

Press Release

22 February 2007

Instant Access to Your Customers Thoughts

A Christchurch-based business, TouchScreen Marketing & Research, has signed an exclusive contract with US Diatouch Inc, to market its internationally reputed touch screen customer survey software and market research services, throughout New Zealand.

Diatouch Inc. is a leader in developing touch screen aided customer service and satisfaction survey software suitable for both in-house and professional marketing and opinion researchers. With its high respondent rates and instant actionable results, Digivey software is an ideal mechanism for gathering feedback at trade shows, exhibitions, tourist attractions, retail stores, banks, sporting and cultural events.

In addition to selling the Digivey survey software directly to New Zealand businesses that are keen to manage their own customer survey programmes, TouchScreen Marketing & Research will use the touch screen based survey technology to assist businesses gather customer feedback at point of sale or service locations throughout New Zealand.

According to Director of TouchScreen Marketing & Research, Rachel Wells, 'I am delighted to sign this exclusive contract with Diatouch. In today's fast-paced business world, it is having information at your fingertips that ensures you retain your edge. To keep ahead of the game, businesses need to know what their customers want from them – and they need to know it now!'

Having researched a variety of delivery mechanisms for monitoring customer service standards, Rachel identified Digivey software's affordability and ability to take the survey to where the action is as a tremendous opportunity to offer a highly competitive, interactive and inviting survey concept to the New Zealand market.'

Compared with traditional survey methods, touch screen research is a non-intrusive and cost effective way to gather timely information. It can be effectively used to capture valuable data from customers, clients and employees relating to their experiences and expectations regarding products and services. The appealing, colourful, self-administered touch screen questionnaires are willingly and easily answered by respondents, in just a fraction of the time of conventional surveys, by touching buttons on a computer touch screen.

Touch screen computing equipment can be positioned to gather data wherever people congregate. Tablet PC's are ideal for interviewer facilitated interviews to capture people on the move, whereas All-In-One desktop PC's at the point of sale, or kiosks at set locations, are suitable for self-administered surveys. TouchScreen Marketing & Research offers a range of survey tool packages, comprising Digivey software and the latest touch screen computing equipment, for sale and rental.

Digivey's cost effectiveness makes market research, affordable to all businesses, whether small or large, at the touch of a button.

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For more information and photos please visit www.tsmr.co.nz or contact:

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