



**Ann Michaels & Associates, Ltd.**



## ***Customer Engagement Console***

*A new, innovative method to **fully** engage with your customers in the moment, all from one device:*

- *Feedback From Customers in the moment, **including customers not making a purchase***
- *Conduct Market Research*
- *Marketing/Promotional Videos*
- *Increase customer loyalty program participation*



# Customer Engagement Console

## **What is it?**

*A tablet based console with advanced technology, offering a solution that seamlessly engages with customers. Console is placed within high traffic areas, and personalized branding & video integration increases visibility, improving engagement rates.*

## **Benefits:**

**Marketing:** *videos and personalized branding capture attention for unique marketing opportunities*

**Insights:** *Capture feedback “in the moment”: customized surveys capture a variety of data quickly and efficiently, even from those not making a purchase*

**Customer Retention:** *Pinpoint issues as they are happening; alert systems notify management when customers indicate an issue while in your place of business*

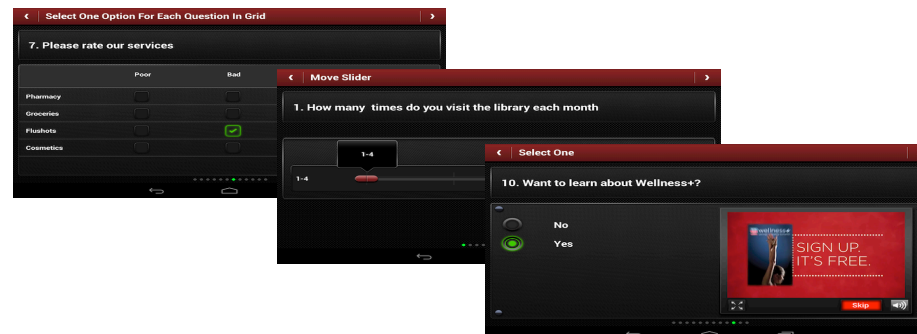
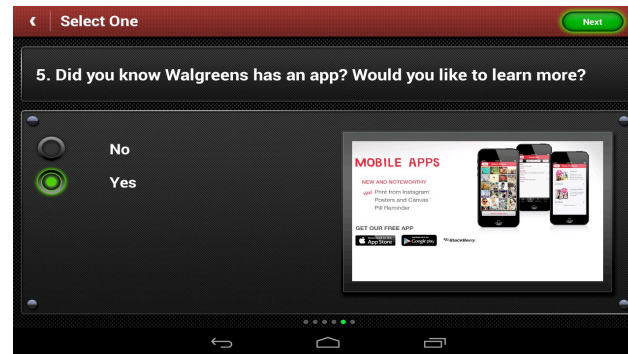
**Manufacturer buy in:** *Enhance manufacturer/vendor relationships; feedback and marketing for company & manufacturer is a win-win situation*

**Brand awareness:** *social media integration enhances brand awareness and “word of mouth” advertising*

# Customer Engagement Console

## Key Features

- Social Media Integration
- HD Video Presentation
- Email, SMS Alert
- Compound Logic Branching
- Wi-Fi, GSM, Bluetooth Connectivity
- Wall, Table or freestanding and custom mounting
- Instant Reports
- SPSS, CVS & Excel Data exports
- Instant Survey Updates at no additional cost.



# *Program Capabilities*

## *Basic Features*

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Open ended/keyboard Capability	✓
Voice Response Capability	✓
Video Integration	✓
22 Question Types	✓
Photo Question Capability	✓
Branching & Skip Logic	✓
Question Randomization	✓
Round Robin Question Capability	✓
Respondent Validation	✓
Mobile Web Browser Accessible	✓
PC/Mac Browser Accessible	✓

# *Program Capabilities*

## *Branding & Customization*

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Fully Customized Branding



Fully Customized Survey Design



Survey Versioning based on location



# *Program Capabilities*

## *Reporting Features*

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Instant Alert Notifications (SMS)



Instant Alert Notifications (Email)



Unlimited User Access With Permissions



Report Download (.xls, .csv)



Reporting Dashboard



Location/District Aggregate Report



Trends Report



Company Scorecard Report



Employee Scorecard Report



Company Hierarchy Reporting



External Database Integration



Cross-Survey Aggregate Report



Automated Reporting (all reporting)



# *Program Capabilities*

## *Consumer Engagement*

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Email List Builder



Third Party Integrations



SMS/Mailing List Opt In



## *Client Support*

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Email Support



Phone Support



Dedicated Survey/Reporting Training



Dedicated Account Management



Survey Design



Report Distribution



Program Change Requests/Upgrades



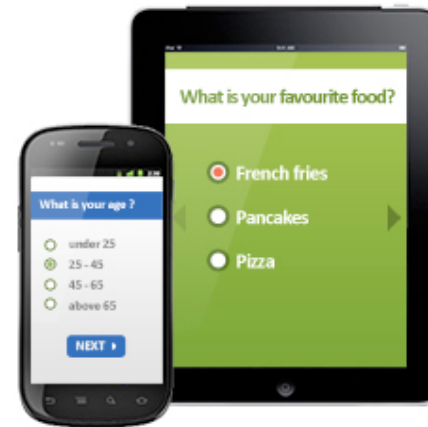
# *Customized Welcome Screen*



*Multi Languages  
Supported*



# *Mobile Add On*



*Web Enabled Survey  
Works Off Same  
Platform*



*What Do You Need To Know Today?*

*Mystery Shopping*

*Social Media Management*

*Qualitative Research*

Kathy Doering, President

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