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Responsetek, Intuwave partner to deliver smart-phone EBM solution

06/10/2004 by **Leigh Phillips**

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Canadian experience-based management (EBM) solutions provider ResponseTek Networks and UK-based mobile software developer Intuwave announced yesterday a partnership to deliver an EBM solution to wireless devices through smart-phone technology.

The ResponseTek-Intuwave relationship will allow handset manufacturers and mobile operators to leverage the capabilities of advanced smart-phone technology to collect customer information and other handset data for customer relations management purposes. ResponseTek's solution will be embedded in the handset allowing consumers to provide feedback at anytime while also allowing the manufacturers or operators to proactively send an invitation to the handset to garner feedback from consumer.

Syed Hasan, President and CEO of ResponseTek said: "As more consumers begin to use smart-phones, our alliance with Intuwave allows us to extend this capability to mobile operators to connect with their customers and gain insight through the handset"

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Leigh Phillips

Leigh Phillips, DMeurope.com editor-in-chief, is a technology journalist whose work has appeared in a number of print and online publications in Canada, Europe and the United States.

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