



**FOR IMMEDIATE RELEASE**

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**SCANTRON ANNOUNCES QR CODE SURVEY DISTRIBUTION CAPABILITY FOR ALLIANCELINK™ FINANCIAL SOLUTION FOR BANKS AND CREDIT UNIONS**

*COMPREHENSIVE CUSTOMER AND EMPLOYEE ENGAGEMENT SOLUTION'S QUICK RESPONSE (QR) CODE SURVEY DISTRIBUTION WILL EXPEDITE DELIVERY OF CRITICAL INSIGHTS TO FINANCIAL INSTITUTIONS*

EAGAN, MN (July XX, 2011) – Scantron Corporation, the survey and data management solutions leader, announced today that its AllianceLink™ Financial product now offers Quick Response (QR) code survey distribution. AllianceLink Financial is a comprehensive account holder and employee engagement survey solution developed by Scantron Survey Services specifically for financial institutions (FIs); its purpose is to help banks and credit unions better manage their internal and external customers' experiences. The Quick Response technology enables account holders to scan a displayed QR code with their smart phone that will either dial into a phone survey or open a mobile survey immediately following a transaction.

Using the QR codes will allow a financial institution subscribing to AllianceLink Financial to gather immediate feedback from an account holder. These insights are critical to an FI facilitating immediate action to reinforce or improve upon its interaction with a customer or member. Additionally, QR codes may be used to complement existing survey distribution methods in order to increase response rates; for example, QR codes can be printed on teller receipts, paper surveys and posters. Information regarding the survey, location and the transaction contained in the QR code facilitates analysis and enhances customer segmentation of the results.

The use of QR codes is growing across industries because of its ability to deliver targeted mobile content. Taking a picture of the Quick Response code requires a QR code reader application (app) installed on the smart phone. Several smart phones already have a QR reader; others have free readers available through a smart phone app store.

“Gathering feedback from account holders to measure, monitor and improve the customer experience is critical in today’s highly competitive financial industry.” said Sherrie Riley, vice president of Sales for Scantron Survey Services. “We are proud to offer innovative, seamless multimodal capabilities to our clients that quickly provide them the data and insights they need to improve the customer experience. It’s also quick, easy and fun for the respondents to use.”

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**About Scantron**

Scantron's Commercial Business Group ([www.scantron.com](http://www.scantron.com)) is a leading and trusted source of data capture, decision support and technology support services for commercial and government entities. Its expertise is in delivering difficult-to-capture data and technology support services that are critical to risk mitigation and organizational growth. Scantron serves more than 9,000 customers through in-house and outsourced service models. It uses leading multi-modal data collection, survey design expertise, assessment, analysis, and professional consulting to provide powerful and proven solutions that are delivered with comprehensive value-added services and support. Scantron Corporation is an indirect wholly owned subsidiary of Harland Clarke Holdings Corp., which also owns Harland Clarke Corp. and Harland Financial Solutions Inc.

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