

CustomerCount® Selected by True Incentive for Research Survey

FT. LAUDERDALE, FL, USA, June 2, 2015 /EINPresswire.com/ -- [CustomerCount®](#) the online enterprise customer feedback system, has been engaged by [True Incentive](#), a Florida based company that provides direct marketing solutions with travel incentives, to measure information regarding B2B Marketing and Sales incentives among its clients, leads and prospects.

CustomerCount's branded, customized online surveys can be adapted to measure any universe from customers and prospects to members and employees. Through the use of innovative, technological architecture, CustomerCount® provides clients with ongoing customized updates to survey content. Report formats and other features are easily and quickly accommodated. Clients can view their data on most any handheld electronic device so data is easily accessible wherever the client may be.

According to Christina Lopez, Director of Business to Business Marketing for True Incentive, "we are measuring various categories ranging from geographic demographics to targeted marketing segments so that we can share insight on the impact incentives still has on increased business success

and to help our clients reach their customers. We will be making the results of the survey available to all participants and have a sense that the information gathered will be useful to all of us."



Christina Lopez

About True Incentive



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True Incentive, based in Fort Lauderdale, Florida, specializes in incentive-based direct marketing solutions to improve customer loyalty, brand awareness and revenue. Its programs are specifically targeted to its client's geographic, demographic and budget objectives. True Incentive's products include travel-based land vacations, airfare combination vacations, cruise vacations, cash back rebates and direct marketing solutions designed to give timeshares, travel clubs,

auto dealerships, retailers and direct marketers the competitive advantage when acquiring and/or maintaining consumer relationships. To learn more about True Incentive visit www.true-incentive.com.

About CustomerCount®

CustomerCount is a feature-rich, cloud based survey solution providing intuitive real-time reporting, fast turnaround on updates, and detailed and dynamic data gathering for process improvement and customer loyalty to improve your bottom line. It was developed and is still managed by Mobius Vendor Partners, formed in 1999 as a firm focused on business process design and management. Learn more and request a demo at www.customercount.com.

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