



Touchscreen MARKETING & RESEARCH

Issue 1

www.tsmr.co.nz

August 2009

digivey™

TSMR NEWS

INSIDE THIS ISSUE:

- TouchPresenter Information Software** 2
- What TSMR Clients Are Saying In 2009** 3
- Online Surveys + Touchscreen Surveys** 4
- Special Offer - Online Survey Offer** 4
- Special Offer - 50% Discount** 4

SPECIAL POINTS OF INTEREST:

- **TSMR conducted its 8th touch screen exit survey for trade show organiser HayleyMedia.**
- **600 patient surveys completed in 2 weeks at a Christchurch medical centre using 2 movie tickets as an incentive.**
- **Touch PCs collate 4000 votes at consumer show. With competition results available on the spot!**
- **Marketing business uses TSMR products to input and analyse telephone research data with output the measurement of their KPIs.**

Recent Digivey software developments mean TSMR can now complete diverse research projects combining research methodology (touchscreen, online and telephone) and provide a wider range of outputs.

2009 Research Highlights include:

- Away with data entry and paper questionnaires! A Christchurch surgeon is conducting medical research using touchscreens. Digivey automatically generates an individual printout for each patient detailing the survey results plus complex calculations.

Upon completion of each survey, the patient collects their printout from the printer to take with them to their consultation!

Now that's easy!

- At the **Queenstown Winter Festival** TSMR surveyed locals, NZ residents and overseas visitors with three separate surveys seamlessly combined together within the framework of one survey.

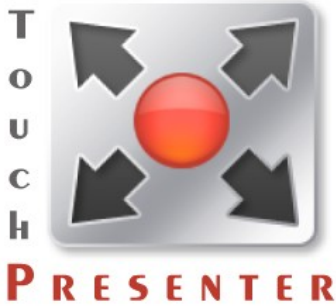
- **Wellington City Council** requested the raw data for their Leisure Centre research in a csv format compatible with SPSS.
- **Dunedin City Council** required excel output for their annual sports ground research.
- **Nelson City Council's** Road Safety Tabloid effectiveness research methodology included a combination of both touch screen and online surveys with the results seamlessly merged together.
- For the 6th time, TSMR conducted visitor touch registrations at the **Business Franchise & Opportunities Expo**. In addition, this year TSMR also conducted online registrations with the survey link embedded in the EXPRO website.
- TSMR recently expanded into the conference market surveying at the **Franchise Association of NZ Inc** annual conference in Queenstown achieving an overwhelming response from 75% of the delegates.

DEMAND FOR INTERVIEWER ASSISTED SURVEYS

This year TSMR interviewers with their tablet PCs and distinctive wardrobes have become a regular sight at Auckland events including the Taste of Auckland, Auckland Anniversary Weekend Celebrations, Santa Parade, Auckland Seafood Festival, SKYCITY Starlight Symphony & OzTalk Expo.

TSMR interviewer with a cheerful smile while surveying at the SKYCITY Starlight Symphony.





TSMR has launched into New Zealand a do-it-yourself software product which enables businesses to create and manage their own interactive touchscreen information kiosk or PC.

TouchPresenter software enables the customer to access current information about your business at the touch of a button i.e. 'Special Offers', 'Entry Prices', 'View Promotional Video' or 'Visit Our Website'. This information can be in the form of PowerPoint presentations, videos, PDFs or specified website access, each being linked to a button on the screen.

TouchPresenter can also provide an option for gathering customer feedback with a link to a Digivey visitor survey.

In New Zealand, interactive displays enjoy a high level of participation across a broad range of demographics and an interactive information kiosk or PC can act as an ideal platform for promoting your business.

Interactive displays provide a sustainable option for delivering current information without the expense of producing brochures.



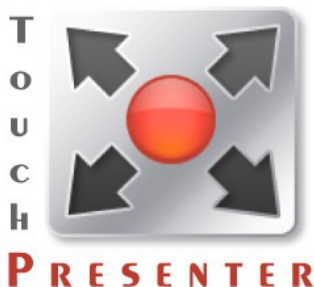
TSMR TouchPresenter kiosk screenshot displays buttons linked to a video, PDF, website and a PowerPoint presentation.

Create your own Interactive Information PC

ELO Touchcomputer + TouchPresenter



+



Please contact Rachel Wells at rachel@tsmr.co.nz or ph 03 359 3151 to receive a:

- TouchPresenter brochure
- 'PC + TouchPresenter' bundle pricing
- 'Kiosk + TouchPresenter bundle pricing



Kiosk software for self-service information

Provide on demand information at a simple touch

- Interactive • Paperless • Never obsolete

To find out more visit: www.tsmr.co.nz
p: 03 359 3151 e: rachel@tsmr.co.nz

WHAT OUR CLIENTS ARE SAYING IN 2009

Page 3 of 4

"Service and product went beyond our expectations..."

