

The unknown unknowns...

"Reports that say that something hasn't happened are always interesting to me, because as we know, there are known knowns; there are things we know we know.

We also know there are known unknowns; that is to say we know there are some things we do not know.

But there are also unknown unknowns; the ones we don't know we don't know"

Donald Rumsfeld, February 2002

When you ask your customers what they think about their experience with your brand, it's amazing what they'll tell you.

Sure, you'll hear the things you already know about.

But give them the chance to say what they *really* think, and you'll certainly hear some things you didn't know - and which you didn't even know to ask them.

The unknown unknowns.

Things that can help you to improve your customer experience and really drive improvements to your customer satisfaction scores.

Feedback Ferret helps you to discover your customers' "unknown unknowns" from 'Voice of Customer' feedback, going way beyond the limitations of tick box satisfaction surveys.

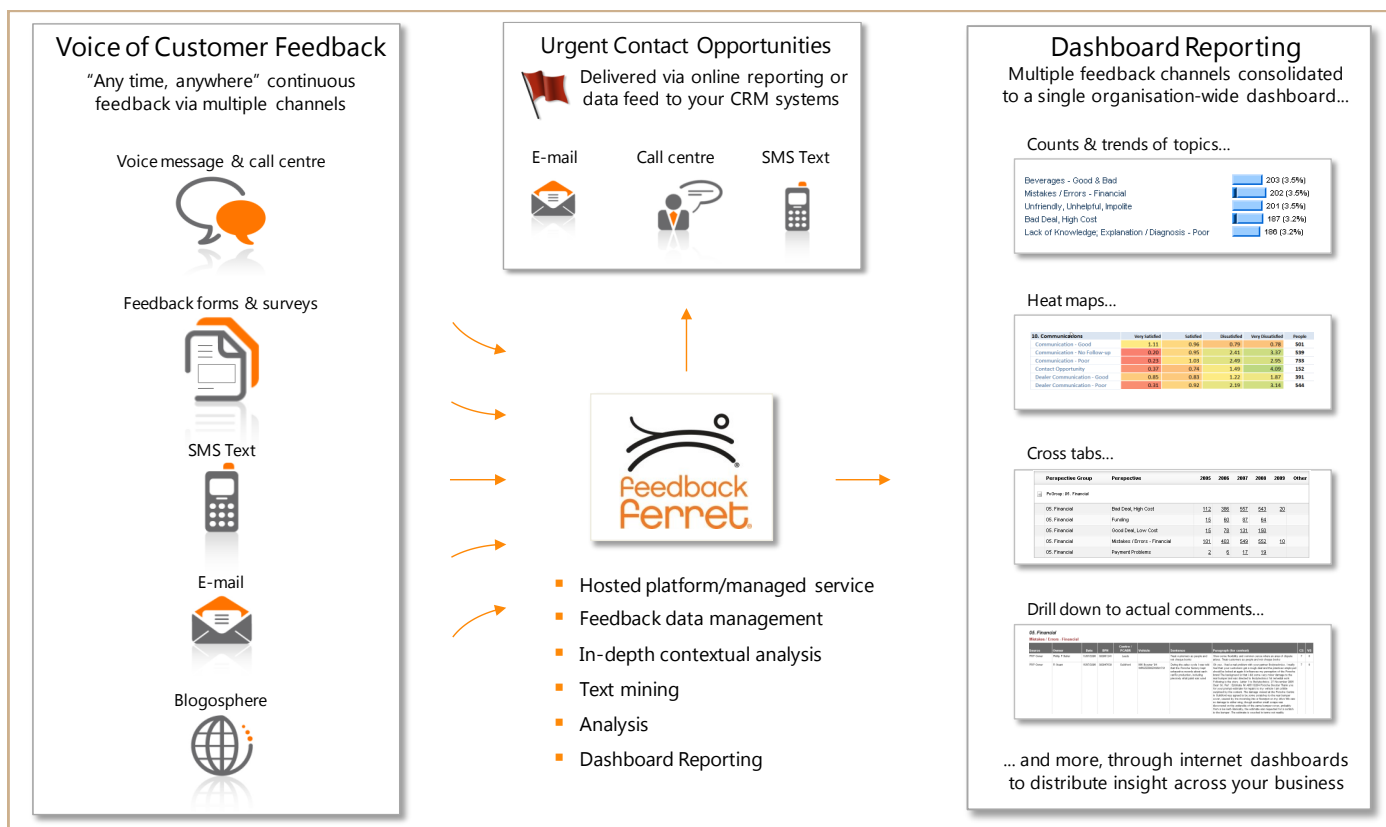
**Feedback Ferret - converting the unknown unknowns
into known knowns.**

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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