

# HappyOrNot

*Measure customer satisfaction wherever  
and whenever you wish – monitor and  
optimise service quality*



**METO®**

## THE DIRECT WAY TO CUSTOMER FEEDBACK

A specific question for the customer, four self-explanatory smiley buttons for spontaneous replies, a wireless device at the desired spot and all the results swiftly evaluated – the simple way to measure customer satisfaction!

HappyOrNot is a mobile service device to promote lasting customer loyalty which can be deployed wherever customers come into contact with a product, an offer, a service or a new item. Asking customers a readily comprehensive question and

offering them a straightforward, anonymous means of responding directly yields important information on buying behaviour. A crucial aspect is the fact that HappyOrNot evaluates this data on a daily basis and transmits the results to the client at a defined time, enabling swift action to be taken as necessary.

This provides chain store companies in particular with an effective means of avoiding declines in sales, losses of customers, uncertainty or dissatisfaction while offering an ideal instrument to support change processes or market launches. At the same time, customers feel that they are being taken seriously and that their custom and opinions are appreciated.

This establishes closer ties with customers and improves customer satisfaction, leading in the long term to stable or improved sales.



### Technical data

- Console colour: cream white; stand with base: aluminium grey
- Dimensions incl. question display: h/w/d = 144 x 47 x 20 cm  
Total weight: 14.0 kg
- Display for A3 landscape format included; questions simple to formulate with PC
- Internal energy source for mobile use (D-cell batteries, running time approx. 2 years) and wireless data transfer method
- Automatic daily reporting service for collected data, web-based or by e-mail
- Individualised analyses and reports according to task area and management levels
- GSM Frequency Band: Quadband 850/900/1800/1900 MHz

# SWIFT AND SPONTANEOUS: CUSTOMER RESPONSES ON PRODUCT ACCEPTANCE OR SERVICE QUALITY

Whatever a business or company wants to know from its customers – HappyOrNot is able to provide the answers – any time, anywhere. Simplicity is the key: instead of time-consuming questionnaires or test purchases, HappyOrNot delivers evaluated results immediately.

The system is simple and effective: The customer answers the standard questions by pressing the appropriate smiley button. The device is always positioned in the direct vicinity of the service point concerned. The questions focus on individual requirements and/or are strategically interlinked. Integrating the results of such surveys into a company's business policy leads to benefits on many different fronts:

- Customer satisfaction
- Service quality
- Customer loyalty
- Staff motivation
- Market position and sales
- Image



How satisfied are customers with the availability of products ?

- 😊 Whatever segment HappyOrNot may be deployed in, product availability is always an important matter from the customer's point of view. And only satisfied customers will return.



How competent and efficient is the service?

- 😊 Quickly uncover possible failings in service quality – a key factor when it comes to customer satisfaction. HappyOrNot reveals precisely where and when improvements are required – whatever your field of business.



## What happens to the results ?

The data collected by HappyOrNot are transmitted and evaluated on a daily basis. Corresponding daily reports are supplied to the client by e-mail or online. These reports include graphs and analyses of trends, providing important indicators for business decisions. The timing, contents and reporting levels are defined by the client.



Is the new product a hit ?

HappyOrNot measures the acceptance of all types of products – from apples to automobiles. Whatever new items the client introduces, HappyOrNot provides for well-aimed and professional market implementation.

## Who benefits from HappyOrNot?

HappyOrNot is suitable for all areas of business in which it is important to know customers' opinions. As an ideal customer barometer, it remains in direct contact with customers throughout the opening hours of chain stores, retail outlets, service companies or catering establishments, its wireless design enabling it to be deployed wherever appropriate. There's no faster way of gathering and evaluating customers' views.

