

Hassle free, interactive surveys  
*ANYTIME, ANYWHERE*

# digivey™

## CASE STUDY



*Digivey — Easy, Effective, Efficient*

### PRODUCTS USED IN THIS PROJECT

- DIGIVEY SURVEY SUITE™  
COMPRISING OF THE MODULES:
  - DIGIVEY COMPOSER™
  - DIGIVEY LAUNCHER™
  - DIGIVEY ANALYZER™
- SURVEY KIOSK CS BY CREOSO



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### BUSINESS SITUATION

One of CREOSO's customers, a well-know casino in the Mid-west of the USA was looking for new ways to engage their players in customer satisfaction surveys and to automate survey processes.

The new touch screen survey solution should not only identify areas for improvement but at the same time instantly reward the respondents and include a call for action. In order to keep data quality high and to eliminate repetitive survey takes within a certain time period, the survey tool was required to offer a facility to cope with any of such restrictions.

### SOLUTION

For the above application, the Digivey Survey Software was the software of choice and was successfully implemented with survey kiosks by CREOSO, equipped with 17" touch screen, coupon printer and magnet stripe card reader.

### BENEFITS

- User-friendly survey completion in a self-service situation
- Year-round monitoring of customer satisfaction with the various amenities and offerings of the casino
- Increased survey participation rates encouraged by instant incentive distribution
- Incentive made out to redeem at a next visit bringing customers back to the casino for future visits
- Platform for educating the respondents about the benefits of the casino's Player's Club
- Minimal workload and time required from casino staff
- Ability to filter the results and compare benchmark data amount other casino locations
- Substantial savings in survey management cost
- Minimum workload on part of the casino staff
- 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](http://www.digivey.com) or call the Digivey Survey Center.

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