

Resources - QTS- Knowledge Profile System

Key end benefit: *Access CRM's Knowledge Profile (QTS) enables clients to refine or enhance communications and marketing promotions based on critical information obtained directly from the target audience.*

With QTS clients can quickly initiate quizzes, tests and surveys through the Internet to evaluate reader comprehension. Questions can be designed to appear in a pop-up window or special format. Interactive features give clients the ability to re-test based on individual answers and refine until comprehension is at its highest level for that audience.