

## Some of our Clients:

- ANZ Bank
- Australian Customs Service
- AstraZeneca
- Australia Post
- AutoSalon
- Caravan and Camping Industry Association
- Chant Link
- Christian Resources Exhibition
- Eli Lilly Australia
- Exhibition and Event Association of Australasia



- Fast Fours Jamboree
- GlaxoSmithKline
- Haymarket Events
- Market Research Society of Australia
- Market Focus International
- Parents Babies and Children's Expo
- POPAI
- Primary Projects
- Tradevent
- The Arts Centre Melbourne
- Uplight Australia
- West Pennant Hills Sports Club
- Westwick Farrow
- Wyeth

TouchScreen Research is Australia's leading provider of touch screen data collection services. We collect data at some of Australia's largest events, and pride ourselves on our simple yet proven data collection formulas.

Touch screen data collection is recommended for two primary applications:

**1. Short-term surveys** - where specific target markets physically come together such as at:

- Exhibitions,
- Trade shows,
- Medical Conferences
- Shopping centres and
- Any public gatherings.



Touch screens are useful for collecting large quantities of surveys fast and extremely cost effectively.

**2. Long-term surveys** – where the target market comes to the customer's premises such as at

- Banks,
- Airport lounges,
- Hotels
- Vehicle servicing centres.

Touch screens can be placed on counters and points of sale or in waiting rooms, and are useful for collecting surveys quickly and easily as a sale is processed or while a customer waits for their service.

## Effortless collection of your data



- We take responsibility for all software, hardware & technical support.
- Use our people or your people or to invite participation.
- The software supports most types of questions, scales, logic and branching.
- Feedback can be consolidated live

and automatically across venues & machines.

- Keypads can be included for numerical and textual entry.

## Benefits to you

- Dramatically increase survey participation.
- Re-keying of data is not required.
- Results can be obtained live.
- Results are formatted for import into your analysis software.
- All at a fraction of the cost of other methods as most labour is eliminated.