

## Moki Case Study: Touch&Tell

### ABOUT TOUCH&TELL

Touch&Tell is an innovative customer experience company that enables businesses to stay on top of their game and continuously improve their offerings through customer feedback. They use unmanned kiosks spread around various locations, which collect customer data 24 hours a day and can be monitored and controlled remotely. Businesses can track customer satisfaction levels in real-time, down to the hour, season, or even day of the week.

The organization collects customer contact information and feedback, allowing businesses to easily keep in touch with their customers to improve their offerings. Their devices provide a hands-off approach to managing customer information; no manual intervention is required for ongoing data collection.



Touch&Tell partnered with Moki because they needed one MDM solution that could support both iPad and Android tablets. Since October 2015, they have been using Moki's devices management services and have seen great success due to its user-friendly platform and robust MDM features, and device lockdown capabilities.

### CHALLENGE SOLVED: SECURING REMOTE TERMINALS WITH MOKI FOR TOUCH&TELL

Touch&Tell faced a challenge in controlling and locking down their physical terminals located at different locations. Initially, they were using Apple Configurator but soon realized it didn't provide them with the scalability and mobile device management (MDM) solution they needed.

That's when Touch&Tell engaged the help of Moki, who provided a service that allowed them to secure their devices with built-in features and enabled them to control their devices remotely. With Moki, Touch&Tell can control access to devices, monitor usage, manage updates and changes, and track activity on the device. Perhaps most importantly, the MDM solution allowed Touch&Tell to safeguard their devices from unauthorized use while giving them more control over their physical terminals.

Additionally, Moki allows Touch&Tell to view all device activity within their network to track where they are located and their battery charge and view updates and connectivity, among many other essential items. Moreover, using Moki's remote management features, Touch&Tell can also easily see what their customers see and control settings remotely with just a few clicks.

Moki's solution allows Touch&Tell to update their devices quickly and easily—including changing URLs or updating software—to keep customers' experiences up-to-date. This has enabled Touch&Tell to become more responsive and proactive regarding the customer experience, allowing them to collect valuable insight in real-time. Overall, Moki provides a secure and efficient solution for managing these devices that is both cost-effective and time-saving for Touch&Tell.

## HOW TOUCH&TELL LEVERAGES MOKI FOR TOTAL CONTROL

Touch&Tell is using Moki to help manage its 245 devices in about 200 unique locations. The team utilizes a third-party logistics (3PL) partner to prepare the hardware and tablet before sending them out to businesses—making sure they're ready for customer use. Thanks to Moki's platform, Touch&Tell can now monitor and manage its devices remotely, ensuring they are up-to-date with the latest versions and content, even when deployed across multiple locations.

Using Moki's dynamic MDM solution, Touch&Tell can now connect with their customers and gather pertinent data at the touchpoint. Through Moki's browser-based software and secure kiosk, Touch&Tell can display prompts, rating scales, and surveys for customers to provide feedback. Moreover, the tablets sent out by Touch&Tell are equipped with SIM cards that automatically upload results to a secure cloud where they can be accessed remotely.

With Moki at their side, Touch&Tell has experienced a streamlined process for setting up their devices, improved insights into usage and performance data, and happier customers resulting from an optimal customer experience.



## HOW MOKI'S ONBOARDING & SUPPORT SET UP TOUCH&TELL FOR SUCCESS

Moki's onboarding and support for the Touch&Tell team have resulted in a solid foundation that allows the company to leverage Moki's capabilities to their fullest extent. From Moki's smooth and comprehensive training to swift response times, Moki has truly gone above and beyond with its dedication to helping Touch&Tell succeed. They emphasize that the Moki support team is knowledgeable and always eager to answer questions, creating an environment of trust and collaboration.

Above all else, Moki knows that any issue with a device involving one of Touch&Tell's customers is theirs to solve, so they're quick on their feet in getting problems resolved promptly. In short, Touch&Tell has been impressed by the level of attention they get from Moki—for these reasons, they're thrilled to be partnered with such an invested and dedicated company!

**"Any time we've ever had any issues we've always gotten a quick response from the Moki team. It feels like their support really cares about our problems and how to fix them."**

Touch&Tell




## WHY TOUCH&TELL RECOMMENDS MOKI FOR A COMPREHENSIVE MDM SOLUTION

Touch&Tell has had a successful partnership with Moki. They appreciate the device lockdown and easy workflow control while getting quick responses to any issues they have. This goes both ways, as Moki values customers' feedback and puts effort into resolving their problems. The collaboration of both entities is ideal for obtaining optimal results.

Nowadays, Touch&Tell has been able to focus on other parts of the business thanks to their trust in Moki's services. Moving forward, Touch&Tell is looking into using Moki's API features to transition from a web-based system to an app. This is just one example of Moki's commitment to helping their customers succeed and why Touch&Tell highly recommends them—ensuring that their partnership continues to benefit all parties involved for years to come.



### TOUCH&TELL'S FAVORITE MOKI FEATURES

-  **DEVICE LOCKDOWN**
-  **REMOTE CONTROL OF DEVICES & KIOSKS**
-  **ABILITY TO VIEW DEVICE DETAILS SUCH AS BATTERY CHARGE, LOCATION OF DEVICE, AND UPDATES**

