

## ezySurvey Mobile

- ezySurvey MobileSurvey is a service from ezySurvey.com (<http://www.ezysurvey.com>) that enables **survey publishing** and **“on the go” response collection** by using a **mobile device such as handheld devices that run Windows CE / Windows Mobile operating system and a Wireless Internet Connection (Wi-Fi)**
- Now any **PocketPC (PocketPC 2002 and Windows Mobile 2003/2005)** device can host ezySurvey MobileSurvey for “on-site” data collection



## What is this mean to your business

- Increase your response rate (it is easier for the respondent to answer 2-3 questions that someone else poses to them than to decide to answer a survey with 20+ questions all by himself / herself)
- Great time and money savings in customer feedback collection, inspections, inventories, assessments, audits ...
- Less costly than manual paper surveys
- Improvement in accuracy of data collected



Get answers to open-ended questions that pinpoint respondent's thoughts

(because only accurate data are valuable)

- Much faster production of reports: once the data collection is finished, the reports are ready
- Ability to identify potential problems and make the necessary adjustments on time

- Example 1

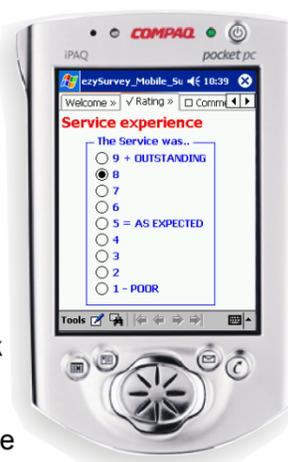
### Market Research

It is the beginning of November again, in the World Travel Market fair in London. At the TUI you will see a young lady approach you for a quick survey. “Hi! Do you use TUI’s site?” - „Do you use it mostly for business or mostly for private use” - “Which other travel sites you use most often?” “Which travel sites do you consider easy to use?” ..... Meanwhile she taps the screen for each answer. After each respondent she pushes the Save button and the data is sent to a server via wireless connection. One minute and a few seconds later she is back at it again, “Hi! Do you use TUI’s site?” - “Do you.....”. - At the end of the day the data is analyzed for TUI’s next advertising campaign

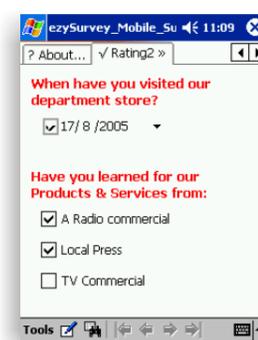
- Example 2

### Instant Feedback Collection

Companies that provide services as those in the industry of Entertainment and Hospitality need to get feedback from their



Data entry can be easily done with only a finger



Example of a date field and check boxes field that are supported in ezySurvey Mobile

customers immediate after the service is provided. As time passes guests and customers are less likely to be willing (or able) to offer accurate and valuable comments. Recollections become hazy, moments blend together, and impressions are generalized into moderate emotions of happiness and annoyance. With ezySurvey Mobile you can get your customers’ experience immediately after the service. That way you will have hot feedback on what your customers really think thus avoiding the need to send them mail-in surveys that have much lower response rate.

## How it works

- Simply order an ezySurvey MobileSurvey solution from ezySurvey. We will create and deploy your survey to the mobile device / devices you need

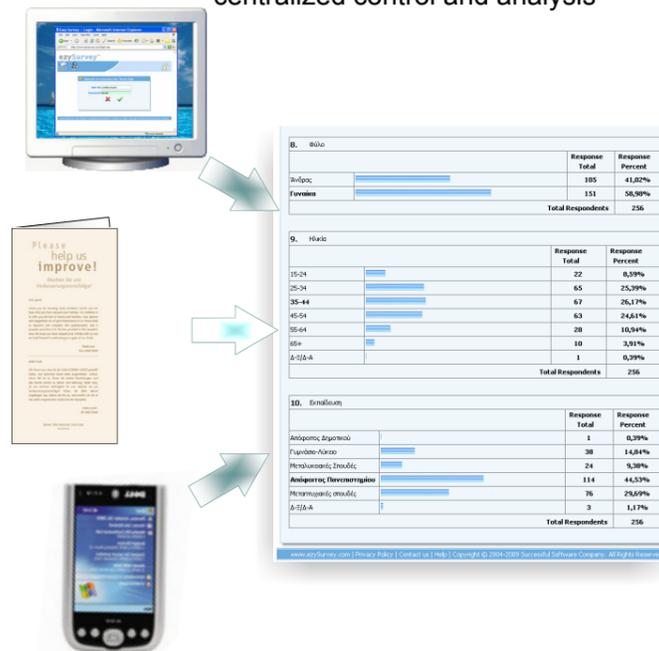


Use a drop down list (combo box) that show the options of your choice. Users can also input data into ezySurvey Mobile by using the on screen keyboard and a stylus

