

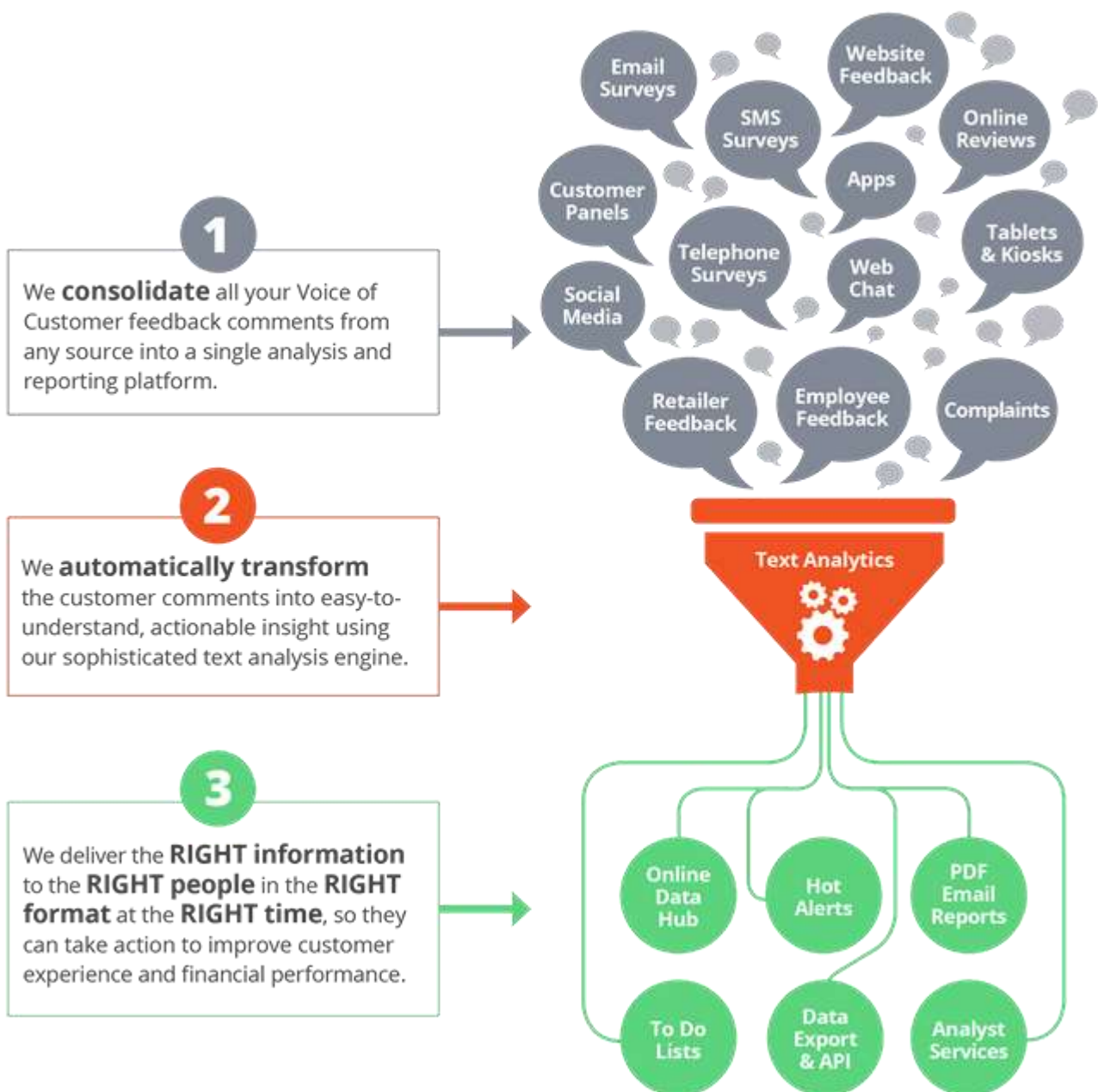
Reporting & Taking Action

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.



