

What's Trending Now? MVP's CustomerCount Text Search

Written by Australian Business

INDIANAPOLIS, IN, September 15, 2013 **/24-7PressRelease/** -- The CustomerCount online enterprise customer feedback management system now has even more capability to measure the quality of customer experience. Searching via key words and key phrases within Customer Count's online survey results, managers have the capability to access specific customer feedback from the already comprehensive system.

No longer exclusive to the hospitality industry, CustomerCount collects and measures customer feedback through branded, customized surveys formulated to measure the quality of the entire customer experience. No matter what the business sector, the Online Feedback System CustomerCount tracks and reports on customer experience transactions.

Mobius Vendor Partners, an Indianapolis-based company that provides business process design, management and performance improvement services to companies, associations and non-profit organizations developed the system for a major client and now makes the platform and services available to companies throughout the world. Chief architect of the program was Managing Partner Bill Morris.

Bob Kobek, President of Mobius Vendor Partners, a company which has been around for 14 years says "the recent addition of text capability means that listening to a customer is now even easier. For instance, a manager can type in "new reception area" to see if changes in the environment were positively or negatively received. Or, they may be able to type in a specific employee's name to track whether that individual is the object of great affection or scorn. With key word/phrase search the access of additional information is endless.

Says Kobek, "CustomerCount designs company or product branded survey communications that present questions that will maximize response rates and get you the information you need. Our robust reporting component supports 24/7 online access to real time customer feedback via reports customized to meet your business needs. CustomerCount is a web-based product, minimizing installation time and expense. Due to the innovative technological architecture of CustomerCount, ongoing updates to survey content, report formats and other features are easily and quickly accommodated."

CustomerCount is fully transparent to members, owners and guests. The process begins with Email invitations and reminders and continues through to on-line reporting and analysis 24/7. It may be customized for use by any business to measure the quality of customer experience.

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Mobius Vendor Partners, the developer of CustomerCount, is a fourteen year old business process design and management company specializing in servicing the needs of the timeshare industry. Mobius principals are active in ARDA, PACE and Loyalty360 through sponsorships and committee memberships. Follow their blogs at <http://www.customercount.com/blog/> or follow them on Twitter @CustomerCount or [facebook.com/CustomerCount](https://www.facebook.com/CustomerCount). For more information visit <http://www.customercount.com> or call 317-816-6000.

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