- Once respondents complete the survey, data are transferred from the handheld device to your ezySurvey Account and displayed through Real Time Statistical Reports of ezySurvey as percentages and graphs



- Responses collected from the web, paper surveys, telephone feedback and PDA surveys can all be stored in the same database for centralized control and analysis



- You can also use your ezySurvey Account in order to analyze feedback from web site visitors

*With ezySurvey Mobile you can also gather information in places where wet weather, sand and dust (e.g. on rainy days or in places near water, construction yards, etc) would have prevented you from using paper and pencil. Just combine a handheld device, the ezySurvey Mobile and a ruggedized (or waterproof) case >>*



## Contact us now

Visit us at [www.ezySurvey.com](http://www.ezySurvey.com) or send us your inquiries via email at [ezysurvey@successful-soft.com](mailto:ezysurvey@successful-soft.com).



## ezySurvey Mobile example

### Using ezySurvey MobileSurvey at Work “Instant Feedback Collection for Hotel Guests”

Companies that provide services as those in the Hospitality industry need to get feedback from their customers **immediate after** the service is provided. There are many reasons for doing so:

- As time passes guests are less likely to be willing (or able) to offer accurate and valuable comments. Recollections become hazy, moments blend together, and impressions are generalized into moderate emotions of happiness and annoyance.
- By interviewing your hotel guests with ezySurvey MobileSurvey you avoid:
  - Printing (preparation) and mailing (distribution) costs in case you mail-out questionnaires to customers (a preferred method of distribution since it reduces the possibility of lost or forgotten questionnaires, as travelers typically are very busy)
  - The “non-response bias” that occurs when leaving blank questionnaires in the room. Research has shown that if this is the only method of distributing questionnaires, the

replies that you will get are not representative of your typical customer: there will be more of a tendency for irate or extremely pleased customers to respond if this is the sole method of distribution. As such, you will miss the opinions of customers with typical experiences or expectations.



Data entry can be easily done with only a finger

if you could give us your opinion. It only takes a minute to complete”. The script should be adapted to meet your specific needs.

This method has two primary impacts on the customers. First, it ensures that customer satisfaction is at the top of the desk employees’ minds, since

ezySurvey recommends the following



method of interviewing your customers.

### The “Recent Stay Experience” method

At check-out, the hotel representative asks directly the customer a few questions. The representative is doing this by saying something like this “I have got a few questions here about your “Recent Stay Experience” in our Hotel. We would very much appreciate it



Use a drop down list (combo box) that show the options of your choice. Users can also input data into ezySurvey Mobile by using the on screen keyboard and a stylus



customers who they feel might rate them poorly.

With ezySurvey Mobile you can get your customers’ experience immediately after the service.

Response	Total	Response Percent
9 - OUTSTANDING	185	41.82%
8	151	36.98%
7		
6		
5 - AS EXPECTED		
4		
3		
2		
1 - POOR		
Total Respondents		236

Response	Total	Response Percent
9-24	22	6.39%
25-34	45	12.94%
35-44	67	18.17%
45-54	63	16.81%
55-64	28	7.64%
65+	10	2.71%
A-25A-A	1	0.27%
Total Respondents		236

Response	Total	Response Percent
Απόκριση, εξαιρετική	1	0.39%
Υπερόχιλο, Άριστο	38	14.84%
Μετριοκρατικό, Ήπιος	24	9.38%
Απογοητευτικό, Ημερομηνία	114	44.53%
Μηχανισμός, αναμενόμενο	38	16.09%
A-25A-A	3	1.17%
Total Respondents		236

Even more, in a Wi-Fi environment ezySurvey Mobile transmits the replies immediately to your ezySurvey Account for *centralized control* and *real time analysis*.



## Contact us now

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they are forced to think about it during every sale. Second, the customer will have the opportunity to give their opinion without bothering to complete the survey him/herself and while the experience is still fresh in his/her mind.

Note that you have to train your front-desk employees **well** in order to ask **all** customers and not to forget or, worse yet, intentionally skip to interview

