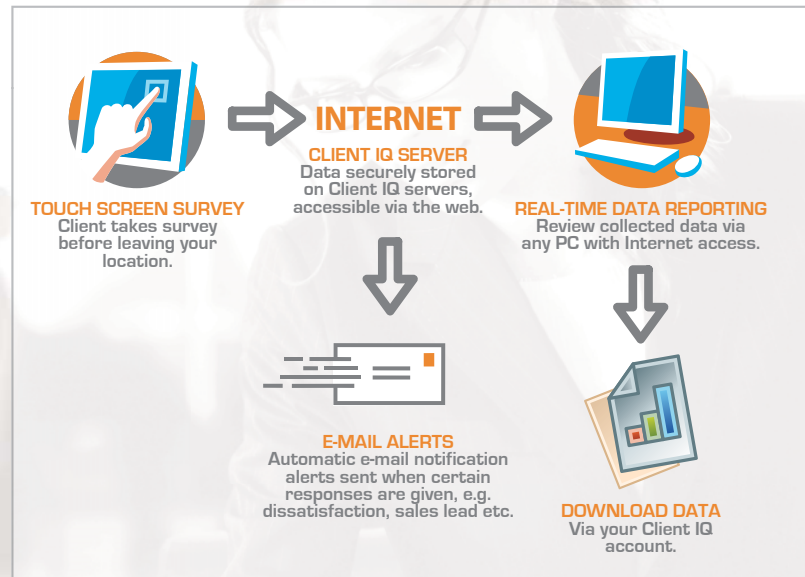
Existing survey systems often produce very low response rates, resulting in poor data accuracy. Additionally, depending on the method being used, the time-lag between the actual event being measured and when the data is reported and analyzed can be days, weeks, or even months.

The purpose of a successful survey process is to capture, analyze, and ultimately implement sound decisions based on client feedback accuracy and timeliness. However, if collected data is inaccurate and untimely, then isn't the process being used effectively broken, especially if key decisions are being based upon it?

So, why don't existing survey systems work?

The answer is quite simple—the process being employed doesn't work. Most surveys are deployed **after** the client has left the place of the event being measured, e.g. a hospital, clinic, restaurant, car dealership, etc. But when a survey is sent to a client **after** they have left, the probability of having them completing it dramatically decreases—less than a 1 percent response rate in some cases. And if completed, the data takes significant time to gather, input, report, and analyze—often weeks or months.

## How The Client IQ System Works



### Touch Screen Survey Completed On-site

Clients take your tailored survey before leaving your location via a touch screen monitor. This is key to attaining high response rates because the likelihood of them taking a survey is far greater while they are at your location than after they leave. Additionally, a touch screen survey is extremely quick to complete, faster than paper-based or telephone surveys. An average 15 question Client IQ survey can take less than 60 seconds to complete.

### Real-Time Data Reporting

Survey reports and alarms are available in real-time for review analysis and export. Reports are available via your personalized Client IQ account, accessible via the Internet. Collected data is available for review 24 hours a day, 7 days a week, and 365 days a year. And because it's real-time there is no delay or time-lag between clients completing surveys and your ability to review their responses.

### Automatic E-mail Alerts

Client IQ will automatically email you survey alerts when certain critical answers are given by a client. For example, if a client voices dissatisfaction or indicates interest in buying a product or service, the system will automatically distribute an email alert to a designated group of your choosing.

### Real-Time Benchmarking

Compare your location(s) results against those in your industry in real-time. Benchmark by region, entity, various industry categories, and client volume ranges. You can also benchmark for best practices right from your PC, smart phone, and iPad.



-  **High Response Rates**
-  **Real-Time Data Analysis**
-  **Early Warning E-mail Alerts**
-  **Multi-Location Solution**
-  **Real-Time Benchmarking**

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