[Mpact Magic](http://www.mpactimagic.com) works with businesses of all types to encourage customers to review a business at the point of transaction. The Mpact Magic system is deployed in a variety of ways from something as simple as a pencil and paper to something as technically advanced as a wireless tablet – or a customer’s own cell phone.

Happy customers are given a vehicle to say so. Unhappy customers have a chance to alert management of their feelings before expressing themselves online. The combination balances a system often negatively biased against businesses.