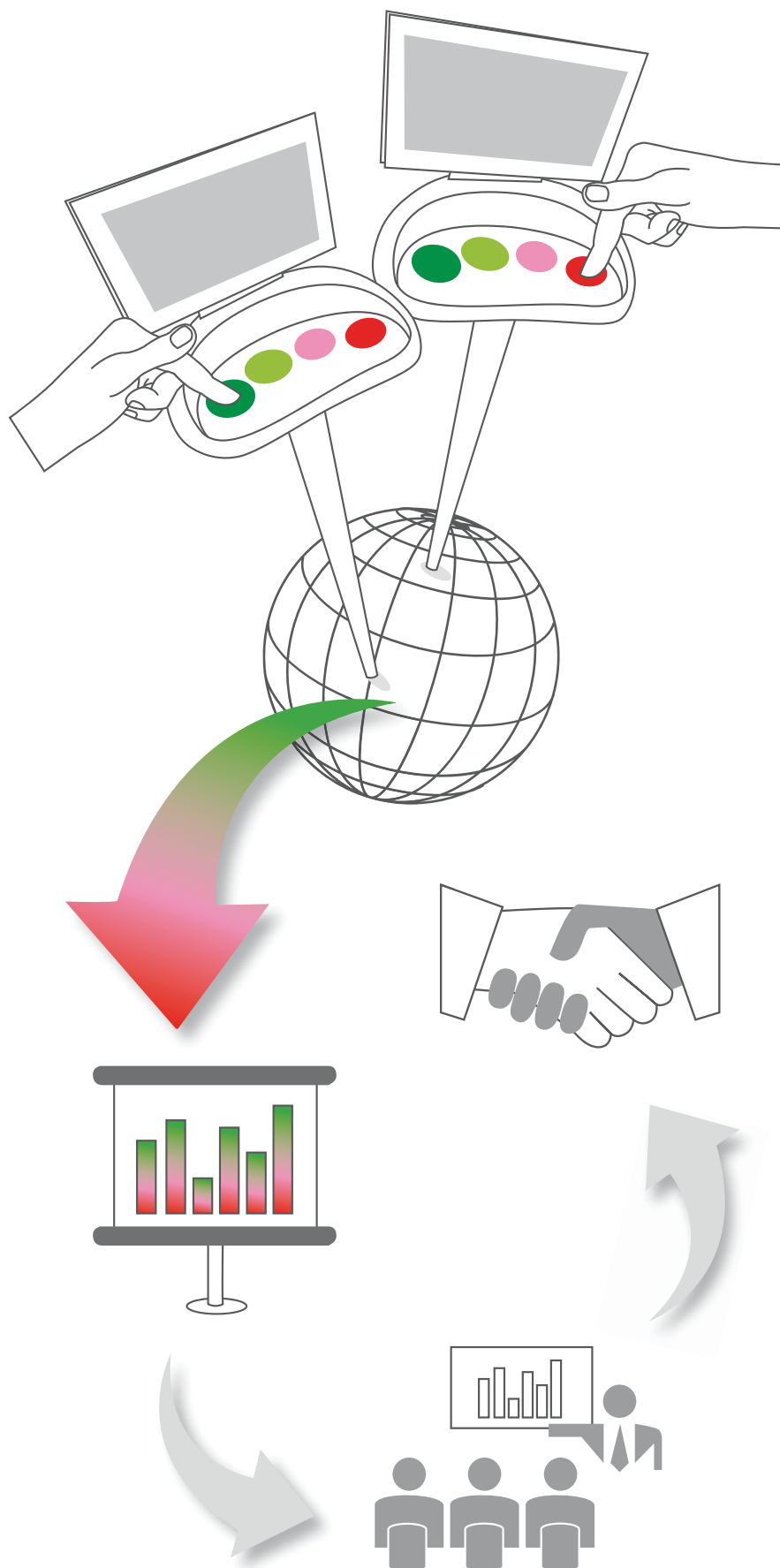
**METO**<sup>®</sup>  
Powered by **HAPPYORNOT**<sup>®</sup>

## How it works:

- The devices are installed at the desired service points.
- The customer answers the questions voluntarily, anonymously and spontaneously.
- Data transfer and evaluation take place on a daily basis.
- The client is informed promptly via the web-based reporting service.
- Necessary changes to improve customer satisfaction can be initiated swiftly at the retail establishment.

## The benefits:

- Simple and clearly comprehensible operation
- Company-wide data collection for enhanced service quality
- Improved customer experience and satisfaction
- Motivates staff
- Reveals potential for strengthening market position and boosting revenue
- Image-enhancing



METO®, a business unit of Checkpoint®, offers the global retail sector a great variety of innovative and highly cost-efficient labelling and sales promotion solutions. These include in-store communication and advertising, shelf management, merchandise identification and labelling and shopping convenience.

Over the past 50 years, METO has invented an ongoing succession of sales promotion and merchandise labelling solutions which define today's standard practice in the retail sector. METO develops solutions which are easy to handle and set up. As such, these solutions meet the requirements of a retail sector which faces constant change and which operates according to the motto: time is money. Solutions from METO help to ensure effective communications in all areas, from pricing through advertising to information on product origin, use-by dates or other details which play a role the sale of merchandise.

METO combines quality with durability and inspires retailers to communicate with their customers in an effective manner.

METO's success is due in part to its close cooperation with retailers, service providers and industry.

These partnerships enable us to continue developing innovative concepts for our customers.

**STORE-LEVEL  
COMMUNICATION**



**SHELF MANAGEMENT  
SOLUTIONS**



**ITEM-LEVEL  
COMMUNICATION**

