

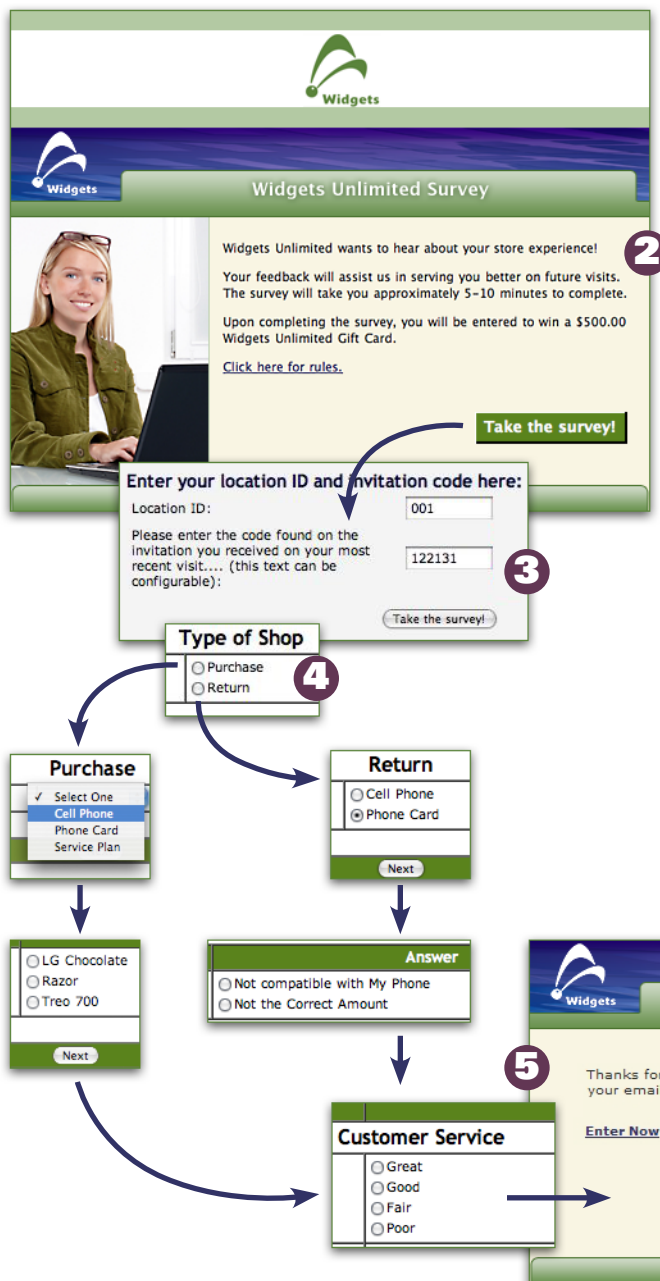
# ICR Deluxe (Customer Satisfaction Polling)



## ICR Deluxe

### Go beyond typical mystery shopping!

Exponentially increase the value of your clients' mystery shopping data by comparing it to direct customer satisfaction polling. Our ICR (Interactive Computer Response) services allow your client's actual consumers to register their opinions instantly over the web. More convenient AND cost effective than typical IVR phone polling, our ICR packages offer a wide array of options for your client's particular situation.



## ICR DELUXE OPTIONS

- 1 Custom web address** – Specify the web address for the survey (e.g. [sassieshop.com/go/survey/your\\_survey\\_name.com](http://sassieshop.com/go/survey/your_survey_name.com))
- 2 Company colors & logo** – Brand your survey with the primary elements of your client's corporate identity
- 3 Verification code (optional)** – Prevent survey fraud by requiring a unique verification code (printed on receipts or mailings)
- 4 Branching and skip patterns** – Customer answers determine which questions are shown later in the survey
- 5 Prizes & incentives** – Offer coupons or drawings to increase survey response