

Voice of Customer Feedback

"Any time, anywhere" continuous feedback via multiple channels

Voice message & call centre



Feedback forms & surveys



SMS Text



E-mail



Blogosphere



Urgent Contact Opportunities



Delivered via online reporting or data feed to your CRM systems

E-mail



Call centre



SMS Text



- Hosted platform/managed service
- Feedback data management
- In-depth contextual analysis
- Text mining
- Analysis
- Dashboard Reporting

Dashboard Reporting

Multiple feedback channels consolidated to a single organisation-wide dashboard...

Counts & trends of topics...

Beverages - Good & Bad	203 (3.5%)
Mistakes / Errors - Financial	202 (3.5%)
Unfriendly, Unhelpful, Impolite	201 (3.5%)
Bad Deal, High Cost	187 (3.2%)
Lack of Knowledge; Explanation / Diagnosis - Poor	186 (3.2%)

Heat maps...

10 Communications	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	People
Communication - Good	1.11	0.96	0.79	0.78	501
Communication - No Follow-up	0.20	0.95	2.41	3.37	539
Communication - Poor	0.23	1.03	2.49	2.95	733
Contact Opportunity	0.37	0.26	3.49	6.99	152
Dealer Communication - Good	0.85	0.83	1.22	1.87	391
Dealer Communication - Poor	0.31	0.92	2.19	3.14	544

Cross tabs...

Perspective Group	Perspective	2005	2006	2007	2008	2009	Other
05 Financial	Bad Deal, High Cost	112	396	557	641	20	
05 Financial	Funding	15	60	67	64		
05 Financial	Good Deal, Low Cost	15	78	131	150		
05 Financial	Mistakes / Errors - Financial	101	803	569	552	10	
05 Financial	Payment Problems	2	5	17	12		

Drill down to actual comments...

05 Financial	05 Financial	05 Financial	05 Financial	05 Financial	05 Financial	05 Financial	05 Financial	05 Financial
05 Financial	05 Financial	05 Financial	05 Financial	05 Financial	05 Financial	05 Financial	05 Financial	05 Financial

... and more, through internet dashboards to distribute insight across your business