



Feedback
ferret®

Feedback Management Platform



Ferret Fans



Contents

Introduction.....	4
Who we are.....	6
What we do.....	7
Ferret Feedback.....	8
Option 1: Ferret-style Feedback.....	9
Option 2: Your Existing Feedback.....	10
Data Integration.....	10
Text Analytics.....	11
Our Approach.....	12
Benefits of Text Analytics.....	12
Our 'Lexicon'.....	13
Topics.....	14
Accuracy.....	15
Processing Speed.....	15
Sentiment Analysis.....	16
Multiple Languages.....	17
Ferret Insight.....	18
Ferret Analytics.....	19
Ferret Alerts.....	21
Ferret Reports.....	22
Ferret Task Manager.....	23
Ferret Validator.....	24
Data Exports.....	24
Analyst Services.....	24
Client Support.....	25
Costs.....	26
Why Choose Feedback Ferret?.....	26
What Now?.....	27
Contact Us.....	27

Introduction



Fundamentally we work on the basis that you can ask the customers as many structured questions as you like, but they will tell you what's most important to them in the verbatim comments. If you can't effectively analyse this then you are missing out on customer gold!

Jonny Combe, BMW

Feedback Ferret in a nutshell

The problem

We all know that retaining customers is hard. It's easy enough to find out if they're unhappy, but the crucial thing to know is why. Finding this out will tell you how to improve your customer experience and drive loyalty.

The 'why' is often buried in the comments your customers leave as part of their feedback. But it's always been tricky to boil down thousands of these comments into something meaningful.

The solution

We developed our platform to overcome this problem. Our proprietary text analysis engine automatically chews through your comments, and quickly transforms them into easy-to-understand, actionable information. Think of it as "insight on a plate".

We do all the heavy lifting: we code all your topics, analyse sentiment and emotion, and give you a live analytics dashboard, frequent reports, and instant alerts about anything which needs urgent attention.

And because we love making things easy, it can integrate with the systems you already use – and is backed up by our legendary client service and continuous support.

How to ferret out quality insight

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 if you give them the right opportunity, they will tell you everything that is important to them.

Use text analytics

Text analytics has revolutionised the way organisations are able to collect quality, insightful feedback. Long, tedious, check box surveys are a thing of the past. Not only do customers not have the 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.

Short, simple surveys

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

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.



You don't manage customer loyalty, you manage the drivers of loyalty. Find out why your customers want to leave and then tackle the root causes of those issues.

Dave Mingle, General Motors

The value of customer feedback

Without customer feedback, how do you know which areas of your business you need to improve?

If you care about your customers, you will want to ensure they have a positive customer experience. Happy customers make repeat purchases, are loyal and advocate for your brand.

Use feedback to drive loyalty

The Voice of the Customer provides valuable insight into what your customers think about your product or service. This insight can help you create a product or service that customers want to buy and create an experience that exceeds expectations and keeps customers coming back for more.

How we work

Working in partnership

We never forget why you implement a feedback programme – to continually improve your customer experience to deliver better business performance for your company.

From the first 'kick-off' stages of your Feedback Ferret project, we will work with you to regularly review progress and support your Voice of Customer Programme.

Custom VoC programmes

We tailor your programme to suit your needs using an evolutionary, phased approach. It goes without saying that we carry out front-line training for all those involved to ensure a sound understanding of the information available through the reporting tools. We provide all training materials and

manuals and undertake 'train the trainer' with face-to-face sessions to enable wider usage within your organisation. Additional webinar / recorded webinar training sessions are available whenever necessary.

Ongoing support

From the outset, we ensure you are kept informed about best practices, will advise you on how to generate the best quality feedback and will proactively share valuable insights through custom reports. We will highlight areas of your business that you need to improve to really make a positive impact on customer experience.

We carry out regular business reviews to explore your programme, the results, latest findings and any new developments and ideas in Customer Experience and Voice of Customer activity from outside the immediate programme that might be relevant.

