



CASE STUDY:

Mindshare works with Plum to create the best system for Gathering Immediate Consumer Feedback



"What do restaurants, specialty retailers, hair salons, airlines, multi-department retailers, hotels, and pest control services, have in common? They all serve the same customer. A great customer experience with one business raises expectations for all others. So even though these businesses don't compete for the same dollar, they compete directly for a superior customer experience."

www.mshare.net

A leading innovator in operations improvement, Mindshare provides cutting edge market research -- accurately, affordably, and in real time. Their goal is to gather feedback on a consumer's experience for clients from the retail and service industries. Clients care about consumers' emotions, their impressions of operations and marketing, and certainly their overall satisfaction levels. Customer feedback is essential to success for many Mindshare clients. But in order to be used effectively, feedback must be timely, relevant, and actionable. An ideal solution for collecting this feedback would also be unbiased, automated, and affordable.

Imagine enjoying a fine lunch at the Market Street Grill. On your receipt is the statement, "Call our toll free line and take our two-minute customer survey. Then next time you visit one of our restaurants, you will receive a complimentary choice of our delicious desserts." So you call, enter your receipt number and spend two minutes answering a few questions. At the end of the query, you are asked to leave a personal message for your server. After you hang up, that data is compiled for reporting in conjunction with information about the specific restaurant server, the shift manager, and the food and service staff. At the end of their working days, each receives a customized print out listing the results relevant to each individual position. Next time you go to the Market Street Grill, not only do you receive a complimentary cheesecake, but you also notice a marked improvement in service. The restaurant has gathered valued reconnaissance and improved customer loyalty.

Mindshare Technologies created the solution for this task with CONNECT™, a surveying system that captures consumer feedback via a telephone survey, sorts and processes it, and then provides instant feedback via a web-based reporting interface. CONNECT™ provides the vital link between customers and employees that is essential to a successful business. The system handles over 200,000 calls in a month, and offers flexibility and intelligence that far surpasses a simple list of questions. CONNECT™ is capable of adjusting the survey, depending on whether the response is positive or negative, and it can even capture the voice comments of customers.

"If you give a person a choice between logging onto a website and using the phone, people will always choose the phone. It's just easier."

**- John Sperry
CEO, Mindshare Technologies**

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Why choose standards-compliant VoiceXML IVR?

When making the decision to use the phone as the major vehicle for market research, Mindshare Technologies concluded that the technology in most legacy IVR systems was simply too inflexible and could not meet their needs. That technology requires an expensive expert for managing day-to-day system issues. Additionally, other vendors offer systems that look easy-to-use at first, but eventually prove difficult to modify and update after the initial launch. Mindshare was looking for a way to ensure ongoing flexibility, and needed a platform that was easy to update. Mindshare Technologies found that relying on a standardized architecture from Plum offered the best combination of proven reliability and openended flexibility.



“Voice XML makes it better,” states CEO John Sperry. “We can build a customized solution in ten minutes, and then be done. We have actually launched within 48 hours for some clients. We have been able to provide services to everyone from the smallest hair salon to the largest airlines and hotel chains.”

Why Plum?

“Plum’s not the cheapest platform available; it’s just the best.” Sperry continues, “When it comes down to the bottom line, Plum provides the best value platform.” Plum provides a soft-ware platform, and a development support system to create a dynamic web-driven solution. By providing both onsite and hosted solutions, Plum presents the total package of security and flexibility. Plum dealt with Mindshare’s T1 vendor and took control of all the intricacies of the T1 integration. Additionally, Plum handles onsite system maintenance and monitoring remotely as part of the standard support package, ensuring maximum uptime.

According to Sperry, the Plum “programmer’s approach” to business was a major factor in Mindshare’s selection. “The staff at Plum Voice Portals was very supportive. Their developers were instrumental in helping us get over the initial hurdles and work through all of our issues. The sales staff was also very helpful. I asked them about pricing issues in Bolivia, and they came through with a quote. Plum even provided a cold spare server in case there was a hardware issue. You can’t afford any downtime in this type of business, and you won’t with Plum supporting you. I’d recommend Plum’s platform and solution to anyone, unless they were our competitor.”

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About Mindshare Technologies:

Mindshare Technologies is the fastest growing customer feedback company in the U.S.. Their clients come from across the service spectrum -- restaurant, lodging, retail, hair salons, spas, home service, newspapers, etc. Mindshare Technologies provides management tools that capture customers' perceptions on a daily basis and immediately transforms them into actionable customer intelligence. Mindshare's products provide the "missing link" in CRM efforts: the actual customer experience. Shortly after their service experience, customers respond to a short survey using their touch-tone telephone or web interface. Reports are updated immediately for client management to incorporate customer insights directly into their operations. For more information, call (800)634-5407 or visit www.mshare.net.

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About Plum Voice Portals:

Plum produces standards-compliant IVR and computer telephony solutions. Plum VoiceXML platform software and complete turnkey systems provide powerful and flexible functionality, supporting all VoiceXML-2.1 features and advanced functionality such as data-driven scripting, speech recognition, text-to-speech synthesis, and CTI.

The Plum team is composed of professionals with computer telephony and user interface expertise from Siemens, Compaq, Xerox PARC, and News Corp. Customers include New York State, Blue Cross Blue Shield, Cummins, National Institute of Health, and AT&T. Partners include Intel and Hewlett Packard. Plum is a privately held company with primary offices in New York and Boston.

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