

## 1. What is Feedback-Ferret?

Feedback Ferret is a fully hosted business solution that gathers and analyses unstructured text such as customer comments, opinions, letters and emails, survey results and any other textual data.

Feedback Ferret provides in-depth contextual classification of each piece of text and identifies important topics that are actionable in your organisation. In other words, you can sift through and home-in on the important things, and ignore the 'noise'. It makes it possible for you to find 'needles in the haystack' – specific topics that you are looking for - as well as telling you new things that are of concern to your customers that you may not be aware of.

With Feedback Ferret you can specify what you're interested in, and let it do all the hard work.

All our technology and services have been developed by, and are operated by, Feedback Ferret Ltd. The technology is our own intellectual property, designed specifically to address the needs of extracting insight from customer feedback.

## 2. What sort of things can Feedback Ferret do?

Feedback Ferret helps you to understand customer opinions and attitudes throughout the customer lifecycle, from the earliest stages of new customer acquisition right through to retention and defection behaviour. Here are a few example uses:-

- What are the most important customer issues amongst dissatisfied customers?
- What are the key drivers of customer defection?
- Identify likely defectors and intercept them with a relevant offer
- What are the reasons for prospects not buying your products?
- What are customers saying about competitor products and offers? How does this link to their actual buying behaviour?
- How are customer opinions and attitudes changing over time?
- Learn what customers particularly like or dislike about your products and services – and how these are changing over time – so that you can improve existing products, or develop new ones to meet customer needs
- What do customers think about the new advertising?
- Identify call centre operators who get the most positive customer feedback – and how they do it
- Find out the reasons that lie behind customer satisfaction ratings
- Allow customers to talk to you, confident that you can respond back to them in an appropriate way, and confident that you can effectively manage the sheer volume of input from customers

- Identify sales outlets that generate above-average positive or negative customer feedback – and find out why
- Sift through the mass of inputs on Internet bulletin boards, forums and blogs to understand what people are saying about your brand, your products and your service

There are literally hundreds of uses for Feedback-Ferret.

### 3. How does Feedback Ferret work?

Feedback Ferret is an “on demand” fully hosted service - it’s there whenever you need to analyse feedback.

There are 2 options for managing the feedback data:-

- Feedback Ferret can take care of the entire process for gathering, analysing and reporting your customer feedback

... or

- You can use your existing feedback data from your current feedback channels and surveys

Either way, Feedback Ferret can quickly process the feedback data and get the results back to you rapidly. You don’t need to load any software, there’s no system maintenance required and you don’t need to learn how to use a new software package. We manage the day-to-day operations on your behalf, so you don’t need any additional technical resources to use the service.

In addition, Feedback Ferret can combine the feedback data with other customer data that you supply – such as customer profiles, transactions, marketing contact histories, product ownership, etc, to enhance the analysis and reporting of your customer opinions.

Results of the Feedback Ferret processing are provided in a range of statistical analyses and filtered verbatim reports through interactive dashboards.

You can also receive data extracts from Feedback-Ferret, with the topic classifications appended against each customer record. This data can be loaded to your marketing database or other analysis tools for further analysis, customer segmentation, campaign selections or suppressions, etc.

### 4. How can you use it?

Customer feedback can be captured from many different channels:-

- From web forms:-

We can provide a set of standard web feedback forms that can be tailored to your requirements and hosted on Feedback Ferret web servers, or we can extract relevant feedback data from your existing web forms

→ From the call centre:-

Either direct data entry by the operator in the form of memo/note fields, or audio recordings of calls can be transcribed to text (Feedback Ferret can handle call transcription requirements)

Automated voicemail recordings can also be used, from simple voicemail boxes, through to IVR systems and key-pad controls for additional data capture. Voicemail recordings can be automatically transcribed to text

→ From e-mails:-

These can be automatically copied and routed to Feedback Ferret as they arrive on your server, or we can arrange for periodic batch extraction for analysis

→ From customer surveys – postal, telephone or internet

We can receive the verbatim text content from customer surveys and questionnaires to capture the valuable comments expressed by customers beyond their simple scores

→ SMS text messages

Text messages can be sent to a 5-digit short code number that Feedback Ferret can set up for you to manage SMS feedback, or use your existing SMS channels if these are already in operation

→ Qualitative Market Research – transcripts of focus groups or in-depth interviews

→ From the blogosphere

Social networking sites, Internet bulletin boards, forums, blogs, etc. Feedback Ferret can manage the automated extraction of postings can be made from bulletin boards and blogs

→ Point of sale data capture forms, telephones and kiosks

Customer feedback from any of these channels is transferred to the Feedback Ferret platform for processing using the Feedback Ferret analysis engine. This can be done as frequently as required. For example, data could be batched-up and processed at the end of each day, or individually processed as soon as they are captured.

Once the comments have been processed, the results are immediately available via the online dashboards.

## 5. Won't customers just complain if we make it easier for them to contact us?

Our experience shows that complaints and praise tend to be fairly evenly split. In one case, a client received 92% satisfied or complimentary comments.

It very much depends on the source of the feedback and the way it is asked for. Many customers are keen to provide constructive criticism to companies they do business with. Asking for their comments rarely results in just a stream of complaints!

And if customers do have problems which they want to complain about – do you really want to just avoid hearing about it?

