

ViewPoint Touch Screen

Making Customer Feedback Easy

ViewPoint Touch Screen Kiosks are widely used throughout visitor attractions and leisure facilities to measure customer experience in 'real-time', allowing organisations to identify customer's needs and create dynamic user-led experiences.

Easy to install and use, the ViewPoint Kiosk can be flexible, portable, self contained, secure and robust for undertaking customer surveys in unattended environments, and can be permanently sited for additional security.

Touch Screen Kiosk options

• **Floor Standing** – Available with either fixed, or folding, these kiosks are ideal for general use in areas with significant footfall. The stands are ergonomically designed to allow wheel chair access. They can also be supplied with retractable kiosk surrounds, designed to attract visitors to the device, enabling the capture of high volumes of data.



• **Desk mounted** – Desk mounted devices can be positioned on counter displays with attractive surrounds to encourage survey participation and generate high volumes of shopper, visitor or browser insight.



• **Wall Mounted** – Ideal in areas where floor space is of a premium, without losing any functionality or design.



• **Permanent Placement** – Ideal for capturing feedback in areas where a more robust encasing is required providing additional security to the device, and where a constant stream of customer insight can be generated.



The ViewPoint Kiosk unobtrusively gathers feedback data which can be immediately uploaded, ready for reporting. Organisations can collect accurate data without the need of staff involvement, leaving employees to concentrate on their primary roles.

† Valid8™ patent pending data filtering and quarantine algorithms

* Image shows ergonomically designed ViewPoint Touch Screen kiosk, with interchangeable branded surround

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We have saved about half of our research costs.

Colin Samways,
Marketing Manager,
Cadbury World.

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ViewPoint Touch Screen Features

- Simple to use – plug and play
- Multiple connectivity options
- Multiple hardware options
- Floor, desk or wall mounted
- Environmentally friendly, paper-less research
- Portable folding stand and carry case options
- Branded kiosk surrounds

ViewPoint Kiosk Survey Benefits

- Lower customer survey costs
- Reduced demands upon staff
- Improved customer feedback quality
- Research data integrity with Valid8™
- Collect feedback in real time, allowing faster identification of/reaction to service problems
- Open new channels of communication and access wider demographic groups of visitors shoppers or services.
- Powered by Viewpoint RCS

“ViewPoint enable us to gather high volume, high quality customer feedback and make financial savings.”

**Penn Trevella, Head of Marketing,
Wales Millennium Centre**

“It puts our customers at the heart of the decision making process.”

Dave Monkhouse, Group Customer Services Manager, SLM

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