Who we are

Passion for feedback

Feedback Ferret is a highly driven global team which has a deep-rooted passion for open-ended customer feedback. We truly understand the power it has within an organisation and this passion is embedded throughout the company and has made Feedback Ferret what it is today.

Sophisticated text analytics

With over 25 years in the customer feedback arena, our co-founders, Piers Alington and Mark Spicer are truly experts in all things 'customer feedback'. We have developed one of the most sophisticated text analysis engines in the world and are immensely proud of the brands we have worked with worldwide.



Piers Alington (left) and Mark Spicer (right), Chief Ferrets

Helping you generate ROI

We like taking the hard work away from clients. We'll do anything in our power to make digesting feedback easy. We'll work with you to sell concepts into your organisation and we'll advise you on what you can do to secure positive ROI on your investment.

Responsive & flexible

We pride ourselves on how we are perceived: "friendly", "approachable", "flexible", "resourceful company to deal with". We pick up our phones. We respond to email promptly. We react quickly to client requests. We always endeavour to go that extra mile and create a memorable customer experience for clients.

How we help your business

If you're looking for answers to any of these questions, we can help you find them:

- What are the key drivers of customer defection?
- What are the most important issues amongst our dis-satisfied customers?
- How can we improve our Net Promoter Score (NPS)?
- How can we quickly head off threats and defuse problems to keep a customer loyal?
- How can we identify likely defectors and intercept them with a relevant offer?
- What do customers think of our website?
- What do customers think about the new advertising?
- What are customers saying about competitor products and offers and how does this link to their actual buying behaviour?
- How can we improve existing products, or develop new ones to meet customer needs?
- How can I identify the best and worst performing frontline staff? How can we train the worst performers and what can we learn from the best performers?

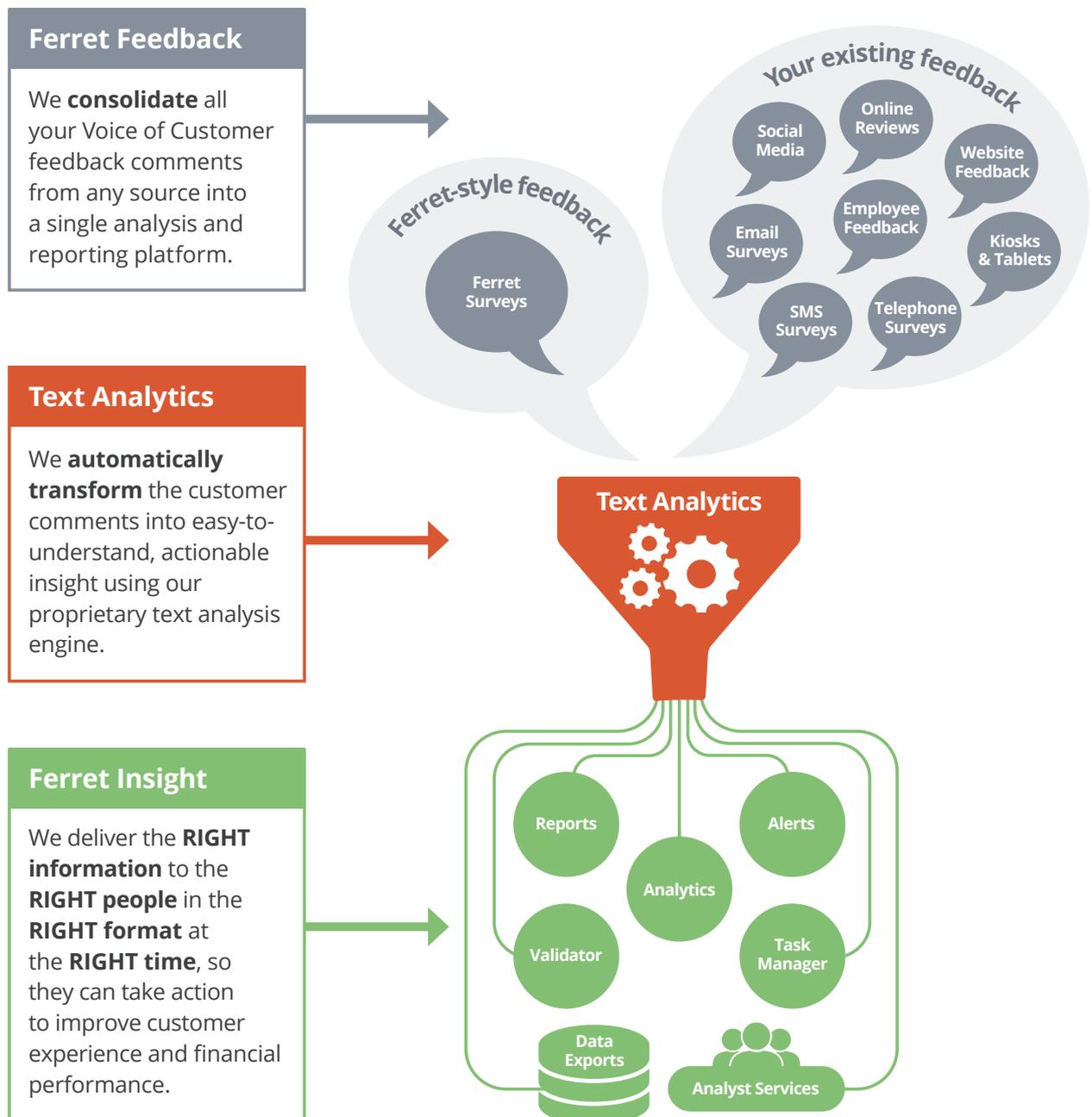
Amongst our vendors, Feedback Ferret is second to none.

