

Hassle free, interactive surveys
ANYTIME, ANYWHERE



Digivey — Easy, Effective, Efficient

PRODUCTS USED IN THIS PROJECT

- DIGIVEY SURVEY SUITE™ COM-
PRISING OF:
 - DIGIVEY COMPOSER™
 - DIGIVEY LAUNCHER™
 - DIGIVEY ANALYZER™
- ALL-IN-ONE TOUCH SCREEN
COMPUTERS BY POSIFLEX



digivey™
CASE STUDY

BUSINESS SITUATION

One of CREOSO's customers, an international bank in Australia, was looking to automate their customer satisfaction surveys at their bank branches in their home market and several other countries.

The application required a multilingual touch screen survey software tool capable of handling English and several Asian languages. With the elimination of language barriers in the customer survey process, management hoped to increase the response rates among the bank's non-English speaking customers. Another goal was to cut down on workload and cost in customer satisfaction surveys in order monitor the quality of customer service more efficiently.

SOLUTION

Multilingual surveys powered by the Digivey Survey Software in a combination with touch computers by Posiflex were successfully installed at the bank's branch offices.

BENEFITS

- User-friendly and quick self-administered survey completion
- Year-round monitoring of customer service quality
- Increased survey participation rates from bank customers
- Substantial cost savings compared to other survey methodologies
- No language barriers thanks to the usage of multilingual survey questionnaire
- Minimal workload and time required by bank staff—freeing the bank staff for other tasks
- Immediate availability of customer satisfaction scores
- Quick and easy survey reporting including cross-tabulations
- Ability to filter the results by country, by bank branch, by language and other criteria
- Substantial savings in workload and interviewing costs through a self-administered survey process
- Paperless and environmentally friendly surveys

To learn more about touch screen survey solutions powered by the Digivey survey software, please visit www.digivey.com or call the Digivey Survey Center.

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