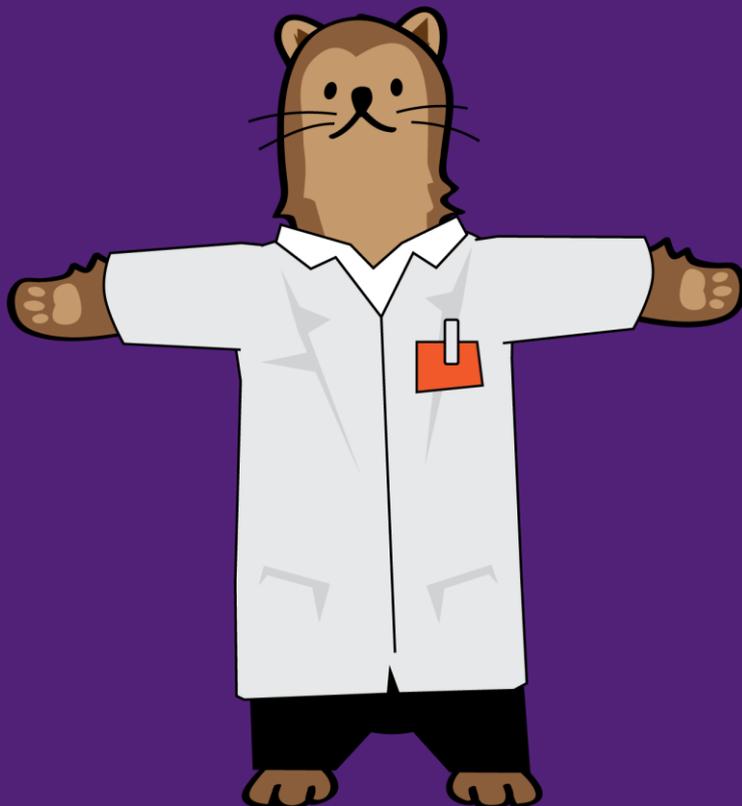




Feedback
Ferret®

Why choose Feedback Ferret?



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- We consolidate multiple feedback sources to a single reporting and analysis platform. This gives you a 360° view of your customers' experience at a level of granularity and detail that is useful and useable.
- We help make your feedback gathering a positive brand experience for your customers.
- Our simple customer-friendly surveys generate good response rates and provide better quality feedback.
- Some suppliers demand you use their feedback surveys. We're totally flexible and can either analyse feedback from your current channels or operate your surveys for you.
- Our automated text analytics engine achieves world-leading levels of accuracy. Our methods use humans for quality control and updating our lexicon which means we consistently deliver superior results compared with machine learning and Natural Language Processing methods.
- We do all the coding and bespoke topic creation for you. We provide a complete, managed service saving you time and expense.
- We carry out Sentiment and Emotion scoring automatically during the text analysis process. Our impact analysis modelling is applied to every data set enabling you instantly identify where to focus your effort to bring maximum reward.
- All our feedback programmes are fully customised for each client. We tailor every reporting programme to the client's needs, delivering the right information to the right people at the right time.
- There are no expensive installation or hardware costs associated with our solution.
- We integrate with your existing CRM enabling us to extract operational metadata to link directly to post interaction feedback. This gives you a complete results database if you want to do any 'slicing and dicing' of your data.
- We offer flexible data integration. We fit in with your systems and never demand that you fit in with ours.
- We can provide your results whenever you need it: hourly, daily, weekly, monthly or less frequently if required.
- Our solution is scalable. We work in broad bandings of data volumes to allow for growth and therefore future proofing your project. Our smallest client runs just 2,000 records per month and our largest many millions.
- Our team of friendly, flexible and resourceful account managers and analysts will support you every step of the way.
- With our "can do" attitude, we can switch on new programmes very quickly.

Ferret Fans





Contact us:

UK / Head Office

Telephone: +44 (0)1628 681 088

Email: info@feedbackferret.com

South Africa

Telephone: +27 (0) 11 251 1980

Email: infoSA@feedbackferret.com

North America

Telephone: +1 (312) 291 4629

Email: infoUSA@feedbackferret.com

Poland

Telephone: +48 509 445 564

Email: infoPL@feedbackferret.com