reply®

Wireless Response Systems

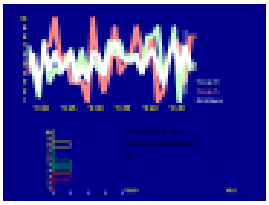
Experience the Power and Speed of Interactive Market Research with Reply

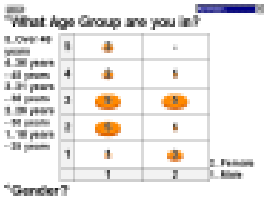
System Features:

- The system is compact and lightweight. It's easy to transport, quick to set up, simple to use.
- Electronic polling accelerates data collection by rapidly surveying small and large groups alike. Data is automatically collected and tabulated, saving hours of manual entry and compilation. Patented wireless communications designs provide unparalleled accuracy.
- Data can be easily sorted in real-time. You can visually compare polling data to demographics, previous questions, and historical data.
- The system engages all participants and creates an environment for honest input. Interactive polling methods also avoid many biases common to alternative survey or interview techniques.
- Group polling results and opinions/judgments can be displayed immediately to observers, facilitators, and/or group members as you desire.

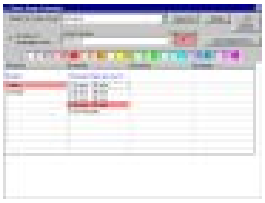
Solution Features: **VoteStream 5.0***

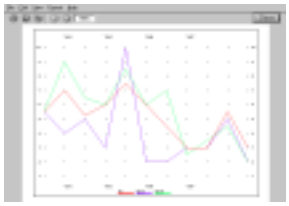
- Tracks reaction of participants to television ads, speeches, contests, music, and other stimuli.
- Results can be presented in several formats. Live feedback is often graphed dynamically and synchronized by time. Data can be charted as total group, subgroup (i.e., stakeholders), or demographic category (i.e., gender). Also, data can be exported for additional analysis.





- Data can be merged with multiple focus group session records.





- Questions can also be asked during the session to collect additional information, validate group direction, and evaluate different stimuli.

FLEETWOOD

Fleetwood Group, Inc.
Holland, MI USA
Phone: 616-396-1142 or 800-257-6390
Fax: 616-820-8301
e-mail: sales@fleetwoodgroup.com
www.replysystems.com

*VoteStream is a registered trademark of Resolver, Inc., Toronto, Canada
www.resolver.ca 888-891-5500

© 2003 Fleetwood Group, Inc.

9/22/03