Jon Finkel, Infiniti USA

What we do

Feedback Ferret uses text analytics to transform customer feedback comments into actionable insight.

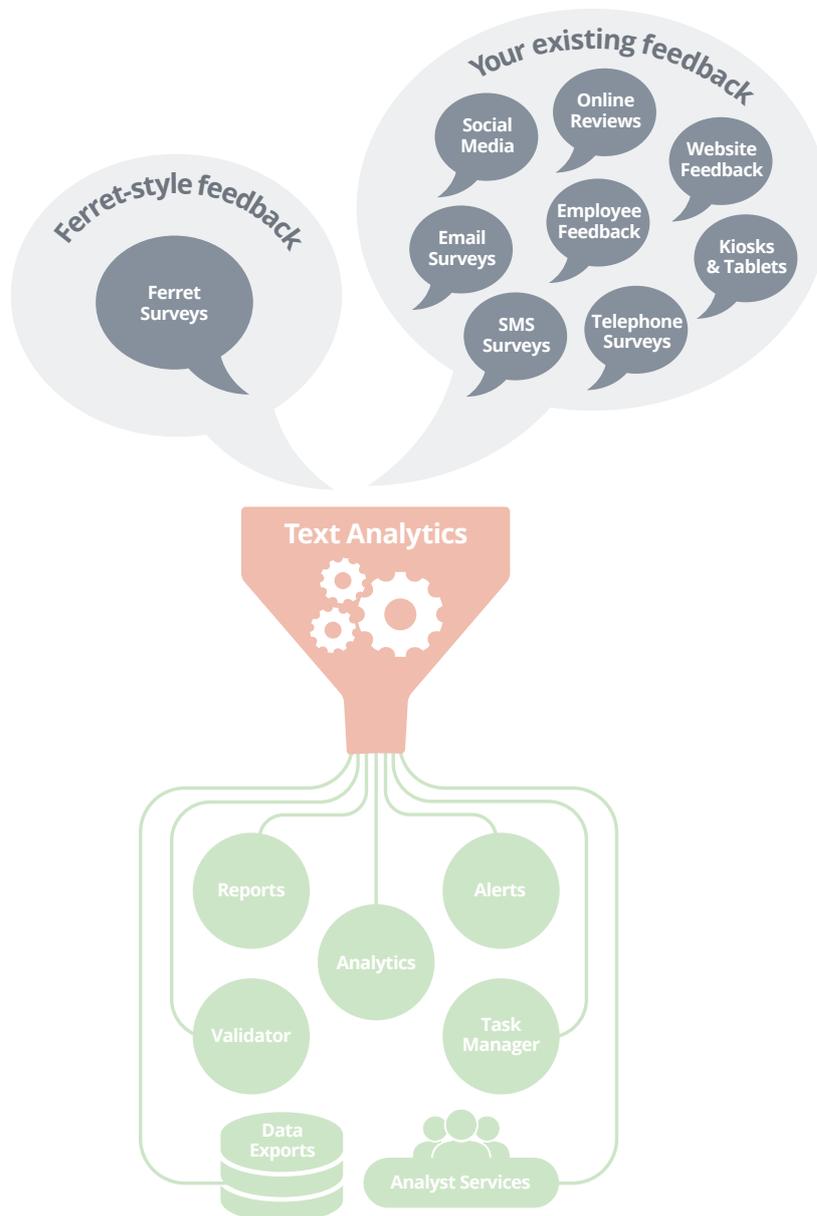
Our Feedback Management Platform:



Ferret Feedback

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

Option 1	Option 2
We can set up and operate Ferret-style surveys for you	We gather customer feedback comments from your existing surveys



Option 1 – Ferret-style Feedback

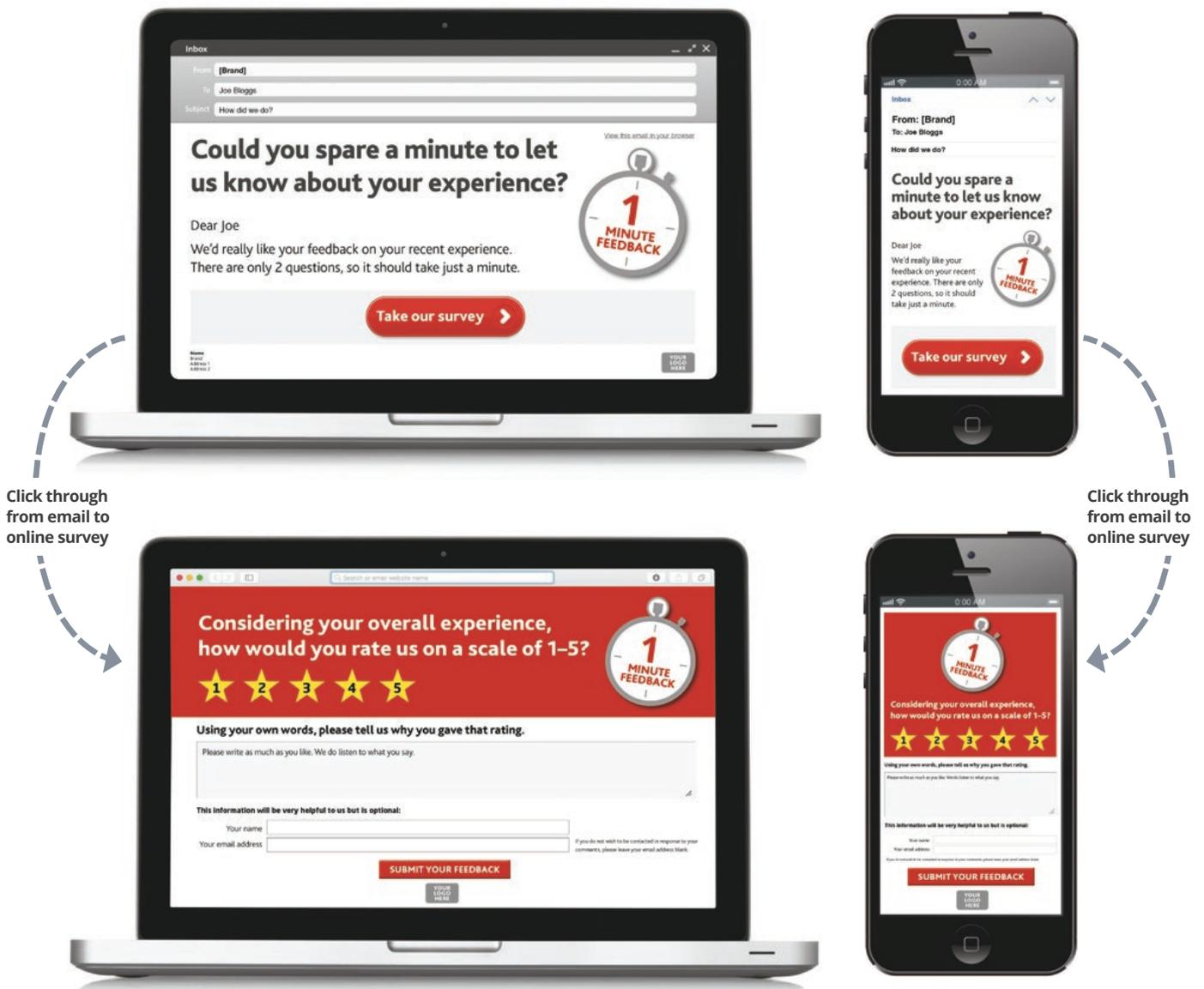
Ferret Surveys

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.

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.

Text analytics has come of age and has revolutionised the way organisations are able to collect quality, insightful feedback. We advocate simple surveys that ask as few questions as possible without compromising your own measurement and KPI requirements. And tell your customer it will be a short survey – they are more likely to complete it.

Sample email and survey:



Option 2 – Your Existing Feedback

Feedback can be gathered and consolidated from any of the feedback channels listed opposite.

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. This will enhance the analysis and reporting of your customer opinions.



Data Integration

Feedback Ferret works WITH you to ensure the data we analyse is seamlessly integrated into your systems.

Feedback Ferret can handle most data formats including text/csv files, HTML, XML, Excel, Word, Access, SMS text, RSS feeds. You name it, we can process it!

