

78.2%

Customer Satisfaction

Does a satisfaction score really tell you what your customers think about their experience with your organisation?

Or do you need a bit more insight about what gets under their skin?

... how they *really* feel about their experiences with your brand?

... *why* they behave the way they do?

... *what* drives dissatisfaction and defection?

... *why* they will or won't buy from you again?

... their ideas and suggestions?

Ask them - *get their feedback*.

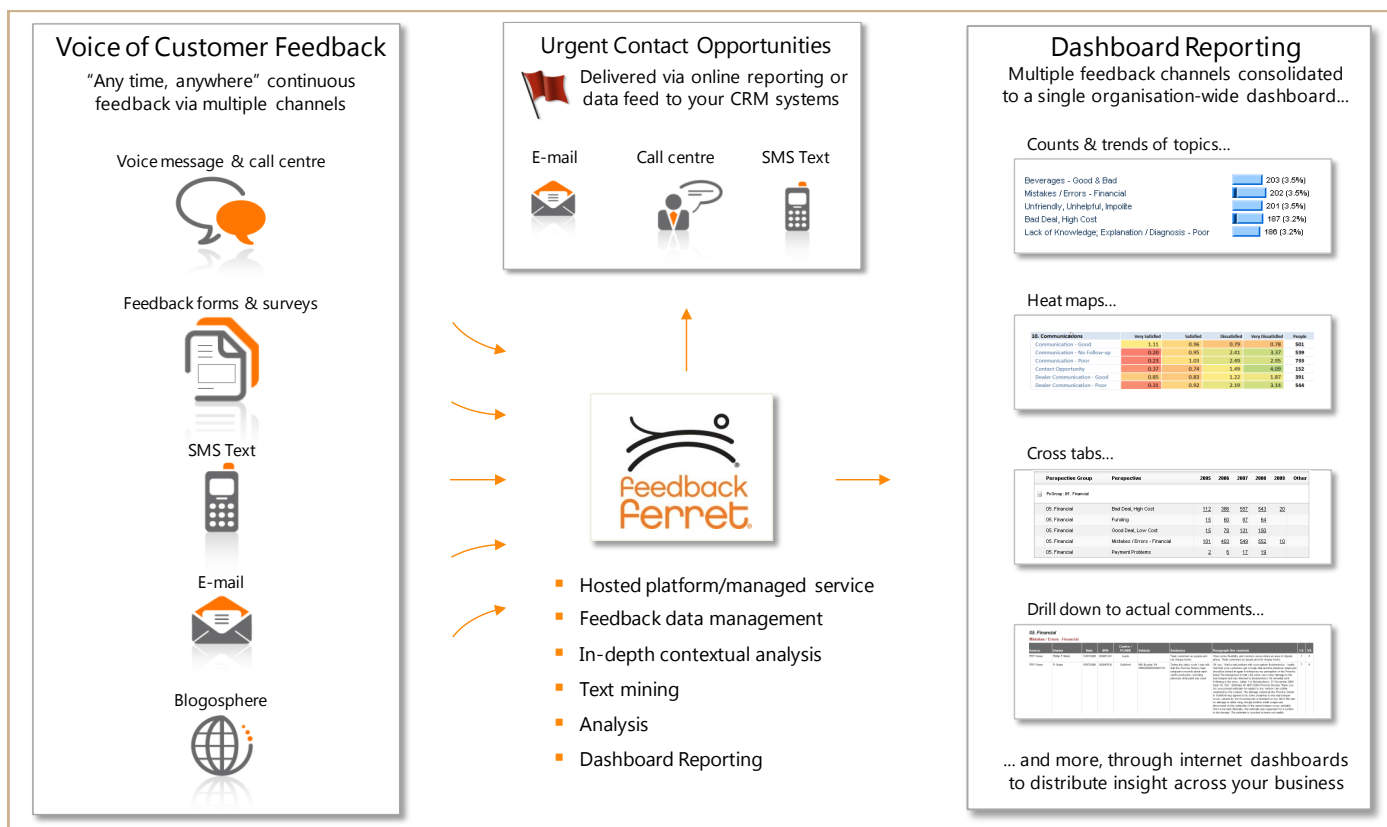
And make it easy for them - any time, any channel. Strike while the iron is hot and while they have something to say - *in their own words*. It's time to start really measuring your customer experience.

Insight from Customer Feedback

Feedback Ferret is a complete environment for gathering, analysing and reporting of all your 'Voice of Customer' feedback, from all channels across your organisation.

Discover the rich seam of insight hidden in customer comments. Combine customer feedback with their profiles, transactions and survey scores to enhance your understanding of customer experience, attitudes and sentiment.

Feedback Ferret provides in-depth contextual analysis of customer feedback delivered through intuitive dashboards to give you actionable information to improve your business.



Feedback Ferret can help you...

- Find out what your customers feel about your organisation – and *why*.
- Make it easy for customers to give their feedback - *using their own words* - whenever it is timely and convenient for them, and while their issues are fresh in their minds.
- Manage and consolidate all your customer feedback, from any source or channel, and identify the themes, topics and sentiments within that feedback.
- Identify the drivers of customer dissatisfaction and churn to prioritise your business improvement actions

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