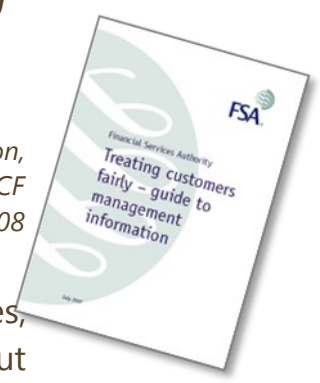


Using Voice of Customer feedback to improve customer experience and deliver TCF MI compliance

“Every firm needs to move to a position where senior management is actively measuring and responding to information on the outcomes it achieves for customers”

Sarah Wilson,
Director for TCF
FSA April 2008



What better way to understand customer outcomes, than to find out what your customers think about their experience with your organisation?

Feedback Ferret can deploy a 'Voice of Customer' feedback system to meet your TCF MI requirements, gathering, analysing and reporting on customer feedback from any channel and customer touch point across your organisation, consolidating these multiple feeds to a single interactive dashboard.

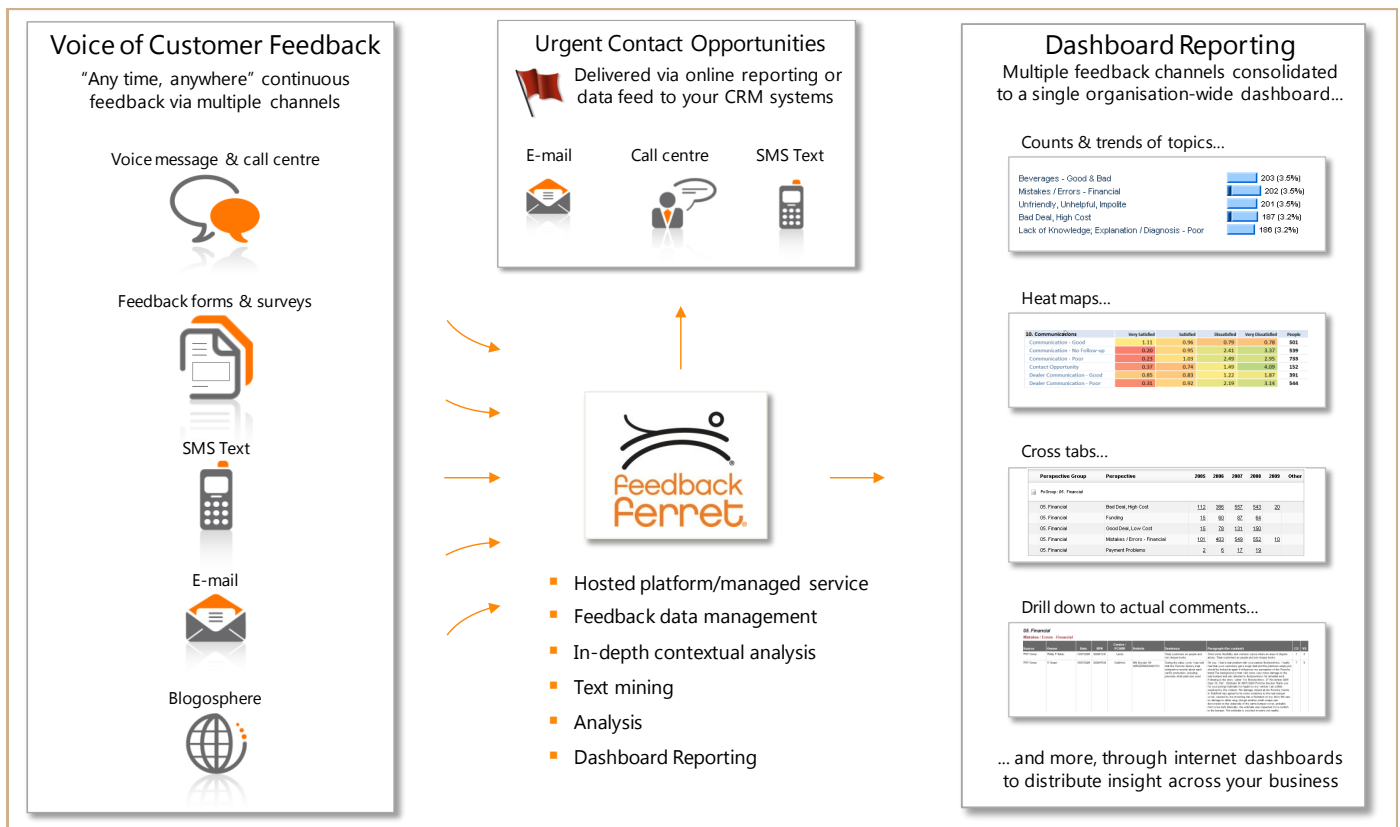
With Feedback Ferret, you can demonstrate TCF customer outcomes and improve your customer experience and loyalty through enhanced customer insight.

Managing 'Voice of Customer' for TCF

Feedback Ferret is a complete environment for gathering, analysing and reporting of all your 'Voice of Customer' feedback to meet your TCF Management Information requirements.

Consolidate all your customer feedback comments with their product profiles, contact histories and survey scores to get a comprehensive view of your customer experience and expectations, tailored to TCF Outcomes and your own organisation's needs.

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 how your customers feel about their experience, mapped against TCF Outcomes.
- 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 channel or touchpoint, and identify the themes, topics and sentiments within that feedback.
- Quantify the perceptions and attitudes expressed by your customers - and track trends over time.
- Distribute customer feedback information throughout the organisation, meeting TCF requirements for

Feedback Ferret Ltd - UK & Head Office

Piers Alington
01628 681 088
piers.alington@feedbackferret.com
www.feedbackferret.com

Feedback Ferret - North America

Colin Knight
416 782 1177
colin.knight@feedbackferret.com
www.feedbackferret.com