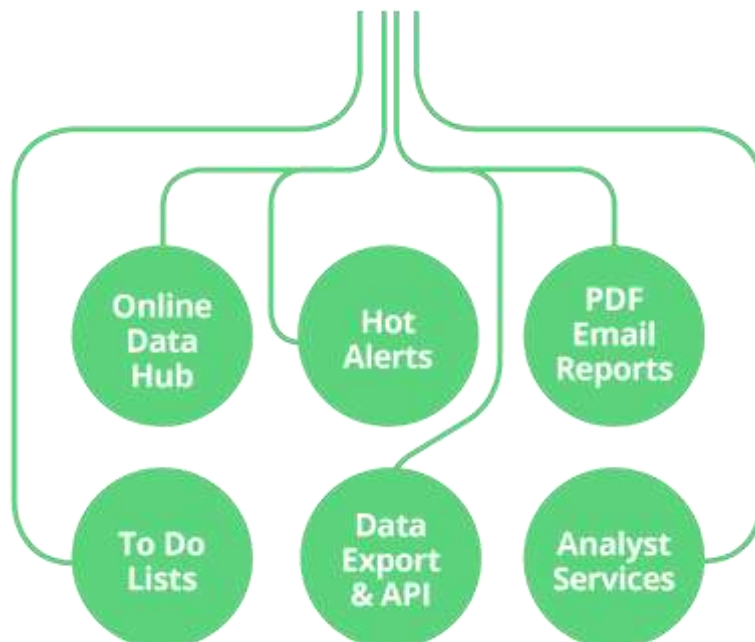
Insight is only valuable if you act on it

Feedback Ferret's highly sophisticated reporting tools empower you and your front-line people with the insight from customer feedback that you need. Use it to take proactive action to improve customer satisfaction, loyalty and business performance.



[Watch our one minute video](#)

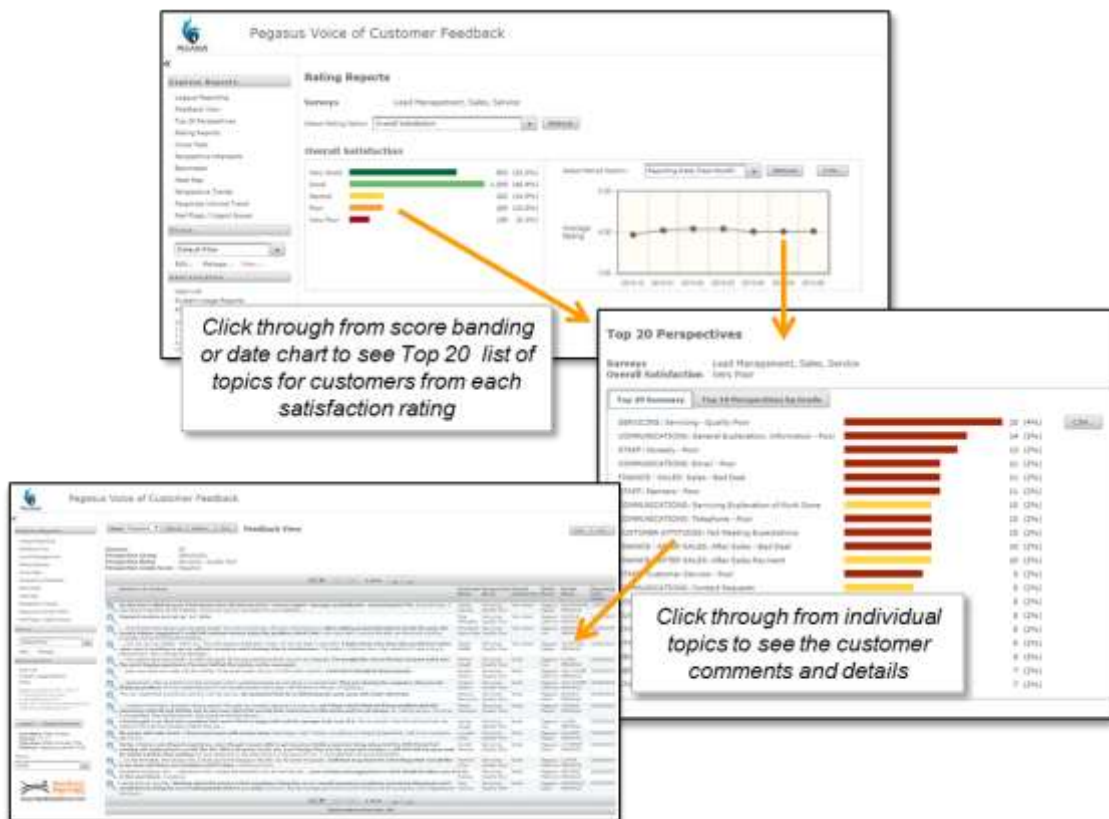
All our tools are very easy to use and enable you to drill down as deep as you want into the results.



Data Hub enables easy exploration of your feedback

“Ferret Explore” is a web-based data hub which enables interrogation and browsing of the text analysis results. Topics, sentiment and emotions can all be viewed in conjunction with the full range of structured data associated with the customer feedback (e.g.: survey scores and survey attributes, linked financial information or other customer profile data from your CRM tool).

Ferret Explore is designed for quick and easy ‘train of thought’ analysis to make it easy for managers to understand what is driving satisfaction ratings and customer loyalty.



