

Mobile Surveys From CFI Group

Optimize for Mobile

Smartphones are quickly becoming the preferred method for online browsing and communication for many of your key customers. According to Microsoft research, mobile internet usage is projected to overtake desktop internet usage by 2014. Are you ready?

Mobile surveys from CFI Group allow you to keep pace with the changing behaviors of customers on the go. These customers don't sit in front of their computers at home taking surveys; they do things in the moment, when they have the time or while they're in the mood. By adding mobile surveys you can engage immediately with your customers to capture invaluable insights, in real-time, allowing you to react within minutes, if necessary.

CFI Group Mobile Survey Advantages:

- Flexible delivery gives your customers the freedom to take the survey anywhere, anytime
- Immediate feedback
- Increase survey take rates with QR code invitations and signage
- Optimized survey presentation for smartphones and tablets
- Real-time service alerts
- Track issues through resolution



See a sample mobile survey



CFI Group Professional Consulting Services:

- Expert survey design for optimal results
- Personalized analysis from your team of consultants
- Guidance to integrate and deploy with multi-channel programs
- Actionable recommendations that affect ROI
- Provide clarity to unstructured survey responses and other data