## 6. What type of businesses can use Feedback-Ferret?

Feedback Ferret is ideally suited to both consumer and business markets, across all industry sectors.

## 7. What data formats can Feedback Ferret use?

Feedback Ferret can handle most data formats including text/csv files, e-mails, HTML, XML, Excel, Word, Access, SMS text, RSS feeds – you name it, we can process it!

Where appropriate, Feedback Ferret technical consultants will work with you and your technical teams to extract the right data from your internal systems.

## 8. How does Feedback Ferret handle hand-written texts, or audio recordings of telephone calls?

Feedback Ferret only processes electronic text data files. If required, we can organise and manage conversion of hard copy text and audio recordings to electronic data files.

Type-written hard copy can often be scanned and automatically converted to text data; however, handwritten texts can't be reliably scanned and converted to data, so these have to be manually data captured.

For direct voicemail messages set up by Feedback Ferret, we can carry out automatic voice-to-text transcription on an almost real time basis. However, 'conversational' audio recordings cannot be reliably converted to text automatically, so these have to be manually transcribed. Larger volumes of audio recordings can be cost-effectively transcribed in off-shore facilities.

## 9. Which languages does Feedback Ferret support?

At present, Feedback Ferret only works with English language feedback text.

Later in 2009, we expect to offer all major languages.

## 10. How scalable is Feedback Ferret?

The Feedback Ferret analysis engine has been designed to handle virtually any foreseeable volume of customer feedback data. It uses grid computing technology to share large contextual analysis work loads across multiple processing units. For larger projects, more processing units are added to maintain agreed turnaround times. With developments in Tesla computing platforms and 'on demand' processing clouds we are confident that Feedback Ferret is future proof on the very intensive computer processing required to accurately analyse the contextual meaning within the text.

Dashboard reporting is built on Microsoft SQL Server Analysis Server and OLAP technology. Vast feedback source files are effectively rendered on the interactive dashboards through the OLAP technology to deliver rapid responses to user demands, irrespective of the number of users.

#### 11. Can Feedback Ferret analyse the verbatim comments in conjunction with other data, such as customer segments or the products that they own?

Yes. Any user defined fields that are supplied with, or that can be matched to, the source data can be used in Feedback Ferret analysis and reporting. For instance, mobile phone companies might want to compare results of the feedback by different phone handset owned, or how old the handset is.

Online retailers may want to explore how sentiment varies between repeat buyers and once-only buyers to identify what drives customer defection. Appending customer transaction histories to the feedback data enables exactly this type of reporting.

#### 12. How does Feedback Ferret compare with traditional market research?

Feedback Ferret can compliment traditional market research, providing a simple and consistent code-frame definition and response coding facility for any open-ended feedback captured as part of the research.

We believe that Feedback Ferret provides far more powerful and actionable results compared to most traditional customer satisfaction measurement programmes. A Feedback Ferret-powered customer satisfaction programme can provide a fast, low cost and highly effective solution for clients looking for better results and greater accountability from their customer satisfaction measurement programme.

Feedback Ferret manages the complete process of gathering feedback via telephone, SMS, web or postal surveys through to the analysis and interpretation of results. You can then choose to distribute the results to the appropriate locations and levels within your business.

It won't cost you any more to open up the reporting to all your retail outlets or sales people - you don't pay on a per user basis for Feedback Ferret; it's a flat fee, aimed at making it attractive for you to get the insight where its needed to improve customer experience and customer loyalty.

#### 13. Who owns the data?

Clients always own their own data.

We will pass back any categorised data back to you at any time in whatever format is requested. While there are benefits to having Feedback Ferret hold the historic data for analysis and trend reporting, the data definitely belongs to the client at all times.

Every project is covered by confidentiality and data ownership agreements.

14. Is Feedback Ferret only provided as a service, or can the software be licensed?

Feedback Ferret is only provided as a fully managed, hosted service for clients. The technology is not available for third party licensing.

15. What are the advantages in using Feedback-Ferret?

- No software to buy, load, learn or maintain
- Quick to set-up and get going
- Rapid results
- Analysis and reporting to meet your needs
- Many feedback sources consolidated to a single user dashboard
- Multiple dashboard modules provide a comprehensive view into the data to present results and to enable interactive filtering and drill-downs
- Low costs for set-up, and low running costs – cheaper than even the simplest manual scoring; cheaper and more comprehensive than mystery shopping or clip-boarding customers.
- No 'per user' charges making it cost effective to distribute results via the online dashboards to large networks of retail outlets, dealers, sales people, etc
- Consistent analysis over time; no issues over different interpretation depending on who is reading the text
- Flexible, multiple source inputs, from inside and outside the organisation
- Feedback Ferret overcomes spelling errors, grammatical errors, colloquialisms and slang
- Handles brand names, product names and technical terms
- Handles SMS 'abbreviation' texting styles
- Feedback Ferret will identify specific issues defined by users, as well as identifying new topics that are of concern to customers, but which may not be known about by the organisation
- Independent of any internal or external operations – no axe to grind or gremlins to hide for cross-departmental feedback

16. What are the future plans for Feedback-Ferret?

Feedback Ferret will continue to evolve to provide more features to support our clients' strategies for feedback management and measuring customer experience.

## 17. Contacting Feedback Ferret

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