

## Boston Coach Utilizes New Mobile Web App from On The Spot Systems to Ensure Superior Quality of Service



**BOSTON, MA (04/28/2010)(readMedia)**-- ON THE SPOT SYSTEMS CEO Geoff Palmer today announced that BostonCoach, one of the country's leading providers of chauffeured ground transportation, has chosen the SURVEY ON THE SPOT mobile customer survey application as a platform to gather client feedback. Providing instant access to customer opinions, SURVEY ON THE SPOT enables businesses like BostonCoach to gather information from customers on their iPhones, smartphones and the web.

"We are thrilled to be working with BostonCoach," said Palmer. "SURVEY ON THE SPOT will enhance BostonCoach's efforts to gain insight into the needs of its clients, which is critical in the service business."

As a service-focused company, BostonCoach recognizes the importance of quality customer service and therefore considers it a priority to respond to client feedback. SURVEY ON THE SPOT will help BostonCoach reach its service goals by allowing the business to receive service and satisfaction insights directly from the clients while they are experiencing the service in the company's vehicles.

"The thoughts and opinions of our clients are extremely important to us," said BostonCoach President and CEO Larry Moulter. "We are always eager to gather and learn from client feedback. The SURVEY ON THE SPOT mobile survey application enables us to engage our clients in real time and use their insights to provide client-focused, best-in-class service."

SURVEY ON THE SPOT provides BostonCoach clients with easy access to a questionnaire that allows them to post comments and photos about their BostonCoach experience. The survey is available as a free iPhone application and can also be accessed on Blackberry devices and other smartphones by visiting HYPERLINK "<http://www.surveyonthespot.com>" [www.surveyonthespot.com](http://www.surveyonthespot.com) on a mobile web browser.

### **About BostonCoach:**

BostonCoach operates sedans, limousines, vans, SUVs, business-class vans and motor coaches for transfers, group transportation and road show services. With superior technology and customer service, BostonCoach assists corporate clients with the comprehensive management of corporate transportation programs and event services across six continents, nearly 40 countries and thousands of cities in more than 300 markets.

### **About On The Spot Systems®, Inc.**

On The Spot Systems® provides mobile solutions for companies that believe better data leads to better business performance. The Company's mobile data collection technology helps businesses gain advantage in the marketplace by providing them with location-specific data that makes a difference in real-time. On The Spot Systems' primary offering, Survey On The Spot®, enables service-focused organizations to capture cost effective in-the-moment customer and employee feedback by utilizing digital tablet and smartphone technology.

Published article: [Available From Read Media](#)