

# MobiOde

Mobile customer surveys

<http://www.mobiode.com>

# Overview

- Easy to set up and monitor mobile surveys
- Tool for getting feedback from users
- Marketing instrument for sales promotions or customer contests
  
- Supports three question types
  - Fill in the blank, multiple choice questions, polls

# Example of survey usage

## **Mobile operators and portal owners**

- Link survey directly to mobile portal and gather feedback from users

*Used by Vodafone Czech Republic to collect information about user satisfaction with their mobile portal*

- Use surveys to increase customer loyalty with user contests for prizes

## **Marketing and research firms**

- Send surveys to user phones with SMS and get instant feedback from customer research
- Use mobile surveys as part of your marketing mix

# 1 – Create a survey

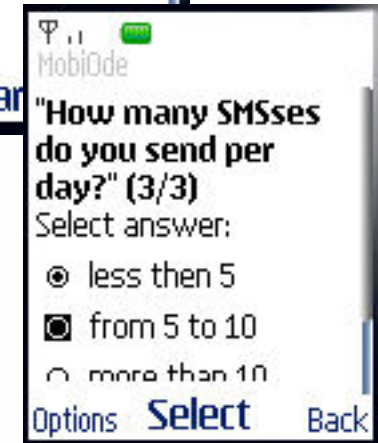
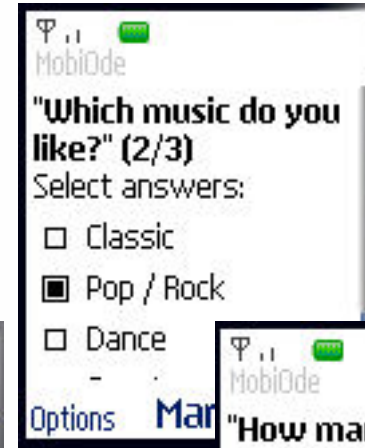
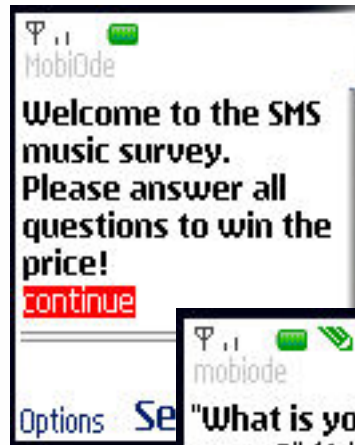


Type	Text	Action	Order
	What is your name?		
<input checked="" type="checkbox"/>	Which music do you like?		
	Classic		
	Pop / Rock		
	Dance		
	Country		
<input type="radio"/>	How many SMSses do you send per day?		
	less then 5		
	from 5 to 10		
	more than 10		

Create new question

- Surveys are created in a web browser
- All survey details can be edited in preferences
- Simple to use interface for survey management and configuration

# 2- Collect data



- Users fill in the surveys using their mobile phones
- All mobile phones are supported
- Surveys can be distributed to users in multiple ways

# 3- Analyze results



	A	B	C	D	E
1	Answer	Date	-What is your name?	-Which music do you like?	-How many SMSses do you send per day?
2	1	2007-03-20 15:53:36			
3	2	2007-03-20 15:54:40	Tomas	Dance	less then 5
4	3	2007-03-20 16:08:42	tomas zeman	Pop / Rock, Dance	more than 10
5	4	2007-03-20 16:08:53	Jack Stack	Classic	less then 5
6	5	2007-03-20 16:09:06	Peter	Pop / Rock, Dance, C	more than 10
7	6	2007-03-20 16:09:18	Linda	Pop / Rock, Dance	from 5 to 10
8	7	2007-03-20 16:09:28	Aneta BLue	Country	from 5 to 10
9					

- Summary statistics for each survey in web browser – number of replies, percentages
- Detailed statistics can be export to Excel

# Technical details

- Detects and supports all mobile phones
  - WAP, XHTML mobile, XHTML
- Fully hosted solution
- No integration costs
- Respects operator's graphical guidelines
- Monitor various users statistics
- Distributed using URL or SMS
  - SMS with a WAP push link to survey can be sent to any phone.
- Real time results from surveys

# Business details

- Monthly payment for unlimited access
- Access to all features
  - Unlimited active surveys
  - Export all statistics to Excel
  - Your own domain name for each survey
  - Custom design is possible
- Prices range from €20 to €150 per month

# Contacts

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