

[Mobile Voting]

Adikat Mobile Marketing

<http://adikat.ie>

Overview

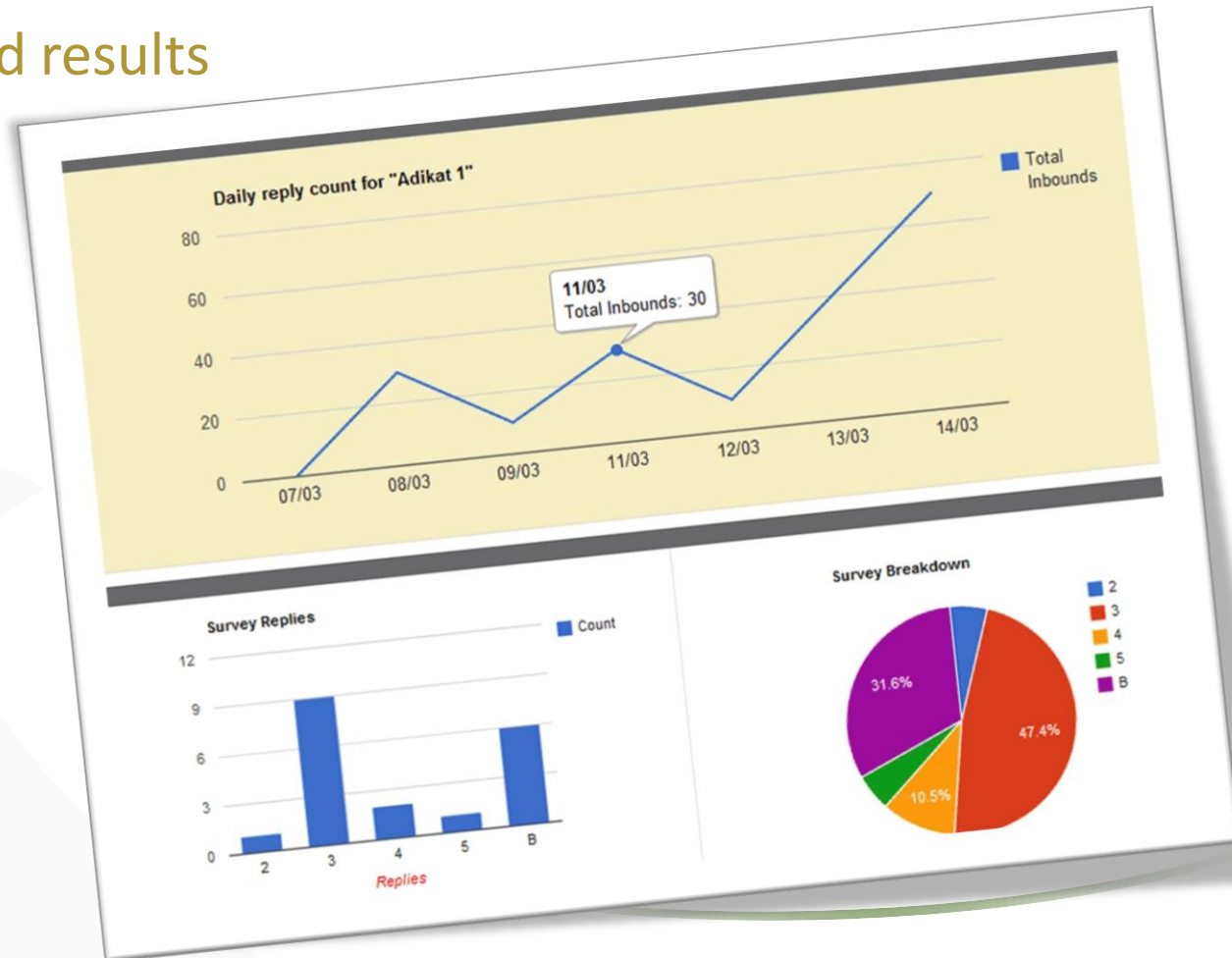
- Get instant feedback from customers
- Create a professional voting platform quickly and easily
- Access to real time dash board reporting
- Get an accurate reading of customer opinion

Benefits

- No apps to download, no software to install
- Shorter response times, shortens the compilation duration
- Real-time responses
- More cost-efficient than paper-pencil surveys
- Quick, easy downloading of voting results.