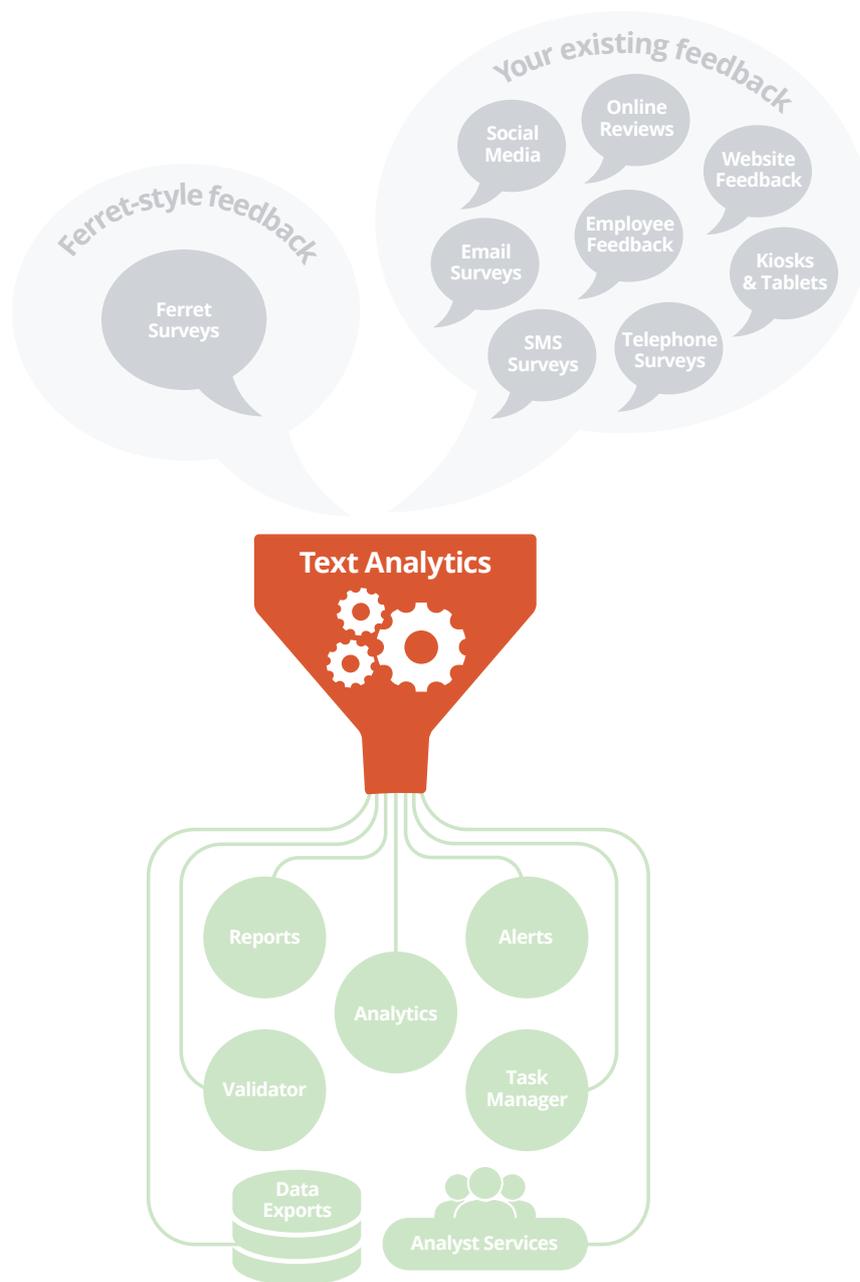
Where appropriate, Feedback Ferret technical consultants will work with you and your technical teams to extract the right data from your internal systems.

Fundamentally we work on the basis that you can ask the customers as many structured questions as you like, but they will tell you what's most important to them in the verbatim comments. If you can't effectively analyse this then you are missing out on customer gold!

Jonny Combe, BMW

Text Analytics

Our proprietary text analysis engine quickly and accurately identifies all the topics your customers are talking about. It filters vital feedback from chatter, automatically analyses every sentence in context and categorises them into Topics tailored to your business.



Our Approach

Feedback Ferret offers a fully managed Text Analytics service

■ We do all the coding, data management and data processing

■ We continuously monitor the quality of the results and improve the text coding to ensure high levels of accuracy

Benefits of Text Analytics



Text Analytics enables you to use the most innovative, effective and customer friendly methods of gathering customer feedback. You no longer need to annoy customers by asking too many questions in surveys. Ask customers to tell you what is important to them in their own words. Using shorter surveys combats survey fatigue, generates better response rates, reduces drop-off rates and gets richer insight.



Text Analytics automatically extracts all the relevant topics, sentiment and emotions from open ended customer comments, saving you time and resources. There is no more manual reading or coding of feedback and you'll never miss a comment that says 'I look forward to hearing from you' again.



Text Analytics consolidates feedback comments – and the analysis – across multiple channels and sources, providing a 360o view of customer insight.



Text Analytics enables actionable information to be readily available across the organisation to whoever needs it to understand and improve processes, products, services, etc.

Please note, you don't need dedicated analysts in your business to use the results.

