

### OBJECTIVE

The objective of Private Response™ is to provide a quick, effective, and cost-efficient way for companies to gather reliable, actionable insight from their customers through their internal private networks.

### CURRENT PROBLEM

Current methods for gathering consumer insight often provided limited information because customers must take the initiative to provide feedback and take surveys, limiting responses. This approach also skews results toward customers who are highly satisfied and those who are highly dissatisfied, as these people are the most likely to respond.

### Private Response™ — SERVICE DESCRIPTION

Private Response™ is a leased turnkey solution for companies with their own private networks such as ATMs. Such companies have the opportunity to collect key consumer insight information from consumers who are participating on their networks. Consumers will opt in to take short surveys. In exchange for their time, they are provided payments, coupons, awards, or services that are meaningful to them.

Companies with private networks such as ATMs already know their clients' key demographic, psychographic, and geographic information. As any marketer knows — not all clients are created equal. With Private Response™ you ask the right clients the right questions. Private Response™ also ensures the authenticity of the consumers' and their characteristics.

Consumer insight collected through a client's private network is both accurate and valuable. The time and effort associated with recruiting consumer insight participants is eliminated. Such recruiting costs typically make up a large percentage of the cost of consumer insight research.

Private Response™ also allows clients to identify specific consumers, consumer groups, bank branches, or times of the day or week where you would statistically have a better chance of pitching a new product or service to people who are most likely to be interested in it. Market Reader Pro™ is expert in consumer insight survey design and analysis.

The benefit of this approach to the consumer is that ATMs can be used to distribute award payments and coupons. A rewards program would, of course, increase participation among ATM users. The ATM is used to simultaneously collect information and distribute a reward.

### TECHNOLOGY

Market Reader Pro™'s technological and consumer insight resources will work together with clients existing extranets. At Market Reader Pro™ we have been developing and implementing new technologies including kiosks and banking solutions since 1993.

Our technological capabilities related to Private Response™ include:

- Business Intelligence technology's OLAP/MSX analytics
- Patent-pending award distribution technology
- Patent-pending 3D web animation technology
- SQL server 2005 64 bit enterprise solution
- XML, .net and HTML

### WORK PLAN

We perform a needs assessment and provide a statement of work or technical approach describing the service and deliverables provided to the customer. An implementation schedule and greater description of deliverables is included. If new hardware is being proposed, hardware descriptions are provided (the amount of detail depends on the customer's requirements).

### OUTSIDE RESOURCES

Market Reader Pro™ is a Ben Franklin Technology Partner's Portfolio Company. BFTP has been instrumental to fund the development of Market Reader Pro™'s technology. Additionally, Market Reader Pro™ has been a Microsoft® partner since 2000.

### FUTURE RESEARCH AND DEVELOPMENT

A second generation of Private Response™ would integrate active video with time-stamping providing visual information about the consumer who is answering the survey at the ATM. This would utilize currently existing ATM video cameras while protecting the privacy of the responder. Market Reader Pro™ is experienced in meeting the most stringent of security needs.

- Private Response™ provides a potential revenue stream for clients. Other companies can be allowed to display questions on your private network for a per-survey cost.
- Market Reader Pro™ will be pursuing a Microsoft certification for Private Response™.