Ferret Explore features:

- Real-time updates from feedback received
- Role-based logins
- Download results to PDF, Excel or CSV file for further analysis
- Filters enable you to focus on specific sub-sets of data

Filters and views

Data can be filtered by satisfaction scores or sentiment ratings. Drill down to see the actual feedback comments that trigger topic hits.

Data views:

Live Feeds

Top 20 Topics

Cross Tab
Reports

Red Flags

Heat Maps

Trend Reports

Audio
Playback
Module

Multiple
Languages

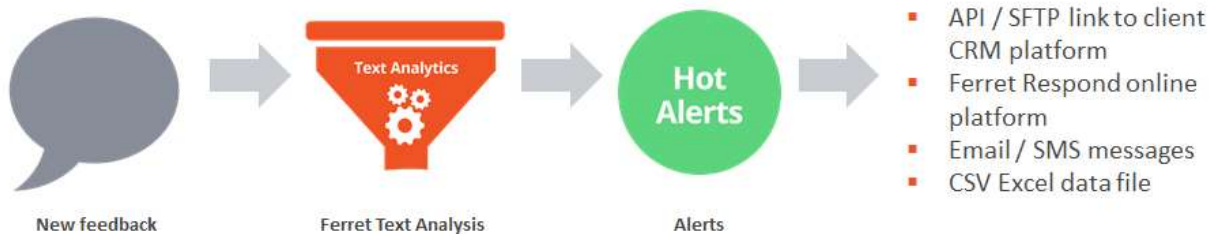
League
Reporting

Topic
Intersects

Hot Alerts - troubleshoot issues before they escalate

Hot Alerts are used to inform you *in real time* of feedback that may be considered a business threat and require immediate follow-up. Examples may include mentions of legal threats, theft, fraud, ombudsman, harassment etc.

Hot Alerts are configured to be distributed automatically to specified people or roles within your organisation. They are sent via data transfers (API / SFTP), email, SMS or simple CSV exports so that the relevant people get the right information on which they need to act – and quickly! They can also be automatically routed to your CRM platform.



Business rules that trigger Hot Alerts are configured to your requirements and can be updated over time to meet changing business needs and objectives. They can be selected from any combination of:-

- Reporting Topics (with their Impact Analysis weightings / priorities)
- Rating scores
- Emotion topics & scores
- Sentiment scores
- Customer Defection Risk score
- Structured data attributes (customer profile, location, product, interaction, etc.)

Align Hot Alerts to key company objectives

Ombudsman cases, compensation and refunds, warranty claims etc. all cost money. These can be measured and monitored over time to help understand the ROI of your Voice of Customer programme. It only takes a handful of successfully resolved cases per month for the programme to pay for itself.

