

Justellus Offers an Alternative to Surveys

New Data as a Service Company Looks to Modernize Customer Feedback



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BOSTON, MA, June 5, 2012 – Award-winning social media veterans Mark Wallace and Derek Showerman have announced the launch of their new company [Justellus](#). Justellus is a web service that allows customers to submit feedback about their favorite companies in seconds and then provides that feedback to the companies for free.

As marketing and analytics, big data, and social media continue to gain traction, Justellus looks to revolutionize the way [customer feedback](#) is both given and received. For years, the primary interaction most companies have had with their customers has been through the use of quarterly or annual surveys. According to Mark Wallace, Founder and CEO of Justellus, the practice of surveying is becoming increasingly frequent and invasive to consumers and costly to companies.

“People can no longer go to a store, visit a web page, or enjoy an evening at home without being bombarded by survey requests,” explains Wallace. “Our goal is to eliminate the need for those pesky surveys and drive [customer satisfaction](#) by providing consumers a place where they can voice their suggestions in a quick, fun, and rewarding way.”

The way it works is a consumer submits constructive feedback about a company through Justellus in just seconds; the consumer can provide as much or as little detail as they desire. With each submission, the consumer will be given a vote as to which charity Justellus should donate to during that given month. The consumer will also be eligible to earn points and badges with each successive submission. Companies who are registered with Justellus can begin accessing this constructive feedback immediately. In addition, Justellus is finalizing a Data as a Service (DaaS) offering to help registered companies manage all the feedback while delivering additional insights to key organizational stakeholders via an intuitive dashboard.

“Over 40% of online users follow a brand; 95% of Facebook wall-posts directed to specific brands go unanswered,” states Wallace. “We bridge that gap by connecting fans with feedback to the companies who really value their influence and insights. It is in this regard that we feel Justellus can add significant value for all stakeholders.”

Companies affiliated with Justellus will have a “Justellus Brand Fan” seal on their corporate website to denote their dedication to customer satisfaction.

About Justellus:

Justellus is an online Data as a Service (DaaS) company that is focused on advancing the customer-company relationship by simplifying the way in which consumer feedback is both given and received. Justellus lets insightful customers play a role in the progression of their favorite companies by providing a quick and easy way for sharing feedback. That valuable feedback is then made available to registered companies through an easy to use dashboard. Justellus is a privately-held company based in the MetroWest area of Boston, MA.

PR Contact:

Rian Murray

Public Relations Team

rmurray@inspiredblarney.com

Justellus, Inc.

info@justellus.com

To see the official Press Release, [click here](#)

EPA RRP Rule Continues to Recognize LeadCheck® Swabs

Market Leader in Instant Lead Detection Continues Fight Against Lead Poisoning



“This process has given us greater reach to accomplish our goal and allows us to provide contractors with a low cost, easy to use, and accurate test kit to help them remain in compliance with this important rule.”

NATICK, MA (PRWEB) July 27, 2010

Hybrivet Systems, Inc. announced that its flagship product, LeadCheck® Swabs, has maintained its status as one of only two [EPA-recognized lead test kits](#) under the Renovation, Repair, and Painting Rule (RRP). The rule was put into effect April 22, 2010 in an effort to promote lead-safe practices, something that Hybrivet Systems has been passionate about since their founding in 1987.

“For over 20 years, our goal has been to dramatically reduce lead-poisoning, especially in children where the effects are most severe and permanent,” said Dr. Marcia Stone, Hybrivet President and inventor of LeadCheck®.

After recent EPA testing procedures on LeadCheck® and other manufacturer-submitted kits, results were released to the public on Thursday, July 22nd. There it was determined that no new lead test kits met the stringent criteria, and that LeadCheck® Swabs will continue to play a central role in combating lead-poisoning under the [RRP Rule](#).

“This process has given us greater reach to accomplish our goal and allows us to provide contractors with a low cost, easy to use, and accurate test kit to help them remain in compliance with this important rule,” said Stone. “We’re also excited about the opportunity to help the states that are administering their own lead program, including our home state of Massachusetts.”

About Hybrivet Systems

[Hybrivet Systems](#) offers a series of instant-read detection kits for the sole purpose of protecting the public from dangerous contaminants and toxins. LeadCheck® Swabs have been featured nationally on Oprah and Dr. Oz, and in prominent news publications such as Newsweek Magazine, USA Today, The New York Times, and The Boston Globe.

