



virtualnet
ebusiness solutions

Your Opinions Customer survey system

In today's age of fierce commercial competition, it is evident that companies need to always stay one step ahead by offering high quality products and services. A simple but essential way to achieve that goal is to keep informed of their customers' opinions and complaints regarding their products and services. By doing so, they retain customer loyalty and by constantly improving their services, they attract new customers.

Your Opinions customer Survey System offers an effective solution to our clients' needs for data collection and analysis.



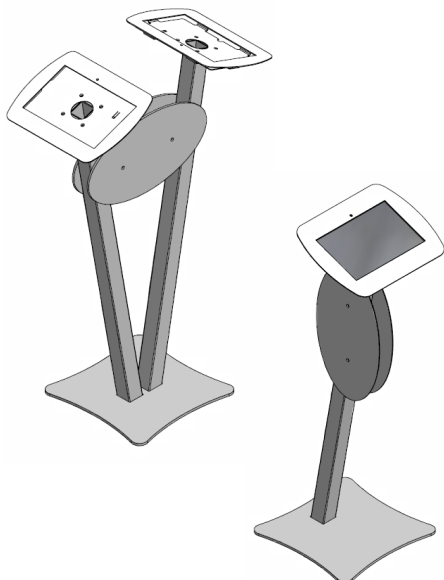


Your Opinions Customer survey system

Customer survey systems that are currently available offer limited options as to the type of feedback they can receive from the company's customers, whether that is a retail business or a hotel etc. For example, customers may state whether they are satisfied or dissatisfied by their experience with the company, but they are not given the option to specify what it is that annoyed them or to submit their complaint in detail.

As a result, the company is unable to focus its efforts to improve and resources are wasted. The company misses a valuable opportunity to improve the quality of its products and services, as well as its overall competitiveness. Even worse, its customers may feel that their complaints are ignored and decide to take their business elsewhere.

Discerning this pressing need Virtualnet has developed Your Opinions Customer Survey System, which collects and processes the information that customers submit through a pleasant three-stage interface. Your Opinions is combined with Virtualnet's People Counting System, which has been developed and successfully installed in numerous commercial chains in Greece and Europe since 1998.



Your Opinions

Customer survey system

How Your Opinions operates - Customer interface

ZARA

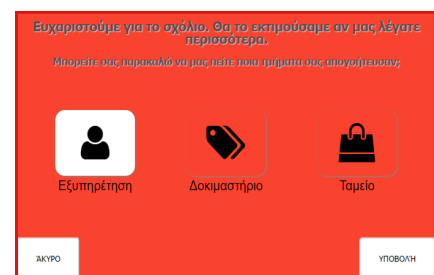
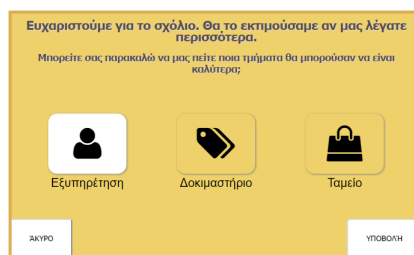
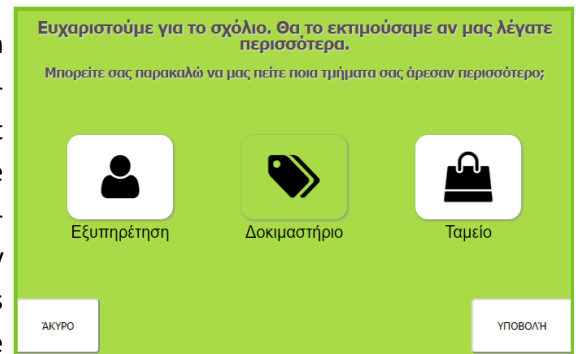
Έρευνα Ικανοποίησης Πελατών Zara



In the first stage of the survey, customers have the option to state if they are almost happy/happy, sad/very sad with their experience with the company by selecting the appropriate button.

How Your Opinions stands out from other customer survey systems

Your Opinions's important differentiation from existing customer survey systems begins at the second stage of the survey that it introduces. Customers are asked to state which aspect of their experience in particular has pleased or displeased them, again by selecting the appropriate button. Buttons are customizable depending on the type and needs of the company.



Receiving more detailed data helps the company focus on the points where it is really necessary, making more efficient use of its resources.

Your Opinions

Customer survey system

How Your Opinions operates - Customer complaints

ZARA

In the opening screen of the application customers are also given the option to move directly to the third innovative stage of submitting their complaints.