Reporting

- Graphical Reporting View
- Download results



Usage

Hotels

- Track the quality of your services in real-time
- Increase feedback ratio, decrease survey costs

Restaurants

- Increase loyalty, request customers to vote on which specials or desserts that they like the most

Retail

- Vote for the best Australian wine

A Bar, Club, or DJ

- Request a song, vote for favourite xxx

Step 1 – Create the Survey



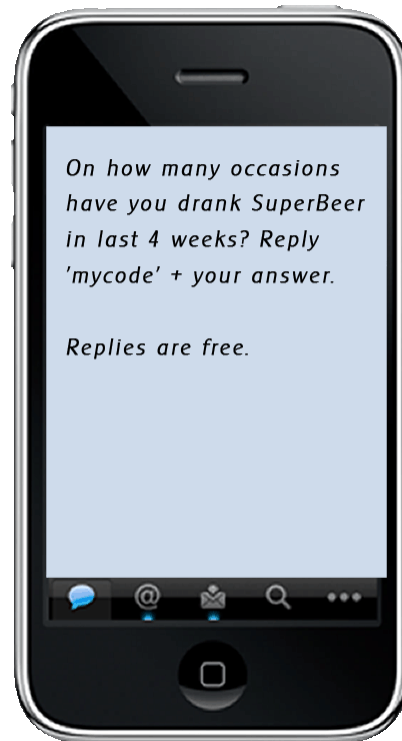
Title	End Date	Trigger Next	Trigger Survey	Reports	Active	Edit/Delete
Intro	23-07-2011	How Many	➔		✓	
How Many	23-07-2011	Drink Again	➔		✓	
Drink Again	23-07-2011	Thank You	➔		✓	
Thank You	23-07-2011	-- Select --	➔		✓	

[Add a Survey](#)



- Create a campaign and add your questions
- Set the trigger question, i.e. Question 1 triggers question 2
- Advertise the voting system in your place of business, newspaper etc... E.g. Text myshop + rating to 51444

Step 2 – Collect Replies



- Consumers free-text in their vote to a short code.
- Data is captured
- Next question is triggered
- Comments can also be requested

Step 3 – Analyse Results



- Replies are automatically assigned to the questions
- View graphical reports
- Download results in CSV format

Pricing

- Outbound texts: €0.04 per text
- Short Code + Software:

Plan	Monthly Fee	Inclusive Replies	Additional Replies
Survey 200	€73.50	200	€0.1050
Survey 500	€109.50	500	€0.1000
Survey 1000	€159.50	1,000	€0.0900
Survey 2000	€259.50	2,000	€0.0850
Survey 5000	€546.50	5,000	€0.0800
Survey 10000	€984.50	10,000	€0.0750
Survey 20000	€1796.50	20,000	€0.0700

All prices are exclusive of VAT

Example:

If you expected to receive 200 replies per month, you would purchase the Survey 200 package. Total cost would be €73.50 per month plus the cost of the outbound texts.

This would give you access to unlimited surveys, unlimited group set up and full reporting features.

Business Overview

- The system is run via Software as a Service (SaaS) , no software to download and maintain, no installations, everything is run online.
- Unlimited voting campaigns
- Secure & Compliant – We use 256bit online software and mobile numbers are double-encrypted. Adikat is registered with the Data Protection Commissioner and Comreg.

Get in Touch

Website: <http://adikat.ie>

Email: info@adikat.ie

Phone: 01 443 4262