

## Gain Instant Customer Feedback

Gather voice-of-the-customer feedback to measure satisfaction, identify market trends and changes and create opportunities to innovate on products and services.

### Key TouchSurvey Features

**Customizable Interface.** Surveys can be styled to match the look and feel of business sites. By adding logos, taglines, and corporate colors, businesses can brand the surveys so they integrate into the customer experience.

**Multi-language Support.** With complete UTF-8 support, businesses can create a survey using any language. Reports will be presented in the survey respondent's language, supporting automatic alert messages.

**Branching Logic.** Survey questions can be intelligent and dynamically change according to the to specific responses. Branching logic ensures that only relevant questions are displayed to appropriate respondents.

**Logical Redirect.** Respondents can be redirected to a website or landing page after survey submission. Such flexibility enables businesses to specify criteria and redirect respondents to a specified URL based on their answers.

**Real-time Alerts.** Offers the ability to automatically push e-mail alerts when a particular response is selected in the survey. Email alert conditions can be configured with a different subject line, body text, recipients and images.



### Why TouchSurvey?

#### Monitor Client Satisfaction and Preferences.

Online surveys can capture valuable feedback to help businesses remain flexible, focused, and competitive.

#### Identify Market Trends and Changes.

Anticipate market trends by listening to what customers are saying about your products or services.

#### Innovate Through Consumer Insights.

Ensure consumers will react positively to innovative changes by using online surveys to gauge and predict their response.

## HIGHLIGHTS

### Instant Voice of the Customer feedback.

Immediately identify market trends and changes.

Increase customer satisfaction and Net Promoter Score.

Use word clouds and word frequency tables to rapidly identify key themes and trends and develop custom optimization strategies.

Supported by all browsers.

No additional tagging required.

