

SYSTEM FOR EXPRESS MEASUREMENT OF CUSTOMER'S OPINION

SEMCO 

Hear your customers!

WHAT IS SEMCO?

SEMCO is a patent pending system that automates the collection and the processing of customer feedback. SEMCO is composed of three major parts: electronic feedback device, data processing software and analytical reports.

ELECTRONIC FEEDBACK DEVICE

User input is made through a specially designed "emoticon" keyboard representing the customer satisfaction scale. The upper panel contains instructions and light indicators that could be easily customized. The device connects to a PC via a standard RS232 port.

DATA PROCESSING SOFTWARE

Its plugin based architecture supports multiple connections and extensions by third party application software that allows to automatically link the customer input to the service context (type of service, employee, amount, etc.)



It takes only a few seconds for the customer to share his/her opinion.

Captures the spontaneous customer reaction, right after the service delivery.

Simple user interface overcoming potential language and educational barriers.

Ensures regular customer feedback data flow over the time.

Real time availability of collected feedback information.

Increases employee's motivation and improves customer focus.

Improves the public image of the organization

Higher customer involvement and response rate

Automatically links the customer's response to additional information received from the service's context.

Could be used to assist employee and operating unit appraisal.

Do you know that...

- 85% of customers who stop buying a product / service do so because they believe the company does not care about them.
- Only 4 % of unhappy customers report their complaints to the company, the other 96 % take their business elsewhere.
- Acquiring new customers is 5 to 10 times more expensive than keeping the current ones.
- Before the Internet, unhappy customers shared their negative experience with an average 8 to 16 other people.
- Actually a complaint from an unhappy customer could spread through social networks and forums and reach thousands of other users.

TAILORED SOLUTION FOR YOUR SPECIFIC NEEDS

REPORTING

SEMCO's web based analytical reports provide real time information about customer feedback trends and support managerial decision making.

WARRANTY

All SEMCO devices are warranted for two years against material and manufacturing defects.

HOW TO CONTACT US

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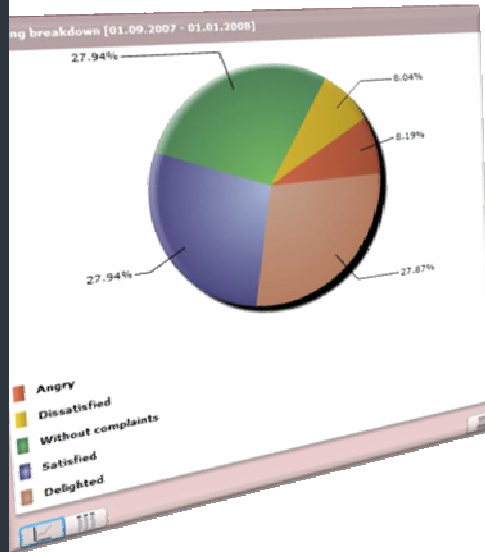
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Knowing that every organization is unique, we offer a unique product with versatile hardware and software design.

The interchangeable keyboard and instruction panels could be easily customized in order to meet different customer requirements.

SEMCO's application is virtually unlimited:

- Banking & Insurance
- Restaurants, Bars & Fast Food
- Public & Municipal service centers
- Retail
- Medical centers
- Hotels
- Conferences & Exhibitions
- and much more...

SEMCO's best practices

Locate the electronic feedback device near the service point where there is direct contact between customers and employees.

Unlock (automatically or manually) the feedback device only for a short time after the end of the service in order to restrict invalid input and prevent misuse.

Link the customer input to the service context – type of service, execution time, price, location, responsible staff, etc.

In case of negative feedback alert we advise you to complement SEMCO with other methods such as surveys and/or short interview with the unhappy customer.

Train your service staff about the role of SEMCO and how to present it to the customers. Use posters and other advertising incentives to increase customer response rate.

Benchmark the results between your operating units, and if possible, against similar organizations. Make general customer satisfaction statistics publicly available.