



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: ComTec XPW*

- Collect demographic data from focus group participants including age, gender, ethnicity, marital status, etc.
- Ask qualitative and quantitative questions.
- Results can be cut by demographic groups for further analysis.
- Compare results of multiple sessions.



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