

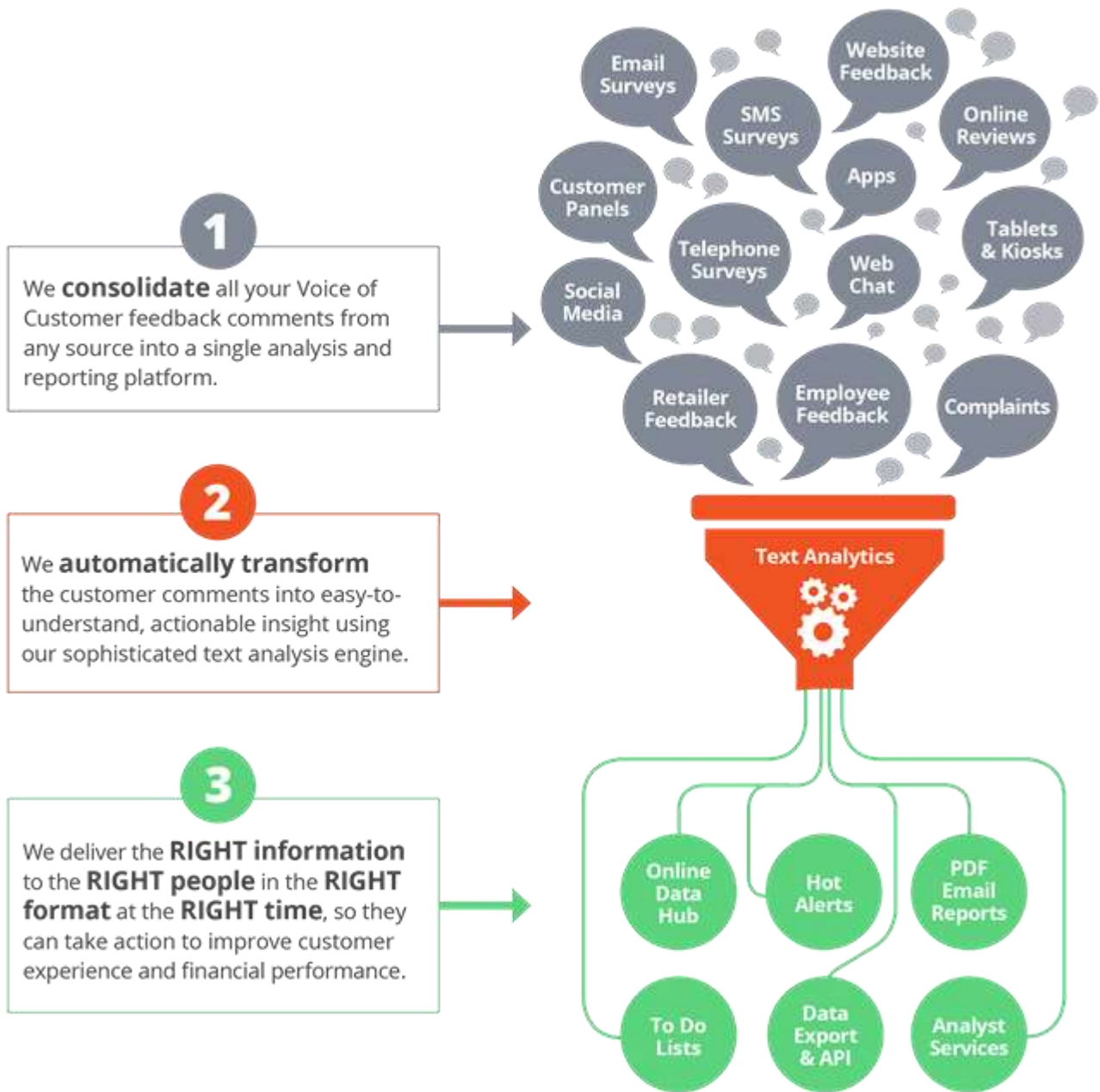
# Gathering Feedback

## Product Guide



# Overview

Using text analytics, Feedback Ferret transforms customer feedback comments into actionable insight. We make it easy for you to improve your customer experience.



