



Capture and View Customer Data from the Field...*Instantly!*

Spot Customer Trends in Real-Time with DigiGAN Wireless Data Collection and Analysis Solutions

DigiGAN, the Digital Global Area Network company, is a complete solutions provider for *anytime, anywhere* information access. Using the latest wireless and Personal Digital Assistant (PDA) technologies, **DigiGAN** develops custom, enterprise-wide wireless solutions to help you both gather and analyze customer satisfaction data.

By taking advantage of the latest handheld computing devices coupled with wireless technologies, you can collect and analyze customer data instantly, direct from the point of action.

Now you can know where your current customers stand at all times, and what your new customers expect from products, services, and packages. By keeping your finger on the pulse of your customer base, you can service them the most profitably.

Take Surveys in Real-Time

We'll work with you to design targeted survey questions about your present or future offerings. The surveys are delivered to wirelessly enabled PDAs and CDPD devices, and a real-time synchronization conduit connects the data to your database. Customized reports and analysis capabilities can be accessed online via the Web

using a PDA, CDPD, WAP device, or a computer. Secure logons are created so only authorized users can view the data. Real-time statistics cut down market research time and increase ROI.

Grow smart, decrease churn by staying in tune with customer satisfaction

Besides collecting data in the field, our applications make it easy to connect to databases back home for retrieving information. Administrators can change questions or other content remotely at any time, and for any specific store or area.

Digital Document Management

DigiGAN specializes in transforming traditional data collection methods into robust applications that can run on Palm OS or Windows CE devices.

Application types include:

-  Surveys
-  Questionnaires
-  Statistical data collection
-  Field notes
-  Inspections
-  Medical—on-site or in field
-  Inventory



DigiGAN Wireless Solutions Offer

-  Real-time, point-of-purchase customer surveys
-  Enhanced Dispatch Capabilities
-  Inventory Analysis and Control
-  Wireless Database Access
-  Single-Line Phone Coupler for Voice Broadcast
-  Account Profile Reporting
-  Secure Smart-Card Access

It is easy to see the advantages of giving your mobile workforce a simple, lightweight device with a custom application to help them do their job. All the efficiencies add up to significant savings from the reduced errors, paperless systems, and speedy data entry.

But the real economies comes after the data is collected. Simply connect the PDA to your desktop and synchronize your data with your Oracle, Access, SQL, etc., server database. The robust functionality of **DigiGAN** applications allow you to easily manipulate and view this fresh data for analysis. Now you can stay on top of trends and totals with more accuracy than ever before.



Your Benefits

-  Know what your customers are thinking before you make decisions
-  Understand what customers they expect from products, services, and packages
-  Test consumer feedback on new products, to gauge potential
-  Gain the most statistically accurate data available from customers—as a captive audience at the point-of-purchase
-  Be confident that surveys are timely, relevant, and current

*Call or write **DigiGAN** today to discuss being directly in touch with your customers with a handheld wireless solution for real-time data collection and analysis.*

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