PEOPLE POWERED, INSIGHTS DRIVEN.

Turn customer feedback into business intelligence your teams can see, trust and act on.

CustomerCount® by Mobius Vendor Partners → CustomerView® by Mobius Vendor Partners → PitchEQ™

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MODERATED BY

Bob Thompson

IT Strategist – Mobius Vendor Partners

YOUR PANEL.



Bob Kobek

PRESIDENT & CEO, CUSTOMERCOUNT & CUSTOMERVIEW

President and chief executive since 1999; designed 150+ customer-service and marketing programs.



Lisa Kobek

EVP CLIENT SERVICES & OPERATIONS, CUSTOMERCOUNT & CUSTOMERVIEW

Clients' primary point of contact, from survey design and fielding to data analysis and reporting.



Dr. Simon Crawford-Welch

CEO & CO-CREATOR, PITCHEQ

Former professor; President & COO of major resort organizations including Diamond Resorts International; Founder & CEO of The Scale Up Company.

“Can you help me solve a problem I'm dealing with right now?”

That's the question you came in with. It's the only one this hour is about.



THREE SITUATIONS YOU'LL RECOGNIZE.



"Every reservation, there's an issue."

Where did the process break down, and what should the team do differently?



"What exactly is the complaint?"

How did we not know about that issue?



"The price is too high."

Budget issue, or did we fail to explain the value?

CustomerCount by Mobius Vendor Partners | CustomerView by Mobius Vendor Partners | PitchEQ

“Every reservation, there's an issue.”

Scenario one. Your member has tripped three times and had issues every time. Now they're at risk of not paying their annual dues: three trips, no solution, and the feeling that nobody is listening.

THE REAL QUESTION

Where did the process break down, and what should the team do differently to create a better trip for the member?

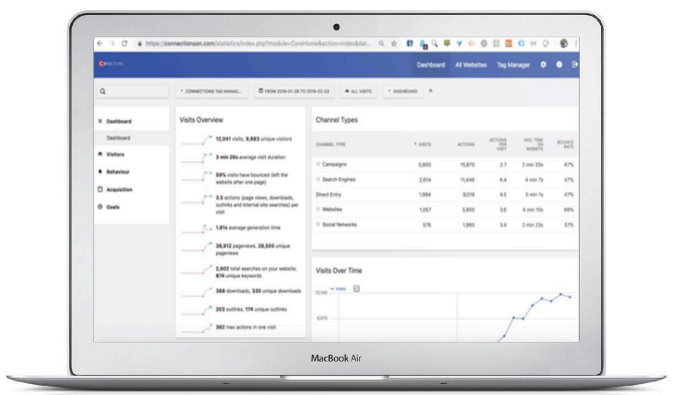


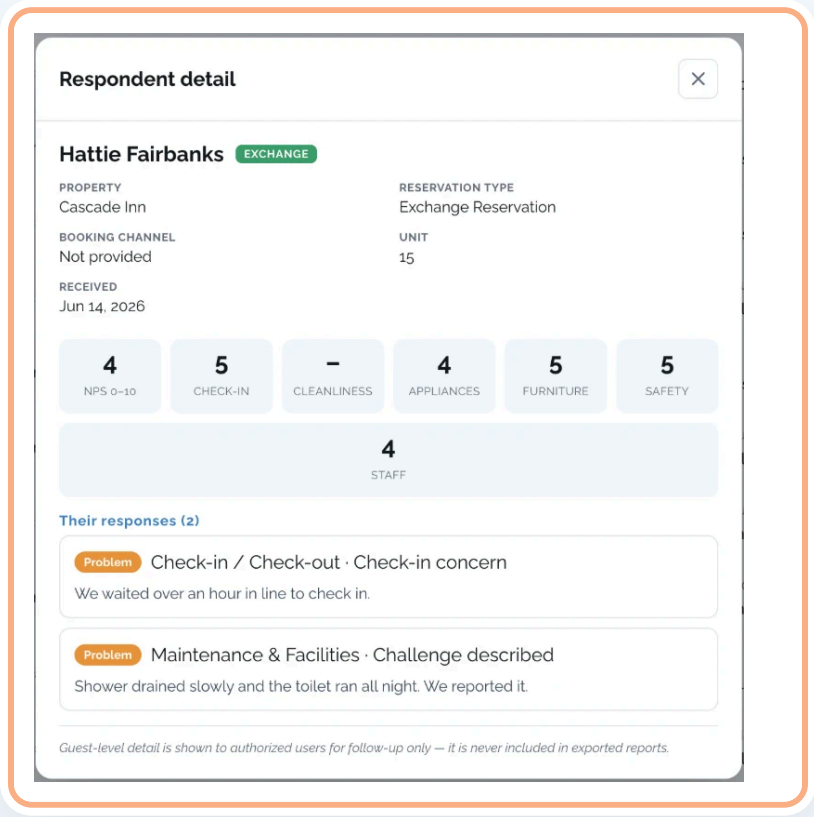
Management hears it the same day.

