

TODAY

In 2015, due to further expansion, Feedback Ferret moved into their current head office in Bourne End in Buckinghamshire.

In 2013, Feedback Ferret UK moved to larger premises in the Old Brewery site in Marlow.

Feedback Ferret South Africa was opened in Johannesburg in 2013.



In 2012, Feedback Ferret opened it's USA headquarters based in Chicago.



In 2009 the company was renamed "Feedback Ferret" to reflect our total focus on feedback analysis and reporting services.



At the same time, "Context" was founded – a text analysis solution to understand the words that customers use to express their expectations and experience in a way that had never been possible before. The solution was continually improved and further developed over the next few years.

In 2002, Qube Consulting was renamed "Metriq" to reflect a greater focus on marketing analytics and reporting.

The company was founded by Mark Spicer and Piers Alington in 1998 and was named "Qube Consulting". Based in the UK, it started by developing innovative technical solutions and consulting services for marketing data.



1998