"We would recommend TSMR to anyone looking for an efficient and professional way to gather feedback. The TSMR service and product went beyond our expectations and provided a service that gave us confidence that the feedback was gathered in the best possible way. We even received the results the very next day."

Melissa Cathcart Marketing Co-ordinator Wellington Convention Centre

May 2009

"The response was overwhelming with 75% of conference delegates using the survey system for conference feedback..."

"The Franchise Association of New Zealand annual conference was held in July this year. To obtain the immediate feedback of the delegates we decided on using the services of Rachel Wells' innovative company "Touch Screen Marketing & Research".

The response was over whelming with 75% of conference delegates using the survey system for conference feedback. This was a vast improvement on previous years where we typically received feedback from 15% of delegates. Comments on the ease and user friendliness from those attending were extremely positive as was the fact that they could provide their comments whilst fresh in mind.

Working with Rachel and using the Touch Screen Survey was effortless and receiving the results in record time saved us both time and money. We do not hesitate to recommend "Touch Screen Marketing & Research" to anyone who wants fast, easy and accurate marketing feedback."

Jane Paape Events Manager Franchise Association of NZ Inc

July 2009

"Overall the use of the touch screens for my data collection was a great success and I would highly recommend other researchers consider this option for their data collection."

"I used Touch Screen Market Research to collect data for my Masters Thesis.

The thesis surveyed consumers in supermarkets to test their willingness to pay for different attributes of lamb using a choice modelling. The thesis has been recently submitted and was awarded an 'A' grade.

The touch screen technology proved to be an excellent platform for undertaking consumer surveys in supermarkets. Supermarket customers have a very wide demographic profile which could potentially cause issues for data collection but the touch screens proved to be easy and intuitive for the great majority people surveyed. Many customers also commented that the touch screen definitely helped engage them in the survey and they enjoyed filling it out. Having access to the three different types of touch screen units was great and made data collection easier as different locations suited different types of units better. Another key benefit is that you can track the number of completed surveys as you go meaning there is no guess work about how many samples you have and how many more you need to get the required sample size.

A very nice feature of this technology is that all the data comes to you in an Excel spreadsheet which saves a huge amount of time as you do not need to key in all the raw data. The cost of collecting data by this method was also quite reasonable when compared to other data collection methods especially when considering how accurate this method is and how much time it saves. Rachel Wells was great to deal with and had very quick turn-around times when setting up or making changes to the survey.

Overall the use of the touch screens for my data collection was a great success and I would highly recommend other researchers consider this option for their data collection.

Mike Rutledge Marketing Graduate Fonterra Brands New Zealand

July 2009

"I will definitely be in touch for any surveying, the system was superb and I would definitely use it again!"

Michele Harrod

Taste of
Auckland
June 2009

"I was very impressed by the efficiency of your service and the high standard of the presentation of meaningful results.

It was very user-friendly and clearly people were keen to answer the questions – unlike how they respond to written questionnaires."

August 2009

ONLINE + TOUCHSCREEN SURVEY OFFERING - WHY?

When we launched Digivey online surveys as a research option, people asked why we would bother when our touchscreen product and service is unique and 'everyone' offers online surveys.

Although online surveys are 'common' our unique offering is our ability to run the same survey both online + touchscreen and seamlessly combine the survey results.

When would you use our ONLINE + TOUCHSCREEN research service?

- At an event or conference to supplement the touchscreen registration or exit survey responses.
- To reach customers in more remote/rural areas. For instance a council recently used online surveys to reach rural respondents and placed touchscreen PCs in their main centres.
- When you already have a database of potential respondents you could send an online survey link to but you would also like to reach additional respondents at the time of their experience using the touchscreen surveys.
- To take advantage of the Digivey reporting system for both the touchscreen and online survey. i.e. If you used touchscreen surveys at an event you may survey exhibitors post the event online.

Digivey online survey links can be either emailed directly to your target database or embedded in your website.

DIGIVEY SOFTWARE SPECIAL OFFER

SAVE \$500 + GST

For all new Digivey software clients:

- **50% discount** off your 1st Digivey Launcher when purchased with a Digivey Survey Suite
- This offer is valid until 31st December 2009 and Digivey Survey Suite and Launcher must be ordered and paid for together.
- Digivey Launcher is the software required on the touchscreen PC to run the survey.
- Digivey Survey Suite is software loaded on an office PC to create surveys and analyse survey results.

**Ask for a Digivey Software Brochure
and Price List today**

INTRODUCTORY ONLINE SPECIAL OFFER

For all 2009 touchscreen research projects

booked by 30th September 2009,

we would like to offer a FREE

parallel online survey to be run in

conjunction with the touchscreen survey.

Limit 200 free online survey responses.

Take advantage of these

ONE TIME SPECIAL OFFERS

Contact Rachel Wells today

rachel@tsmr.co.nz

03 359 3151