

# Find out what your customers have to say about your business.

Advertel offers a variety of FeedBax programs that better help you understand what your customers think. *Satisfied? — Not So Satisfied?*

## ■ Phone:

The phone is a great way to hear what your customers think. Have a customized automated questionnaire for customers to answer.

Customer satisfaction surveys can have an immediate impact on the direction of your organization. Allowing your survey participants to respond according to their telephone will increase response rates and give you better data.

## ■ Web:

The web is the prime instrument today used for finding out information. It is the age of 'blogging.' Everyone wants to be heard and wants to write what they think. It's a perfect way to hear and post what your customers think!

Through our Web Survey Services, we can host your online survey for you. We use superior survey tools to give you the best results. From survey content to deployment to reporting, we do everything you need for an exceptional online survey.

## ■ Kiosk:

The survey kiosk delivers real-time feedback directly from your customers' point of experience: the place and time where their opinions are formed. Ideal for retail, food service and healthcare surveying the touchscreen survey kiosk is highly visible, encouraging customers to share their opinions of your products and services.

## ■ Man-On-The-Street:

Customers, even those with bad experiences, are likely to become loyal if they can simply express their input and receive a timely response. Advertel's Feedbax man-on-the-street style interview creates loyal customers improving your long-term performance.

By recording people on the street about what they think of your company they get the sense of importance and are enthusiastic about being recorded for promotional advertising.

## ■ Man-On-The-Phone:

Just as the Man-On-The-Street interview, customers feel a sense of enthusiasm in knowing that they are being recorded and may be used for promotional advertising.

This feature would be similar to the phone feature in answering the automated survey, but when recorded for promotional advertising the survey questionnaire will not be heard - just the feedbacks of the customer.



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