A notification goes to management when a score lands at 0–6, or whatever threshold the client chooses, by email, with the member's comment attached. Nobody has to go looking for it.

EXAMPLE ALERT

Score: 3 of 10. Comment: *"Three trips, three problems. The unit wasn't ready, then the pool was closed, now the key card failed."*





It's one hand-off, not everyone.

CustomerView flags the comment as Negative, tags it as an unresolved issue, and surfaces every negative comment for the team to work through and reach out. The pattern shows it's concentrated in one location and one hand-off, not everywhere.

EXAMPLE PATTERN

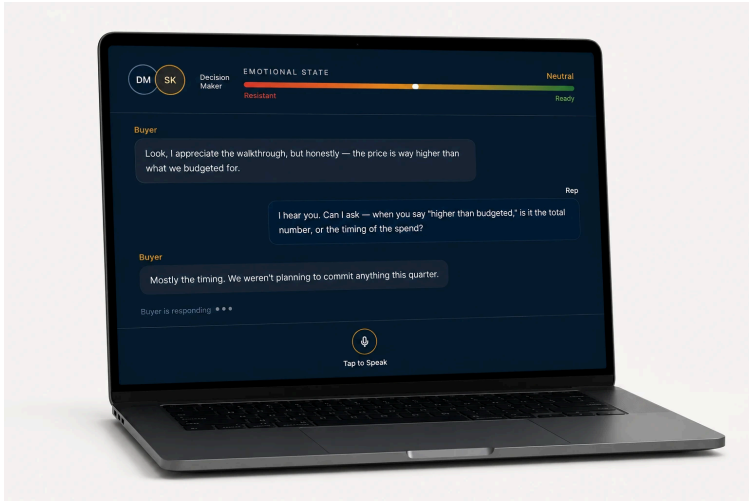
Unresolved-issue comments: 71% from one department across the member's three stays.

Rehearse the customer who's already had enough.

The member who has had three bad trips is also the owner your rep will meet at the next update or renewal. PitchEQ lets that rep rehearse with a lifelike AI customer who opens with the history, pushes back, and reacts like a real buyer, so the mistakes happen in private and the rep walks in ready.

EXAMPLE SIMULATION

Owner with an open service issue, renewal conversation. Behaviors: acknowledge first, resolve before you present, then the offer.



The answer: the process broke at one hand-off, not everywhere. The team knows which comments to work through today, and the rep who meets that member next is ready.