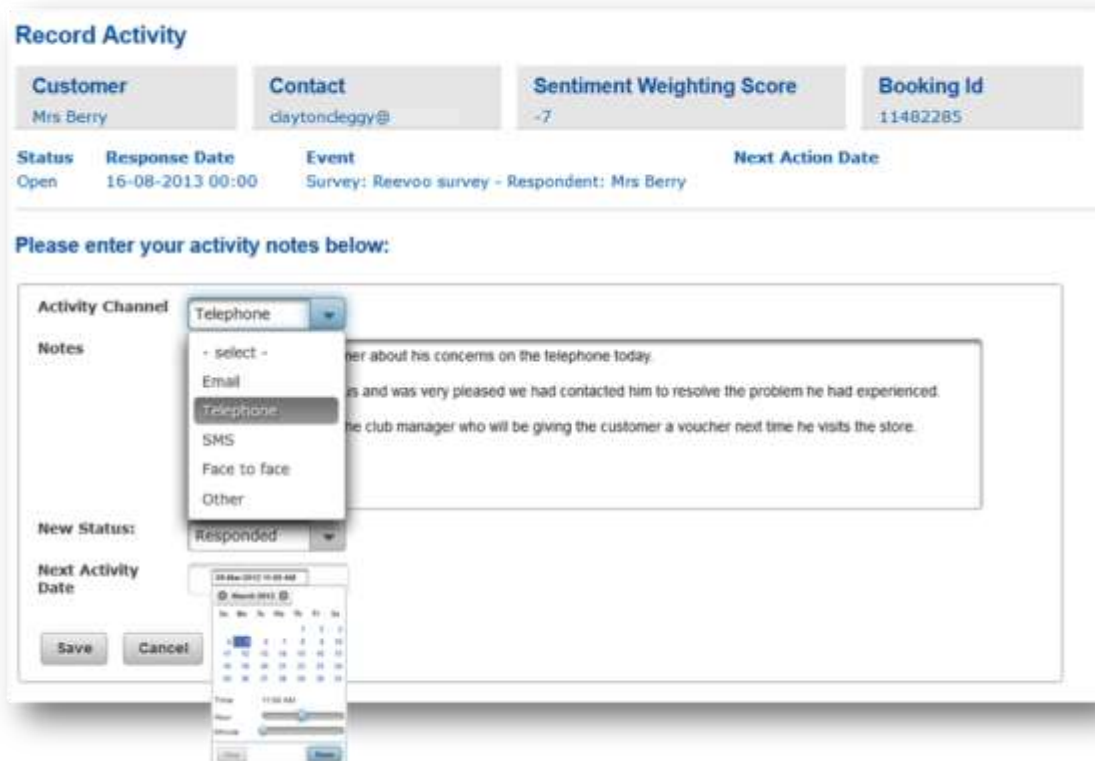


An example SMS Hot Alert

Manage tasks with “To Do Lists”

“Ferret Respond” is an online tool for managing tasks derived from your feedback. The tool creates cases, task lists and workflows. You can monitor progress, ensuring your customers get the service they deserve.

Feedback records can be automatically routed to Ferret Respond based on any combination of topics, sentiment, rating scores or other criteria.



Record Activity

Customer Mrs Berry

Contact claytondeggy@

Sentiment Weighting Score -7

Booking Id 11482285

Status Open

Response Date 16-08-2013 00:00

Event Survey: Reevo survey - Respondent: Mrs Berry

Next Action Date

Please enter your activity notes below:

Activity Channel Telephone

Notes

New Status: Responded

Next Activity Date

Save Cancel

Ferret Respond features

- Web-based, accessible by any user anywhere in the organisation
- Real-time communication with customers to ‘close the loop’ on Hot Alerts in their feedback
- Custom workflow for your business requirements
- Record all actions taken
- Monitor performance levels and actions taken by Queue owners
- Alerts to users by SMS and/or email when new records are added
- Customised screens and workflows, configured to your business requirements.

Data Export & API

If you have your own analyst resources, we can supply you with the categorised results for you to run your own analysis and interrogations. We can provide you with access to the data in two ways:

Ferret Export

To maximise value from your feedback, your data can be automatically exported to your corporate CRM or any other reporting system. You can choose between real-time or batch outputs which are customised to work with your existing processes and tools.

Access to Cloud Hosted Results Database

Feedback Ferret also enables you to connect your own Business Intelligence tools directly to our cloud-hosted results database for real-time access to the live data.



How it works

When the text analysis processing is completed, results are uploaded to the Feedback Ferret Reporting Database.

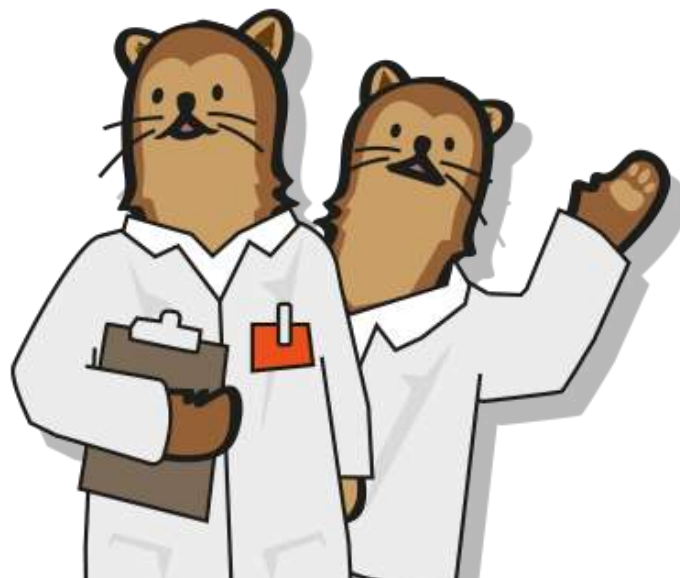
Results are hosted on the Amazon Web Services (AWS) cloud platform. Large client databases are hosted on Amazon Redshift databases, optimised for high performance whilst storing vast volumes of customer feedback data. Amazon hosting can be located in geographic locations to meet your corporate data management compliance requirements.

Data rich time poor? Use our Analyst Services

We understand the importance of delivering real value to your customer experience programme and our consulting services help ensure you generate a positive ROI on it. So, if you have high volumes of customer feedback but insufficient internal resources to analyse it, we can help.

Our analysts work with you to understand your business and its goals. We can work either inside your organisation or remotely, in partnership with you and your customer experience team. They will show you where to focus your efforts and how to improve your business performance.

Our analysts use a variety of Ferret Reporting and Business Intelligence tools to create relevant bespoke reports in a method that suits you.



Ferret Fans





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