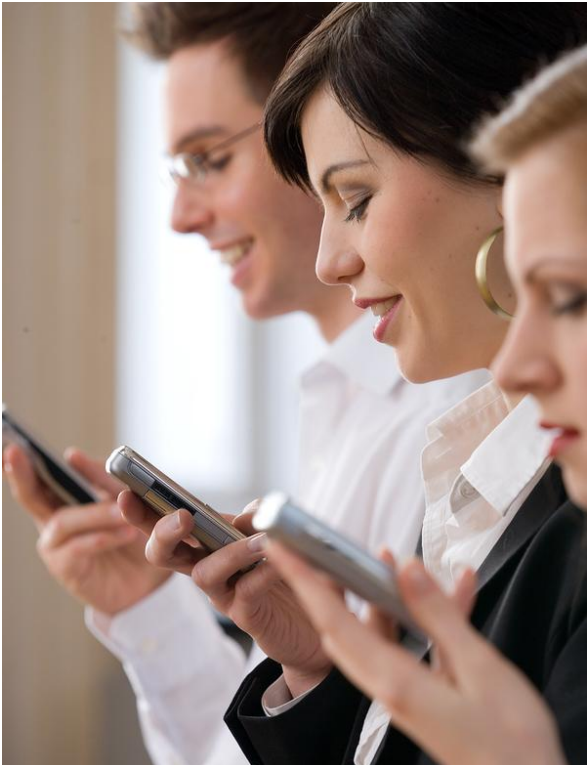## SmartVote - a phone-based survey system delivering quantified results in an instant

Have you ever wanted to poll the opinions of any number of employees, customers or other contacts in an instant, quantifiable way?

SmartVote is a simple phone-based solution that gives you this. Unlike other survey techniques, it does it in an engaging, live environment that participants feel a part of. What's more, the polled responses can be made viewable to everyone or designated individuals in real-time.

Initiated online, SmartVote offers real convenience to the organiser and participants. And utilising SmartInform voice broadcast technology, it supports both scheduled and unscheduled polling.

SmartVote – how does it work?

SmartVote is set up via an easy-to-use web application with participants responding by phone, with both mobile phone and landlines supported.

Let's say your company is introducing a new brand and wants to engage the view of its employees. It could pose a number of questions such as their score for a series of proposed logos.

All contacts you invite are loaded with their phone numbers to SmartVote's website application. You then record each survey question via a voice recording.

You issue a simple announcement and brief explanation (prefacing your recorded questions) on your planned survey, and the required feedback. As SmartVote uses the respondent's phone keypad, this might be "please indicate your opinion by pressing 1 to 5 on your phone keypad where 1 means totally agree and 5 means totally disagree".

You then publish your 'event' triggering a call to each participant's phone. Within seconds you'll receive the live votes, which can be tallied in real-time on your desktop or an electronic screen.

Compared to other solutions, generating valuable, instant responses through SmartVote is a doddle.

SmartVote – helping you make the right decisions

SmartVote has been developed to ensure instant feedback and opinion from stakeholders you want or need to engage. The results can be presented in a single view report and used as an actionable agenda.

As it's a live environment, it sends a clear signal to the customers or employees you poll that their view counts.

SmartVote supports any type of opinion polling. Typical uses include:

- General research – get scored preferences on any concepts, designs, messages etc.
- "Readers' Choice" type votes such as Employee of the month, Story of the week (to plan blog articles)
- Product development – as a scoring facility in product testing
- Any user experiences such as feedback on services and facilities, eg. hotel visits, exhibition effectiveness, wine tasting
- Social engagement - fun opinion polls like favourite bands, films, venues, movie stars, man of the match etc

Based on SmartInform voice broadcast technology, it is equally suitable for:
- Competitions – knowledge quizzes, multiple choice and so on
- Instruction or notice confirmations (on a new policy for instance) – Eg. "Press 1 to indicate your receipt of this information", "Press 2 to confirm your full understanding of the instruction", "Press 3 to discuss the matter with an agent".

Contact us

SmartDesk Systems specialises in innovative voice communication systems that introduce new efficiencies for businesses in today's challenging economy. We are partnered with CTL Europe, a dynamic IT & contact centre BPO based in North London. We will be pleased to offer further information on our SmartDesk products or arrange a demonstration.

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