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## IBS Launches New Customer Feedback Site

**DECEMBER 29, 2011, OAKBROOK, IL**

Interactive Business Systems, Inc. (IBS) has developed and launched an intuitive new customer feedback site for Hungry Howie's Pizza & Subs, Inc. This public facing site allows customers to provide store-specific feedback to Hungry Howie's locations via the internet.

IBS developers used Microsoft SharePoint as the development platform, and the system was integrated into Hungry Howie's back end business systems.

The customer feedback system went live in November, and allows store owners and managers to directly access customer feedback and respond promptly without the added hassle of going through corporate, unless requested by the customer. Corporate is notified if a store does not respond to customer feedback after a specified amount of time.

The site allows a new level of customer service. Customers now have the ability to provide feedback directly to their local store, and Hungry Howie's now has the ability to respond to customer feedback quickly.

Based on customer input, emails are automatically generated and sent to the specified store. The email includes a link with a unique encrypted URL query string that details the customer's feedback. The encrypted query string prevents entering random ID numbers to gain access to other feedback, allowing the site to remain publicly facing with minimal concern for malevolent tampering.

### **About Interactive Business Systems, Inc.**

IBS, Interactive Business Systems, Inc., is a technology solutions and staffing company known for achieving business objectives through technology excellence. IBS attains excellence in IT solutions and staffing delivery using our proven software development methodology and rigorous requirements gathering. To learn more about how IBS supports the challenges, timeframes and budgets of any organization, visit [www.ibs.com](http://www.ibs.com).

**About Hungry Howie's Pizza & Subs, Inc.**

Hungry Howie's, headquartered in Madison Heights, Michigan, is one of the largest pizza franchises in the country, operating over 564 locations in 22 states.

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