



**SMS affiliates with Interviewing Service of America  
and introduce superior**

**Customer Satisfaction Research to all Hawai'i corporations**

Consulting

Database Marketing

Economic & Social Impact  
Studies

Research

Training

SMS, a full service Hawai'i based research and consulting firm is pleased to announce its affiliation with Interviewing Service of America (ISA), a Los Angeles based international research organization ([www.isacorp.com](http://www.isacorp.com)). ISA opened in 1982 with a vision to deliver the highest data collection available. Today ISA has six data collection call centers (three in California and three international facilities).

"Our respect for ISA quality standards has encouraged this affiliation. This affiliation will provide ISA's exclusive customer satisfaction to our Hawai'i clients", said Hersh Singer of SMS.

In today's environment, customer satisfaction maintenance and improvement are critical. ISA has developed a low cost/high quality customer satisfaction measurement vehicle that has proven as nationally successful with Big Box retailers, hardware chains, large insurance companies, financial institutions, and restaurant chains. ISA's technology utilizes:

- **IVR = Interactive Voice Response** (Inbound Customer/Employee/Patient Satisfaction, Reminder calls, etc.)
- **IVR Hybrid** (Can be part of an integrated CATI outbound solution when combined with real Interviewer screening and transfer to pre-recorded surveys.)
- **IVR/Web Hybrid**

The unique aspects of ISA are not only methodology. ISA also includes an integration of local language, accents, culture, and tone. In addition, the methodology provides feedback to the client on a 24/7 basis so that immediate solutions can be implemented. In the retail market, ISA has demonstrated a direct link between customer satisfaction and "share of wallet". As an example, data demonstrated that an increase of one percent in customer satisfaction in a hardware retail environment increases sales by \$1.15 per transaction.

Which companies can most benefit from the ISA Customer Satisfaction work? All Hawaii companies can benefit. We expect the first companies to take advantage of this new economical customer satisfaction service will be companies with continuous customer interaction such as retail stores, automotive dealership, financial services and all companies with a call centers.

"We are excited to bring this exclusive service to the Hawai'i market. Our multi-million dollar investment in this technology cannot be duplicated in a market the size of Hawai'i -- so this affiliation provides a benefit to the market not available elsewhere", said Michael Halberstam, President of ISA.

The key benefits of our approach are:

- Response rates -- ISA's multi-mode approach ensures high response rate
- Data reliability is assured through a random sampling process that is NOT driven by the employee -- thus ensuring data projectability, plus process provides LARGER samples
- Costs per interview are **70 to 80 percent lower** than outbound personal interviews
- Multiple language research allows for higher participation rates among all ethnic groups

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**SMS Affiliations and Associations:**

Warren Dastrup – Kauai Affiliate  
Experian  
International Survey Research  
Interviewing Service of America  
Solutions Pacific, LLC  
Ka'ala Souza Training  
3i Marketing & Communications

- Instantaneous, 24/7 access to results provides management with immediate resolution to customer issues

For a demonstration contact Hersh Singer at SMS or Michael Halberstam, President of ISA (818-9891044 or [halberstam@isacorp.com](mailto:halberstam@isacorp.com)).

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