

Hassle free, interactive surveys
ANYTIME, ANYWHERE



Digivey — Easy, Effective, Efficient

PRODUCTS USED IN THIS PROJECT

- DIGIVEY SURVEY SUITE™ COM-
PRISING OF THE MODULES
 - DIGIVEY COMPOSER™
 - DIGIVEY LAUNCHER™
 - DIGIVEY ANALYZER™
 - DIGIVEY DATA SHUFFLER™
- ALL-IN-ONE TOUCH SCREEN
SURVEY STATIONS WITH 17"
TOUCH SCREEN BY ELO TOUCH



digivey™
CASE STUDY

BUSINESS SITUATION

One of CREOSO's customers, a frequent trade show exhibitor in a high tech industry, was looking to not only attract more visitors to the trade show booth, but also to solicit important opinions and views from the trade show attendees to use later for new product developments.

The sophisticated survey questionnaire required a survey software tool with distinct, advanced survey features. Ease of use, quick touch screen survey completion and instantly available results were also required.

SOLUTION

After careful evaluation, the Digivey Survey Software in a combination with 17" all-in-one touch computers by ELO Touch provided all of the features the company was looking for in their new self-managed survey solution.

BENEFITS

- User-friendly, quick and easy touch screen survey completion in a self-service situation
- Multimedia integration into the questionnaire to explain complex technologies with images and videos
- Fast set-up and dismantling of survey stations at trade show booth
- Start screen with video to attract more trade show attendees and feature core products
- Minimal workload and time required from booth staff freeing time for welcome opportunities to engage in conversations with trade show attendees after survey completion
- Easy filtering of data by a wide variety of criteria
- Quick and easy cross-tabulations
- Instantaneously available actionable results
- Paperless and environmentally friendly survey process

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

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