



What do customers feel about my product / service?

How do i engage my consumers?

How do i motivate my employees?

How is my product/service rated by my customers?

Get answers to all these questions and more with
SUNORAY DIRECT LITE

What is SUNORAY DIRECT Lite

SUNORAY DIRECT LITE is a fully automated platform for you to connect with your consumers. SUNORAY DIRECT LITE helps consumers to dial in and participate in surveys, polls, contests and provide feedback. You can then hear the consumers' opinion and analyse results through our integrated reports suite. With Sunoray Direct Lite, you are assured a simple, flexible and seamless experience. And since it is offered on the 'platform as a service' mode, you can reach out to your consumers or employees without having to worry about high-end investments.

What can I do with SUNORAY DIRECT LITE?

With SUNORAY DIRECT LITE, you can create campaigns, increase your reach, track the effectiveness of your marketing material, inspire your employees, create employee and customer satisfaction surveys and engage with your customers. Our simple, intuitive interface helps you create and run your campaign within minutes of having an idea and make it available to target audience in a jiffy.

Wow! How do I do all of this?

Sign up with SUNORAY DIRECT LITE, set up your campaign, create your questions, choose from multiple voices, check how your campaign sounds, select your dial-in number and publish your campaign! That is how easy it is. You can also setup sub questions for greater insight and open ended questions to collect verbatim responses from your callers.



Sunoray Solutions Pvt. Ltd.

SALES AND MARKETING

Ad response

Select different numbers for your print advertisement, billboard or radio commercial. Track and measure the effectiveness of each of your campaign ads in real time.

HUMAN RESOURCES

Group Communication

Disseminate messages from senior leadership. Employees can call a number and listen to inspirational messages from the senior management. This is an incredible way of reaching out to a dispersed sales force which can even be updated with sales schemes, upcoming promotions and product launches.

Employee Satisfaction surveys

Set up an employee satisfaction survey easily. Employees can dial in and leave their feedback, Sunoray Direct Lite can also capture verbatim which will be of great use to HR teams to fine tune processes and increase employee satisfaction levels.

Employee Engagement

Employees can call in and participate in polls and contests. This will be on a 24 hour basis. These contests and polls can be used to test knowledge about products and processes. This is a great tool to increase employee productivity.

CUSTOMER INTERACTION

Customer Satisfaction Surveys

Sunoray Direct Lite can be used to set up customer satisfaction surveys. The dial in number is publicised in all promotional material, website, reminder notices and other communication sent to the customer. Feedback received from customers is available in real time which enables companies to take quick action.

Customer Engagement

Customers can call in and participate in polls and contests. This will be on a 24 hour basis. These contests and polls help in increasing engagement with brand and increase loyalty. Sunoray Direct Lite can be used as a powerful brand building platform.



**DON'T WAIT
CALL US
NOW!**

Sunoray specializes in crowd sourcing solutions, designed to help businesses connect directly with their employees and customers using the simplest interface – speech.