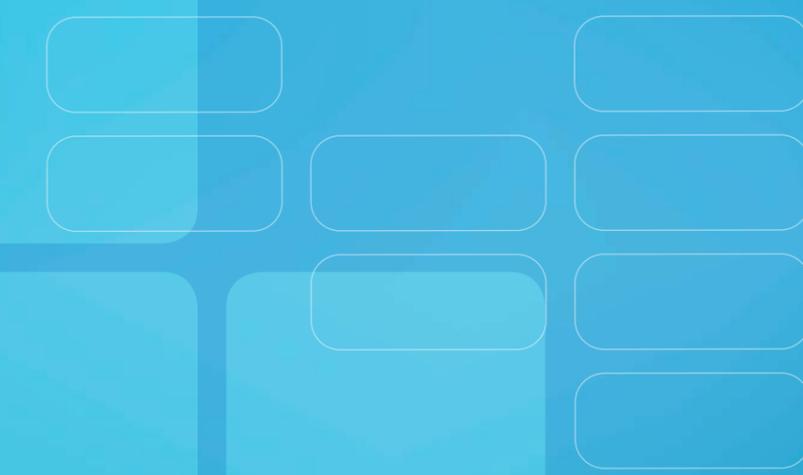


**13TEXT**

APPLIED MOBILE TECHNOLOGY



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**PUT YOUR SURVEY  
IN THEIR POCKET**

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TXT isn't dead...

It's biggr thn evr b4

Think abt it, it's never been more a part  
of our everyday lives

& it's here 2 stay...

**13TEXT**



## GET REAL OPINIONS IN REAL TIME

Imagine knowing what people think about your brand, product or service, in their own words, instantly.

HaveYourSay is paving new ways to gather feedback and survey answers from customers. It makes it easy to find out what your customers think and it's the only application of its kind in the world.

Customers can use Have Your Say on a landline or a mobile, and it uses QR codes, SMS or website link. You're essentially putting your survey in their pocket.

You'll receive the responses as audio files, providing a whole new level of depth that can't be gathered through online response forms or hardcopy surveys.

It also means that you're asking questions to people who want to take part in the survey, because they've already volunteered to provide feedback.

**Let's hear it!**

# HOW HaveYourSay™ TURNS ADS 2 DATA

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**1. The customer sees your feedback invitation in any media.**  
Direct Mail, TV ads, web site.



**2. The customer either scans a QR code or sends an SMS.**



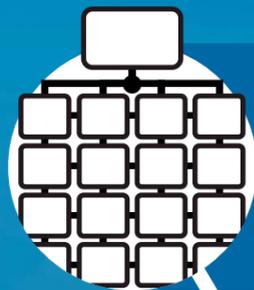
**Say what?**

For tech-savvy customers who use their smart phones on a daily basis, HaveYourSay is an easy way to get their opinion across. All they have to do is text or scan, then talk.

For you, it's a completely new way to gather real feedback from customers, the moment they choose to provide it.

It's a far cry from online or hardcopy survey methods. HaveYourSay allows customers to start the conversation with you.

**3. In seconds, HaveYourSay calls the customer back at the same time as connecting them to the survey application.**



**4. The application asks the customer your specified survey questions.**



**5. The customer answers the questions by speaking.**



**6. These answers are recorded and sent to you via email, straight away.**