Customers may submit their complaints in writing by selecting the appropriate button. →

Έρευνα Ικανοποίησης Πελατών Zara



ΠΑΡΑΠΟΝΟ



Φόρμα Παραπόνου

Για να λάβετε απάντηση στο παράπονο, θα πρέπει να εισάγετε τα στοιχεία επικοινωνίας σας.

Όνομα

Επώνυμο

E-mail

Μήνυμα

500 επιτρεπόμενοι χαρακτήρες

ΑΚΥΡΟ

ΥΠΟΒΟΛΗ

Then they fill in the relative form, along with their contact information. This way, customary “complaint boxes” and printed complaint forms are also no longer necessary.

Customers are happy to be given the opportunity to share their opinion; they feel that the company values them and they are pleased to contribute to its improvement, strengthening brand loyalty.

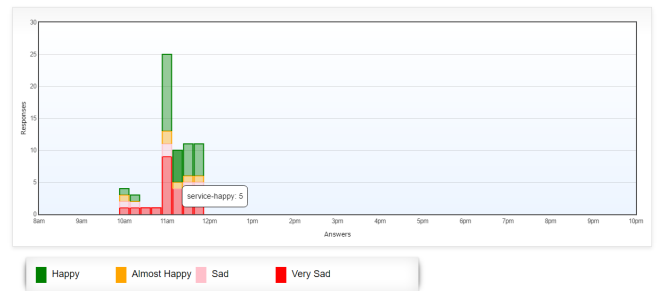
Your Opinions Customer Survey System

How Your Opinions operates - User interface

ID

LOGIN

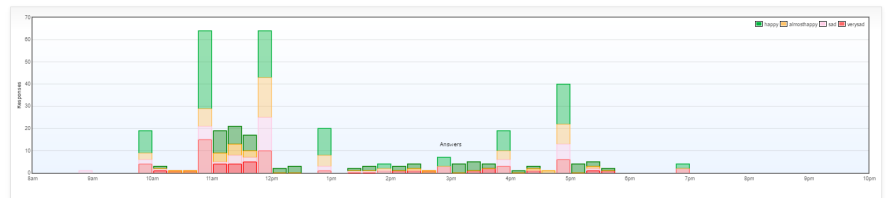
Administrator log-in



Σήμερα Εβδομαδιαία Προσαρμοσμένη

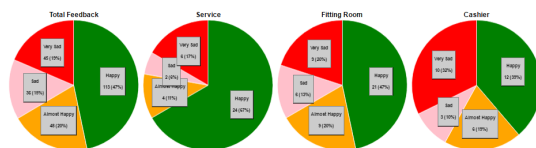
The user is able to quickly and easily select the display of data collected by the surveys of the current day, the current week or a time period of their choosing.

Report from 0000-00-00 to 2016-10-19



Σήμερα Εβδομαδιαία Προσαρμοσμένη

Data evaluation can be done simply and effectively at a glance.



Managing complaint forms

Complaint forms are also managed through the system. The company has the opportunity to contact its customers on a personal basis and ensure that their complaints are immediately addressed.

When a customer complaint form is submitted the system user is notified and can respond by the respective special form through the application.

Complaint form submission and response times are presented in the form of a graph in the system statistics and the company can be aware at any time how quickly and effectively customer issues are resolved.

Your Opinions Customer Survey System

Besides Your opinions' novel features and the multiple advantages that it guarantees for your company, there are even more possibilities that Your Opinions offers.

In addition to Your Opinion, you have the option to install a rewards system in the form of bonus tickets for those customers that participate in Your Opinions and provide feedback to the company.

The goal of implementing the rewards system is to encourage customers to return to the store or company website/ e shop to redeem their bonus tickets.






Through the rewards system, customers are further motivated to participate in Your Opinions. As a result, the company receives broader and more detailed feedback and the customers are eager to return to the store, strengthening brand loyalty.

Bonus tickets can be issued in three ways:

- They can be printed by a printer suitably adapted to the system tablet. With this option, the rewards system is open to everyone who enters the store.
- A coupon code can be e mailed to the address that Your Opinions participants will provide. With this option, to participate in the rewards system, customers will need to provide their e mail address.
- The barcode printed on the customer's receipt can be scanned into the rewards system. With this option, the rewards system is open only to those who have just made a purchase at the store.

Your Opinions Customer Survey System

The benefits of Your Opinions Customer Survey System

-  Able to collect more detailed information.
-  Data is displayed straightforwardly and concisely, with the option to select the desired time period.
-  Customer complaints are dealt with faster and more efficiently.
-  Services and products are improved
-  Profits increase and competitiveness grows.

Your Opinions
Customer Survey System



“Your Opinions”

are priceless!

Customer Survey System
by