# Introduction to gathering feedback

Reaching people on the right channel at the right moment has never been more important. Survey fatigue is rife yet the value of quality, insightful customer feedback has never been more valued. After all, without feedback, how do you know which areas of your business you need to improve?



[Watch our one minute video](#)

## The best kind of feedback

Allow your customers to say exactly what they want, when they want and using a method that they prefer to use. Make it easy for them to give feedback and, given the right opportunity, they will tell you everything that is important to them.

## Short, simple feedback surveys

We advocate simple surveys that ask as few questions as possible without compromising your own measurement and KPI requirements.

Long, tedious tick box surveys are a thing of the past. Not only do customers have little time for them, they are often asked to rate factors they did not experience and are not allowed enough freedom to express their opinions on the things they did experience.

And tell your customer it will be a short survey – they are more likely to complete it.

Above all, make the feedback survey itself a positive brand experience for the customer. And we're talking about **feedback**, not market research.

## Use text analytics to extract the insight

Text analytics has come of age and has revolutionised the way organisations are able to collect quality, insightful feedback. If you are letting customers tell you about their experiences in their own words, then you will need powerful and accurate text analytics to make sense of that feedback and take action on the insight.

## How it works

Unlike many providers, we can either analyse customer comments from your existing surveys, or we can set up and operate your feedback surveys for you. It's your choice.

We consolidate your customer feedback into a single reporting platform using automated data feeds. This enables you to analyse all your feedback from any source in one place.

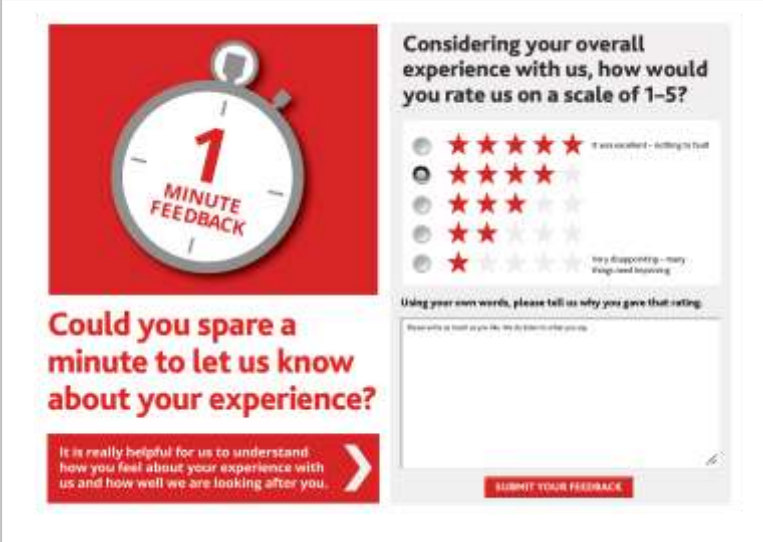
Feedback can be gathered in any language. We work with international clients who require multi-lingual solutions for their customer feedback programmes. We enable your customers to receive feedback requests in their preferred language, as well as giving them the freedom to give their feedback in their language of choice.

**Feedback can be gathered and consolidated from any of the following feedback channels:**



## Email Surveys

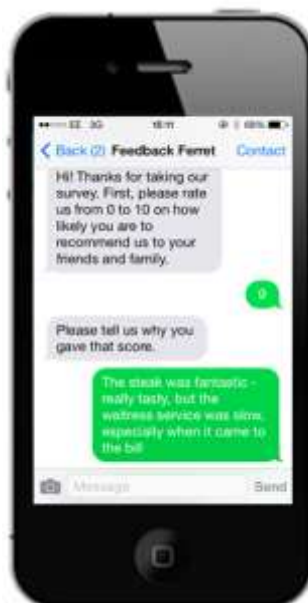
Email surveys are triggered by an outbound email invitation with a link to an online form. Single or multiple questions can be asked, although we advise using a simple 'Give us a score & tell us why' format, such as this one:



