



## THE LATEST IN CUSTOMER FEEDBACK

### **Who We Are**

Feedback Systems, Inc.  
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Web Site: [www.FeedbackSystems.com](http://www.FeedbackSystems.com)

### **Our Clients**

Since 1997, Feedback Systems has been providing cutting-edge performance monitoring solutions for major corporations, national trade organizations and governmental agencies such as Royal Caribbean Cruise Lines, John Paul Mitchell Systems, Nextel Communications, National Association of Realtors, American Psychological Association, and General Services Administration.

For more information, visit  
[www.feedbacksystems.com](http://www.feedbacksystems.com).

### **Our Abilities**

- ✓ Gauge customer satisfaction and retention
- ✓ Discover key motivators & expectations
- ✓ Measure product alignment and relevance
- ✓ Determine brand awareness and trends
- ✓ Verify marketing effectiveness
- ✓ Identify Decision Makers
- ✓ Evaluate program changes

### **Our Program**

Whether you need to conduct employee, customer satisfaction or session surveys, or are the trade show exhibitor that wants comprehensive insights from buyers or you're a

conference organizer that requires performance data, Feedback Systems is your source for hassle-free and efficient data collection, analysis, and reporting.

You can get it quickly, efficiently, and with the least amount of hassle by choosing a Feedback Systems solution.

Whether you're looking for a complete turnkey system or want to do some of the work yourself, Feedback Systems can customize an exact solution to meet your data collection and reporting needs:

### **Data Collection**

On-site and web-based techniques include:

- ✓ Paper Surveys: Optically scanned for automated data entry, speed, and quality control
- ✓ Electronic Surveys: On-site data collection using handheld or self-contained kiosk survey systems
- ✓ Online Surveys: State-of-the-art, web based surveying
- ✓ Telephone Surveys: Interviews conducted live or with an automated response
- ✓ Audience Response Systems: Live event polling

### **Reporting Services**

On-site staffing, program management, and survey development services are available, featuring:

- ✓ Analysis/tabulation
- ✓ Charts and presentation
- ✓ Custom Reporting
- ✓ Professional Services (metrics and benchmarking)
- ✓ Enterprise Custom Solutions