

---

# *nTouch*<sup>SM</sup>

*Customer Satisfaction Monitoring Systems*



How do you get insight into  
what your customers really feel?

---

*nTouch* puts you  
in touch with customers.

Now you can get ***fast, cost-efficient answers*** to how patients feel about your organization — with *nTouch*, the system that uses state-of-the-art touch tone / interactive voice-response technology to gather customer satisfaction data.

- Easy-to-use, with around-the-clock user convenience — for ***twice the response*** rate of mail surveys.
- Automated system — can be implemented at ***half the cost*** of most telephone-based surveys.
- ***Easy-to-customize*** — allows you to focus on *your* organization's specific requirements.
- ***Timely Feedback*** — helps you respond to your customers' opinions and needs.

**The bottom line:** Healthcare professionals told us what they wanted in a customer survey system — and we responded with *nTouch*, the system that delivers everything you asked for and more. With high response rates, moderate per-survey cost, speed of analysis, and flexibility of results, *nTouch* allows you to keep your hands on the pulse of your customers — and improve the quality of care.

*“nTouch is the best system I’ve used in 20 years of clinical practice. High quality data, timely information, easy-to-implement reports.”*

VP PATIENT CARE, VIRGINIA

*nTouch* allows you to open  
the lines of communication  
with your customers.



*“Our nurses can retrieve results from the web  
and immediately improve patient care”*

VP CLINICAL SERVICES, WISCONSIN

The survey that  
gets results.

*nTouch* achieves high response rates because it's easy and convenient to complete the survey — and offers respondents a valued incentive.

- **Invitation folders** are distributed according to a sample specification custom-designed for the organization. The patient receives the invitation at the time of service or through the mail.
- A customer who phones the toll-free number hears a **personal “welcome”** from your CEO followed by simple instructions for completing the survey.
- Typical surveys **take only 5 minutes** — with the customer responding to about 20 questions.
- After completing the survey, the system thanks the customer for responding and **activates the prepaid telephone card** included in the invitation folder.

**The bottom line:** *nTouch* makes it easy for customers to provide the timely feedback that will help you succeed in today's challenging environment.

*“A terrific way to take a survey.”*

CUSTOMER, AGE 67, VIRGINIA

Provides results in less than half the time of other data collection and reporting methods.



*nTouch* provides survey data in an easy-to-understand graphical format in just a few weeks — versus months of waiting for hard-to-interpret results.

*nTouch* is a strategic  
tool for improving  
customer satisfaction.



*“Verbatim comments are worth their weight  
in gold. Now we can turbocharge our  
customer service Rapid Response Team.”*

VP PLANNING/MARKETING, MARYLAND

Results you can  
put into practice.

*nTouch* provides timely results in a clear, hard-hitting graphical format that dramatically presents customer feedback. Information-rich reports can be easily incorporated into your quality improvement and management program.

- **Bar charts** show overall patient satisfaction.
- **Line graphs** display patient satisfaction over time.
- **nTouch Points** highlight service quality items that have increased or decreased to the greatest extent between reporting periods.
- **Answers** to a range of core and customized questions.
- **Verbatim responses** regarding suggested improvements and requests for personalized responses.

**The bottom line:** *nTouch* gives you the power to significantly improve customer satisfaction . . . and keep customers coming back.

*“We can add questions ‘on the fly’ to measure the impact of operations changes.”*

SENIOR VP, VIRGINIA

To learn more about how the *nTouch* approach can help improve satisfaction and service quality in your organization, please contact us.



Beacon  
Technologies  
LTD.

Beacon Technologies, Ltd.  
707 Skokie Blvd., Suite 190  
Northbrook, IL 60062-2836  
Phone: 847-509-1480  
Fax: 847-509-1118  
Email: [info@beacontechologies.net](mailto:info@beacontechologies.net)

Visit us on the web at [www.beacontechologies.net](http://www.beacontechologies.net)  
For an *nTouch* demonstration, call toll free: 800-595-6684.