The screenshot shows an email survey form. On the left, there is a red square with a white stopwatch icon and the text "1 MINUTE FEEDBACK". Below this, it asks "Could you spare a minute to let us know about your experience?" and includes a testimonial: "It is really helpful for us to understand how you feel about your experience with us and how well we are looking after you." On the right, the main survey question is "Considering your overall experience with us, how would you rate us on a scale of 1-5?". Below this is a 5-star rating system with the following text: "5 stars excellent - nothing to fault", "4 stars", "3 stars", "2 stars", and "1 star disappointing - may not recommend". Below the stars, it says "Using your own words, please tell us why you gave that rating." and provides a text input field with the placeholder "Please write at least 20 characters. We do filter out the good bits." At the bottom right, there is a red button labeled "SUBMIT YOUR FEEDBACK".


## SMS Surveys

These can be triggered by an outbound SMS invitation, or you can publish inbound numbers for giving feedback. Surveys can contain single or multiple questions.



## Website Feedback

This is a simple, float over feedback form on your website that is triggered by a web 'tag'. It is available for customers to give feedback 24/7.



**Help us improve**

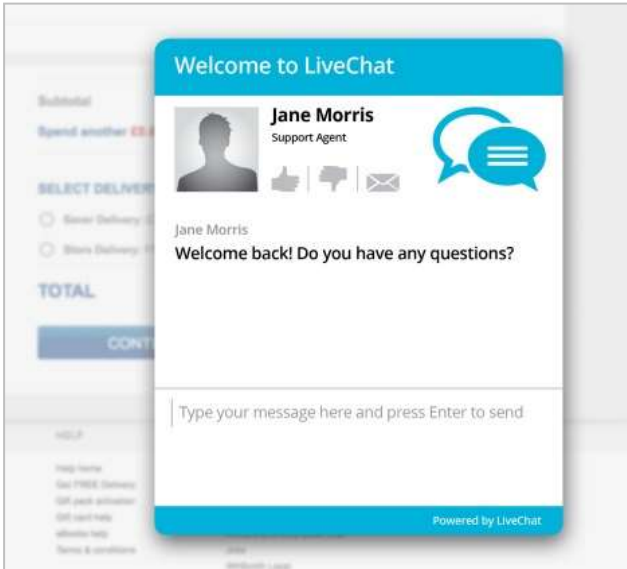
We value your opinion.  
What do you like about our site and what can we improve on?

Click here to type...

**SUBMIT**

## Web Chat

Analysing post web chat feedback gives you deeper insight into the effectiveness of the service itself. Metadata about the chat (agent, date, time, etc.) can be included in the analysis. We can also analyse web chat content itself.



Welcome to LiveChat

**Jane Morris**  
Support Agent

Jane Morris  
Welcome back! Do you have any questions?

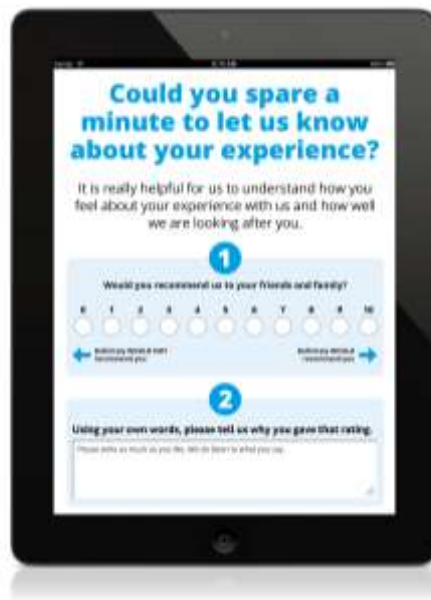
Type your message here and press Enter to send

Powered by LiveChat



## Tablets & Kiosks

Tablets and kiosks are ideal for capturing feedback in retail outlets, sports clubs and gyms, cinemas, retirement villages, at events etc. The hardware can be provided by Feedback Ferret or you can supply your own.



