

“ApplyNET Survey was undoubtedly a highly valuable contribution to our workflow- it saved us time and money. Not only were we able to successfully conduct our customer satisfaction campaign - we also found a convenient tool and great support that we will rely on again in the future. This partnership works.”

Svetlozar Petrov,  
Operations Manager, JobTiger.bg



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## Customer Satisfaction Survey for JobTiger

### The Situation:

JobTiger is the most popular portal for job search in Bulgaria, which has over 250,000 visits every day. It was established in November 2000 by the Bulgarian-American Enterprise Fund, with the purpose to become the most reliable partner for integrated Internet-based recruitment solutions in Bulgaria.

In November 2004 the company decided to evaluate its performance through a customer-satisfaction survey which had to be disseminated among all of its clients. Being an Internet company, providing services largely used by people with good computer skills, JobTiger needed a "modern" way to conduct such a survey. There were two additional requirements: first, the survey had to be user-friendly in order to encourage the respondents' participation; second - since the company has a significant number of clients, it needed an easy way to process the collected information.

### The Solution:

After careful market research, JobTiger selected ApplyNET Survey as a leading professional tool on the Bulgarian market. The company based its decision on several major factors:

- Using ApplyNET Survey permits the easy creation and filling out of a survey
- Timely support is provided
- ApplyNET Survey is time-and-cost efficient
- There is no need for technical skills in order to use it
- It allows users to create a custom design for each survey

Eastisoft conducted a brief training session for the Subscription-Hosted Solution of its product. JobTiger was immediately able to post its online survey, collect and evaluate its results.

### The Benefits the Solution Brought:

Implementing a customer-satisfaction survey using the ApplyNET tool, Job Tiger remained consistent in communicating with its clients via Internet. The company did not need to relocate human and time resources in order to launch the survey, and could focus on its main services instead. ApplyNET Survey saved the company a lot of time necessary for programming and processing the survey results. An additional benefit was that the results could be monitored in real time. In addition, JobTiger was also able to track how many people actually accessed the survey.

Bulgaria  
110 G. S. Rakovski Str.  
1000 Sofia  
tel.: (+359 2) 981 8885  
fax: (+359 2) 981 8885

USA  
1455 Tomahawk Drive  
Salt Lake City, Utah, 84103  
tel.: (801) 413 2914  
fax: (801) 907 7844

**Microsoft**  
CERTIFIED  
Partner

