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**AfterWords to Release New CX Software at the National Restaurant Association Show**

**Tampa, FL (April 18, 2017)** – AfterWords, an intelligent customer engagement and survey software, announced today that it will be formally releasing its software platform at the National Restaurant Association Show. The National Restaurant Association Show is held annually and showcases technology, supplies, tools, and other items related to the hotel, restaurant, and hospitality industry. This year the show will be held at the McCormick Place Convention Center in Chicago, IL on May 20-23.

AfterWords previewed its software at the MURTEC 2017 tradeshow due to increasing interest from its current customers. The results from the preview of its Customer Engagement Software at the Multi-Unit Restaurant Technology Conference in Las Vegas were an overwhelming success. AfterWords is an Intelligent Customer Engagement Software that helps service driven companies gain a complete picture of their customer’s perceptions. The software integrates transactional sales details, loyalty data, experience driven survey information, and customer recovery tools to improve customer experience and increase profitability.

“We are excited to be releasing our software at the NRA 2017 Show,” said Drew Peloubet, CEO of AfterWords. “We have positive results from our pilot with a national franchise concept and have received pre-market interest from many restaurant and retail organizations.”

**About AfterWords**

AfterWords is an intelligent customer engagement and survey system that delivers questions based on transactional history. We integrate sales transaction and customer loyalty data to only ask the most relevant questions about a customer’s unique experience. Our patent pending process provides more relevant data, results in less survey abandonment, and provides actionable Insights. AfterWords has a patent pending on its engagement technology, has worked with several experienced experts and university professors to develop the software, and has recently completed a pilot rollout with a major hospitality franchise. Discover what your customers really think using AfterWords.