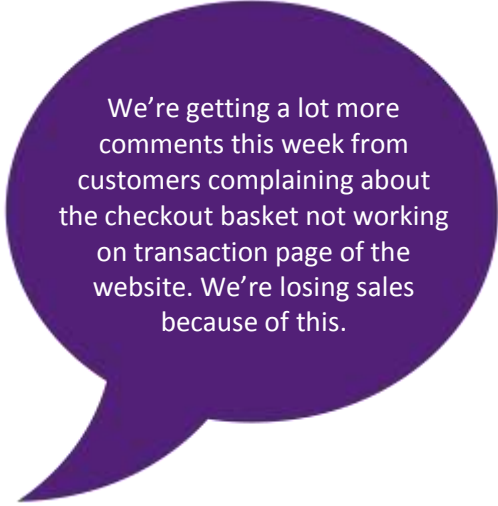
## Online Reviews & Social Media

Feedback Ferret enables you to analyse entire reviews and posts from any review site or just undertake keyword searches to 'deep dive' into specific issues on any online review or social media sites.



## Employee Feedback

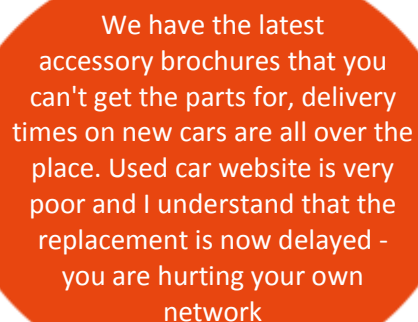
Consolidate employee feedback with all other feedback channels to give you a 360° view of customer issues. Collect feedback via any channel at any time.



We're getting a lot more comments this week from customers complaining about the checkout basket not working on transaction page of the website. We're losing sales because of this.

## Retailer Feedback

Consolidate retailer / dealer feedback with all other feedback channels to give you a 360° view of customer issues.

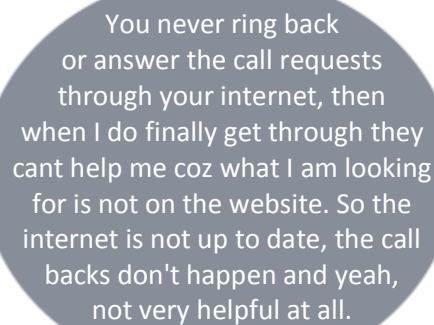


We have the latest accessory brochures that you can't get the parts for, delivery times on new cars are all over the place. Used car website is very poor and I understand that the replacement is now delayed - you are hurting your own network



## Telephone Surveys

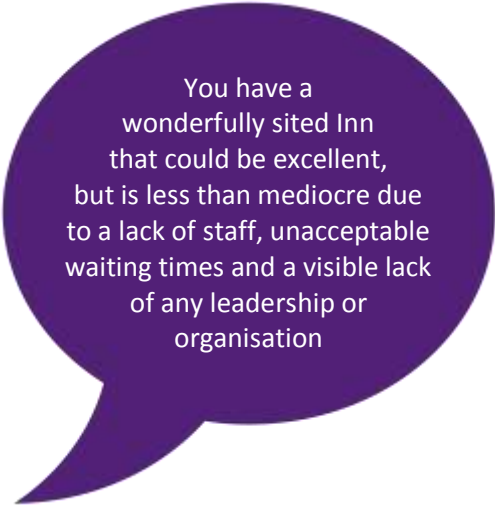
Gather feedback from IVR telephone surveys, including scores and recorded voice messages, to help understand how effective your service is. The Ferret takes the audio recordings, automatically transcribes them to text and analyses the content.



You never ring back or answer the call requests through your internet, then when I do finally get through they cant help me coz what I am looking for is not on the website. So the internet is not up to date, the call backs don't happen and yeah, not very helpful at all.

## Complaints

Complaints are a rich source of customer feedback. Add this data to the mix to tackle root causes of customer issues and reduce complaints in the future.



You have a wonderfully sited Inn that could be excellent, but is less than mediocre due to a lack of staff, unacceptable waiting times and a visible lack of any leadership or organisation

## Apps

Utilise your app to enable customers to give spontaneous feedback, either about the app itself, or feedback about their customer experience.



## Customer Panels

Gather open-ended feedback comments from your customer panels.



# Ferret Fans





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