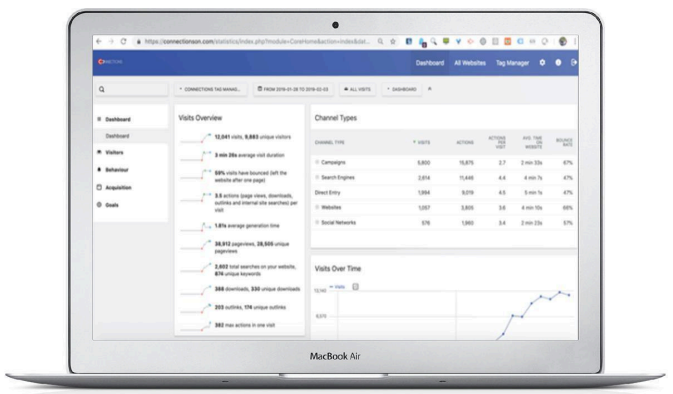
“What exactly is the complaint?”

Scenario two. Budget season. Renovate the units, retrain the desk, or fix check-in? Where should the money go first?

THE REAL QUESTION

How did we not know about that issue?





Every stay gets a survey.

After checkout, CustomerCount asks about the stay area by area, and lets guests say the rest in their own words.

EXAMPLE RESPONSE

Overall 4.1 of 5. Comment: *"Beautiful location, lovely staff, but the sofa and the shower need replacing."*

The unit drives the complaints, and only at two resorts.

CustomerView classifies every comment (Positive, Mixed, Neutral, Negative) and tags it by topic. The unit (furniture, flooring, working order) scores lowest and carries the most Negative comments, concentrated in two resorts; staff and location score highest everywhere.

EXAMPLE PATTERN

Unit-condition comments: 38% of all Negative comments; two resorts account for 60% of them.



Rehearse the complaint before the pitch.

Guests who complained about the unit still sit down for an owner update. PitchEQ puts those real complaints in the mouth of a lifelike AI customer who pushes back and asks the hard questions, so reps practice acknowledging them with empathy before they reach the offer, and convert instead of losing the room.

EXAMPLE SIMULATION

Owner raises the worn furniture at the start of an update meeting. Behaviors: acknowledge, show what's changing, then the offer.

The answer: spend on the two resorts where the unit drives the complaints, and make sure the people selling to those guests know it before they sit down.



“The price is too high.”

Scenario three. A tour ends. No sale. The survey goes out that evening.

THE REAL QUESTION

Is it really a budget issue, or did we fail to explain the value?

