

Hassle free, interactive surveys
ANYTIME, ANYWHERE

digivey

CASE STUDY



Digivey — Easy, Effective, Efficient

PRODUCTS USED IN THIS PROJECT

- DIGIVEY SURVEY SUITE™
- DIGIVEY COMPOSER™
- DIGIVEY LAUNCHER™
- DIGIVEY ANALYZER™
- ULTRA MOBILE COMPUTER Q1 BY SAMSUNG



BUSINESS SITUATION

One of CREOSO's customers, an international bank in the Caribbean, was looking to establish a dialog with their customers in their 80+ bank branches throughout the region.

The customer survey should give insight into customers' views about newly introduced bank products and services; it should help identify areas for improvements and should help monitor the banks quality-of-service. A multilingual survey instrument would be essential in order to cover all languages spoken in the region and by tourists visiting the region. The selected tool had to fit into limited budgets and was required to meet the banks' needs for customizable, quick and easy reporting.

SOLUTION

Multilingual surveys powered by the Digivey Survey Software in a combination with ultra mobile computers by Samsung were successfully installed at the bank's branch offices. The banks' tellers took over the task to invite every customer for survey participation.

BENEFITS

- Dramatic increase in survey responses
- Cost-efficient survey solution requiring minimum space
- User-friendly survey completion in a monitored self-service situation
- Instantaneous availability of results and benchmarking data to the banks' analysts
- Advanced raw data export capabilities making it possible to look at the data in a variety of ways
- Filtered, tailor-made reports with customizable reports can be shared with the bank branch managers and other bank management as needed
- Enhanced decision-making processes
- Paperless and environmentally friendly survey process

To learn more about touch screen survey solutions powered by the Digivey survey software, please visit www.digivey.com or call the Digivey Survey Center.

WWW.DIGIVEY.COM | 1-866-665-0633 SALES

CREOSO Corporation
Phoenix Arizona USA

Phone
866-665-0533
602-438-2100

CREOSO.COM
DIGIVEY.COM