

MOTIFY EXPERIENCE MONITOR[®]



Satisfied customers are important to an organisation. Why? Satisfied customers spend more, come back more often and encourage others to visit as well.

WHAT IS THE MOTIFY EXPERIENCE MONITOR[®]?

The Motify Experience Monitor[®] is a system designed to monitor and improve customer and guest experience. How do we get this information? We ask the customer about his or her experience with a particular

activity or location. We do this by placing high quality tablets on location, which attract the attention of the customers or guests. This measured experience can then be linked to a proposition.

BENEFITS



EARLY ADJUSTMENT

Tablets are continuously present on site, which enables ongoing research. This allows you to make adjustments at an early stage and provides a relatively quick insight into the effects of the adjustments.

SHORT, IN-DEPTH QUESTIONNAIRE

The questionnaire used contains 3 to 8 questions. These questions not only provide insight into the Net Promoter Score (NPS) of a location or activity, but also measure what causes this score.

REAL-TIME EXPERIENCE

Tablets are placed at strategic points in an area so we can measure the real-time experience. Reactions are therefore honest and pure.



UNDERSTANDABLE FOR EVERYONE

The Motify Experience Monitor© contains validated questions that are easy to understand for any target group. Questions can be answered by means of smileys, report figures or written answers. In addition, it is possible to ask open-ended questions and, for example, collect postcodes and e-mail addresses.

IN CONTROL

The tablets can be controlled remotely online via a personal account. This contains pre-programmed categories with validated question sets and answer options. Questions can be turned on or off with the push of a button.



RESULTS AVAILABLE ONLINE

The Motify Experience Monitor© uses a Business Intelligence environment. This makes the results, which arise from the use of the system, live and directly visible for you. In addition, this dashboard offers the possibility to compare results over different periods of time. This makes it possible to intervene at an early stage and there is always insight into the development of your company.

ABOUT MOTIFY

Motify B.V. is a software company specialised in optimising turnover results. On the one hand by stimulating additional sales at the checkout and on the other hand by measuring guest and customer experience. Up to now, we have been able to retain a number of large clients in Petrol, Leisure en Retail.

CONTACT

Motify BV
Pelmolenlaan 2
3447 GW Woerden

040 – 84 89 280
info@motify.nl

More information can be found at www.motify.nl