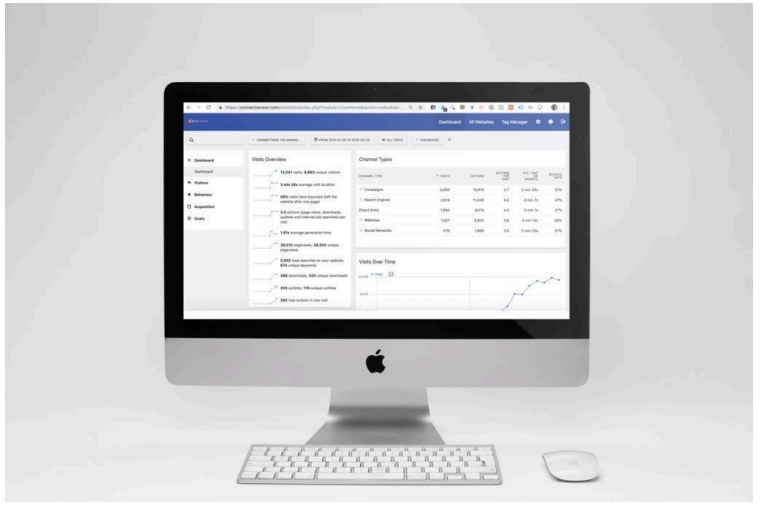


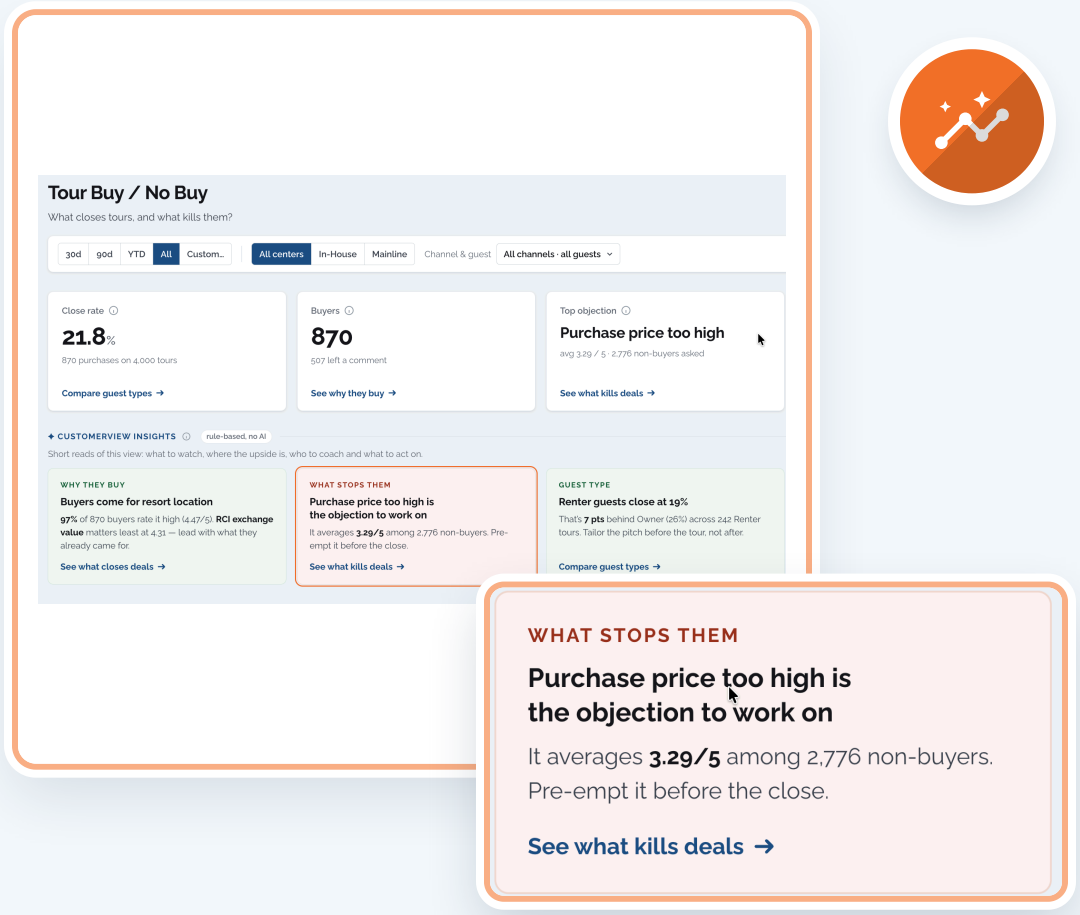
The survey asks why.

After the tour, CustomerCount asks the guest why they didn't buy, and lets them say it in their own words. A low score reaches the right person the same day, not at month-end.

EXAMPLE RESPONSE

Reason: *Purchase price too high.* Comment: *"Knowledgeable and professional, but they rushed me once pricing came up."*





Price objections cluster. That's the tell.

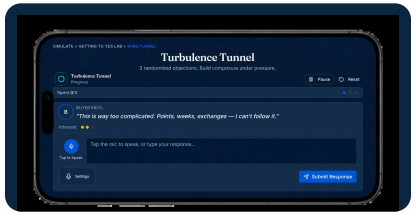
CustomerView shows the price objections aren't spread evenly. They cluster by rep and by guest type, and the comments say "rushed" more often than "can't afford." That's a value-explanation problem, not a budget problem. Rule-based: the same data gives the same answer every time, and every number traces back to a response.

