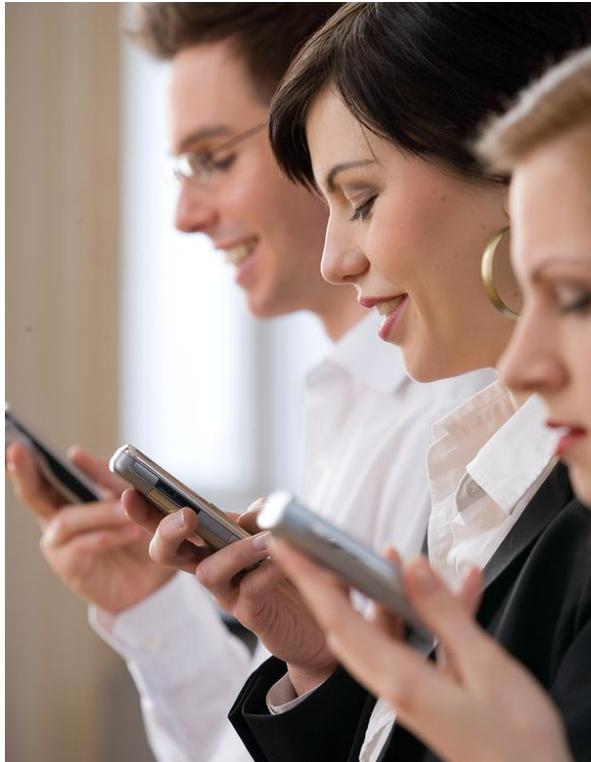


SmartSurvey – the smart, new way to run surveys and polls



New technology has helped encourage quick, high volume survey feedback in a cost-effective manner. Online, emailed and IVR-based surveys have also delivered a far better customer experience over traditional methods such as in-person or phone-based interviews and paper-based surveys, not forgetting a show of hands. Yet despite these advantages there are still very few survey techniques that successfully encourage high participation rates in a live environment.

SmartSurvey is different.

Respondents are sent a personalised message to their phone. Upon listening, they respond via the phone keypad. This offers real convenience since it means you can reach your audience wherever they are, and need to provide only a minimum level of information to secure their participation.

SmartSurvey works through voice broadcast technology. The questions you pose are relayed over the phone via a voice recording. This makes it personal yet not invasive.

As with web-based surveys, the responses are captured instantly in a database and can be accessed securely from a website or presented live in a format of your choosing. This could be a specialised report format, on an electronic screen and so on.

SmartSurvey – how does it work?

SmartSurvey is based on SmartInform voice broadcast technology which allows personalised voice messages to be issued en masse to individuals or groups in any location in the UK or overseas.

To run a survey, an ‘event’ is set up via an easy-to-use web application, with the phone numbers of all participants imported. These can be both mobile and landline numbers; typically, importing takes a matter of seconds via a spreadsheet.

Each survey question is recorded in advance via a simple voice recording, which could be prefaced with a brief introductory explanation. The voice of the chairman, sponsor or supporting celebrity could be used. The survey is then published at the press of a key.



SmartSurvey relies on the use of phone keypads, e.g. by pressing 1 to 5 where 1 means fully agree and 5 means fully disagree or pressing 1 to 4 for multiple choice, and so on. However, you can also allow respondents to record a spoken response to parts of the survey to include qualitative feedback if you wish. This can be as simple as “Press 2 on your phone key pad now to tell us if you have any further comments”.

Responses are received and recorded in real-time and can be presented in a variety of data and reporting formats, such as Excel, CSV, PDF, XML and more.

SmartSurvey links easily to your IVR to support post-call feedback

IVR technology allows callers to respond to telephone messages using buttons on their phone keypad. SmartSurvey offers a natural fit in this environment and can be deployed simply and effectively as a bolt-on to the customer support function of any business looking to gain feedback on the service and support it provides. In practice, the caller will be invited to leave their feedback at the end of a call with an agent. Those that agree are transferred to SmartSurvey. Responses can be reviewed immediately, tallied with those already received or aggregated at the end of a set period.

As a web-hosted solution, SmartSurvey means limited capex, on the basis of a modest upfront license fee. In addition, a charge is made per call per participant.

SmartSurvey supports various types of polling:

- General and focus group research
- Market research, experiential marketing, opinion polling
- Employee and customer surveys
- Voting sessions eg. for shareholders
- Advertising testing, product testing
- Beauty contests and other pageants
- TV game shows and special events (eg. talent contests)

Who are we?

Based in Wembley, SmartDesk Systems work with the Post Office, Argos, Eurostar, NTL / Virgin Media, 3663 and Echo Managed Services amongst others to make a difference via voice applications.

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