

Digi Customer Relations Questionnaire

The purpose of this document is to provide **International Nomads** with a basic outline to determine your Digi Sales Man marketing objectives.

If certain items are not applicable, please leave them out; however, please try to be as thorough as possible. Our goal is to fully understand your project requirements so we can provide the optimum solution and make your project a success.

We Recommend the Following:

1. Share this Questionnaire with your team members
2. Try and answer as many of the Questions as you can to help us understand your requirements
3. Don't hesitate to contact us for clarifications
4. Bring this form to the next meeting with **International Nomads**, or e-mail it to us at:
soh@in-multimedia.com and/or jm@in-multimedia.com

Contact Information:

Contact Name: Phone:
Title/Designation: Office:
Department: Ext:
E-mail: Mobile:

Project Type:

- New Digital Signage Solution Upgrade/Enhancement of Existing Solution
 Replacement Content Management & Creation

A Little Bit About You:

1. Name of Organization:

2. Type of Business:

- Manufacturer Hospitality Corporate
 Distributor Travel & Tourism Educational
 Service Banking Government
 Other: [Please specify] Retail

3. Do you have an existing marketing/communication objective for this year?

- Yes
 No

Understanding Your Goals & Objectives:

Branches & Locations:

1. How many branches are you going to install the Digi Customer Relations Solution into?
 - Only in one branch
 - 2 – 4 branches
 - 5 or more
 - If more, please specify how many
2. How many Units do you need to install within each branch?
 - 1 – 5 units
 - 5 – 10 units
 - 10 or more
3. In the case of many branches/locations, would you rather we upload and manage all content from only one location?
 - Yes
 - No
 - Onsite
 - Offsite

Screens and Installation:

1. What screen size do you prefer?
 - 42"
 - 52"
 - 62"
 - Other: [Please specify]
2. In terms of visual display, what type of frame are you interested in?
 - Frameless screens
 - Original screen frame
 - Customizable frame to suit with existing decoration

Content Creation:

Content Objectives:

1. What are the Primary objectives of the Digi Customer Relations content?
 - To promote your corporate
 - To improve Public Relations Activities
 - To increase public awareness of your corporate name, brand, identity
 - To gain an increase in sales
 - To make clients feel that you are close to them
2. How often will the content need to be updated?
 - Monthly
 - Quarterly
 - Annually

3. What is the number one key message you want remembered by visitors when interacting with your screen? [Please explain]

4. Will/can you provide the material needed to create content?

- Yes
- Some
- No, we need your help to create new attractive and targeted content

5. If yes/some material will be provided, what are they? [Select all that apply]

- Brochure[s]
- Artwork
- Video
- Other: [Please specify]

6. What language will the content be in?

- Arabic
- English
- Both

7. What content do you want in your Digi Customer Relations Solution? [Check all that apply]

- Information about the corporation
- Payment Facility
- Testimonials
- Complaints
- Articles about your corporate
- Contact Details, Location & Number of Branches
- Inquiry Forms
- Newsletter Subscription
- Job Vacancies
- Audio/Video
- Third Party Advertising [Insurance]

8. Does your company have a Corporate Guideline Manual?

- Yes
- No

9. If yes, can we have a hard and soft copy?

- Yes
- No

10. If no, do you have?

- An editable version of your logo
- Set corporate colors
- Set typefaces and fonts



11. Additional Considerations: [Check all that apply]

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> Content Management | <input type="checkbox"/> Video Player |
| <input type="checkbox"/> Database design/management | <input type="checkbox"/> Animation |
| <input type="checkbox"/> Animated Graphics | <input type="checkbox"/> Photography |
| <input type="checkbox"/> Audio Player | <input type="checkbox"/> Video Shoot |

If there are issues we did not address that you would like us to take note of, please elaborate in the space below.

Thank you for completing this questionnaire. Please print or save your answers, and send us a copy in order to contact you and set the next steps and meetings.

We appreciate your time and look forward to doing business with you!