



For Immediate Release

Contact: Doug Pace

813-288-2633

info@surveyafterwords.com

AfterWords to Present at BlueStar's VARTECH 2017

Tampa, FL (September 6, 2017) – [AfterWords](#) announced today that it will be presenting at BlueStar's VARTECH 2017. VARTECH 2017 is an annual event held by BlueStar, a leading distributor for solutions-based products that includes RFID, Auto ID, POS, Mobility, Software and Digital Signage. The event provides a forum for BlueStar's value-added resellers to gain education on leading software and hardware solutions that are available for sale through BlueStar's distribution channels. The event will be held on September 18 – 19 in Orlando, FL.

AfterWords recently announced a partnership with Epson to make its Customer Experience Software available as part of Epson's OmniLink® Merchant Services ([OMS](#)) platform. BlueStar is one of the leading distributors for Epson products and VARTECH provides an ideal channel for AfterWords to educate resellers on the partnership. The AfterWords platform leverages the data provided by Epson's OmniLink to create transaction specific surveys. The information captured is analyzed by the AfterWords software, providing businesses with actionable insights on how to improve their customer experience and increase profitability.

"The VARTECH 2017 event is the fifth event we have been asked to participate in this year," said Drew Peloubet, President and CEO of AfterWords. "We are excited about the overwhelming interest in our mission of using transactional data to drive smart questions and improve customer experience."

About AfterWords

AfterWords is an intelligent customer experience and survey system that delivers uses transactional history and customer feedback to create actionable data to improve operations, sales and profitability. AfterWords' patent pending process provides more relevant data, results in less survey abandonment, and provides actionable Insights. AfterWords was developed with industry experts and university professors, and has recently completed a pilot rollout with a major hospitality franchise. Discover what your customers really think using AfterWords. For more information, visit www.surveyafterwords.com.

ABOUT BLUESTAR

BlueStar is the leading global distributor of solutions-based Digital Identification, Mobility, Point-of-Sale, RFID, Digital Signage, and Security technology. BlueStar works exclusively with value-added resellers, providing them with complete solutions, business development and marketing support. The company brings unequaled expertise to the market, offers award-winning technical support and is an authorized service center for a growing number of manufacturers. BlueStar is the exclusive distributor for the In-a-Box Solutions Series, delivering hardware, software and critical accessories in one bundle with technology solutions across all verticals. For more information, please contact BlueStar at 1-800-354-9776 or visit www.bluestarinc.com.

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