EXAMPLE PATTERN

Price objections: 44% of no-buys for two reps, 18% for the rest. Top phrase in the comments: *rushed once pricing came up.*

Rehearse the value conversation.

PitchEQ builds the price objection into a lifelike AI customer who pushes back the way real guests did, in their own words. Reps make their mistakes in private and walk in ready to explain the value instead of defending the price.



01

Practice

A rep opens PitchEQ on their phone and talks to a realistic AI buyer — one that hesitates, pushes back, and objects like the real thing.



02

See what happened

The moment it ends, PitchEQ shows where the conversation turned: what landed, where it slipped, what to do next.



03

Coach what matters

Managers see exactly where to help — with evidence, not guesswork.



04

Repeat

Reps run it again until the right move holds up under pressure. The skill sticks.

The answer: it wasn't a budget problem. The value conversation was rushed, for two reps, with new prospects. That's fixable this month.

HOW THE THREE FIT TOGETHER.



CUSTOMERS SPEAK
Surveys, scores, comments, reviews

CUSTOMERCOUNT CAPTURES
Measure the now

CUSTOMERVIEW SHOWS THE PATTERN
Analyze the what

PITCHEQ TURNS IT INTO PRACTICE
Impact tomorrow

LISTEN AGAIN
Measuring results closes the loop and starts the next one

Collect feedback → Analyze trends and sentiment → Identify opportunities → Take action → Measure results

The value chain underneath all three

THREE PRODUCTS. ONE PATH.

CustomerCount by Mobius Vendor Partners

MEASURE THE NOW · LISTEN

A cloud-based feedback management system from Mobius Vendor Partners. Tested, proven and reliable since 2007.

- Branded, customized online surveys in 40+ languages
- 24/7 online reporting, with 70+ report templates across the platform
- Email alerts on pre-determined actionable items

mobiusvp.com

CustomerView by Mobius Vendor Partners

ANALYZE THE WHAT · VISUALIZE & UNDERSTAND

Business intelligence from authenticated survey data. Comments become themes, themes become insight. People powered, insights driven.

- Rule-based insights: what to watch, where the upside is, who to coach, what to act on
- Sentiment from open comments: positive, mixed, neutral, negative
- Guest, Sales, VoC (contact center) and Reputation Intelligence

customerviewbi.com

PitchEQ

IMPACT TOMORROW · PRACTICE

The first sales simulation platform built on scientific behavioral modeling. Practice your toughest conversations before they happen.

Not just an avatar. A behavioral engine.

- Lifelike AI buyers that hesitate, push back and object like real customers
- Reads the Buying Line, Client Geometry and Emotional Drift as the conversation happens
- Coaching after every session, plus a manager view of who is ready

AI provides the conversation. Behavioral modeling provides the realism.

pitcheq.com

"Customer feedback moves from reporting into rehearsal."
Dr. Simon Crawford-Welch, CEO & Co-Creator, PitchEQ

"PitchEQ is the perfect example of how data talks to create real customer insight."
Bob Kobek, President & CEO, CustomerCount and CustomerView

GETTING STARTED IS EASIER THAN YOU THINK.

Fully hosted

No IT build, no added staff, no long-term contract.

In your brand

Mobile-first surveys in your logo and colors, in English and Spanish.

Alerts from day one

A low score reaches the right person in real time.

Listening since 1999

70+ report templates across the CustomerCount platform, in 40+ languages.

Affordable, accessible, convenient: start with one program, one survey and the issue you brought us today.

BRING US ONE ISSUE.

Stop measuring the problem. Start solving it. Bring us one customer issue you're struggling with, and let's talk through what you can do about it.

webinar.thecvmethod.com

Bob Kobek · CustomerCount & CustomerView · BobKobek@MobiusVP.com · 1-317-201-8424

Dr. Simon Crawford-Welch · PitchEQ · simon@PitchEQ.com · 1-407-885-5545

SCAN TO BRING US YOUR ISSUE

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