Our 'Lexicon'

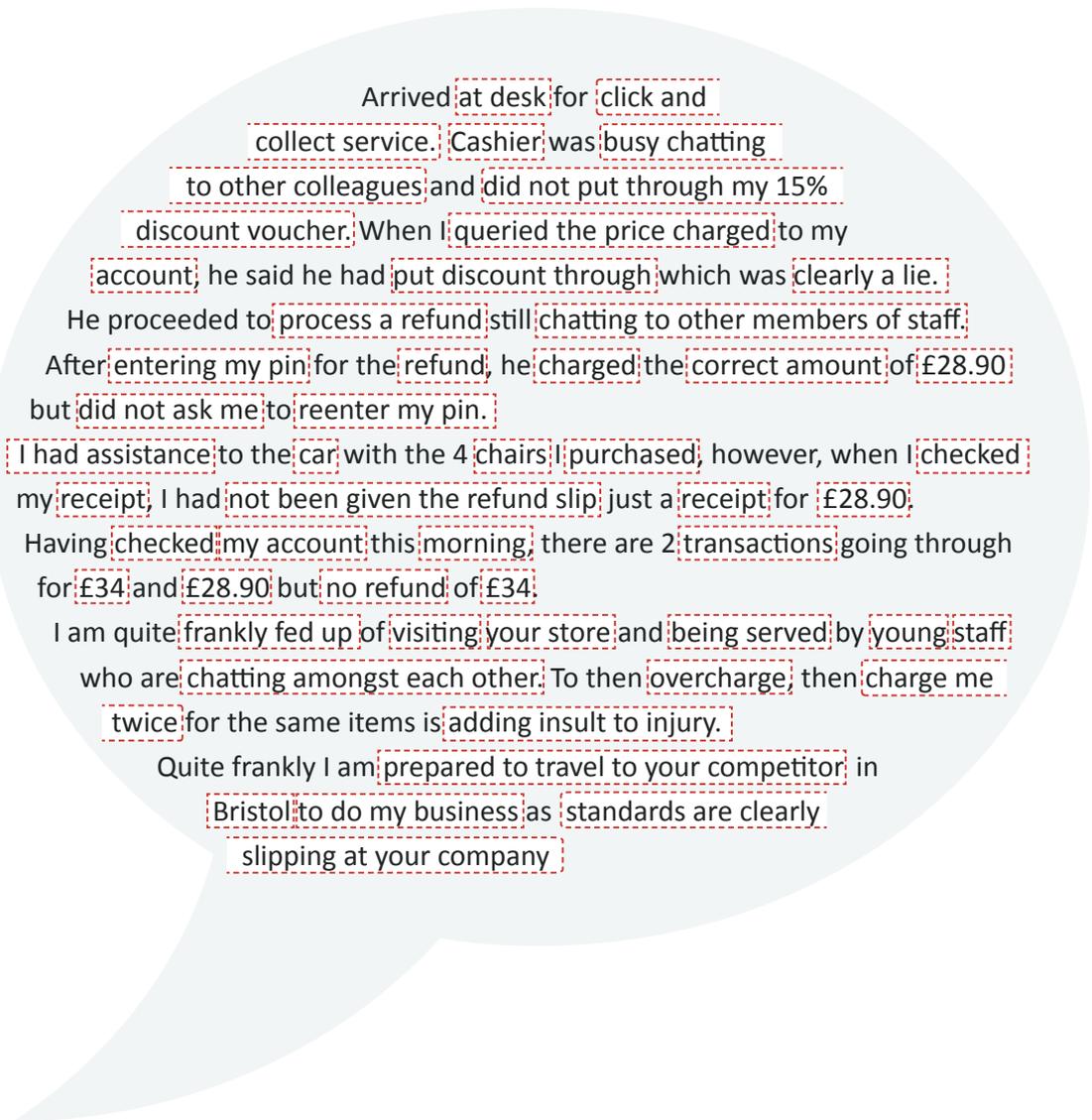
The Feedback Ferret Lexicon is the backbone of our text analytics engine. It is a single, vast dictionary of contextual phrases, organised into Categories.

It is compiled from human interpretation of feedback to ensure accurate contextual meaning. There are more than 7,500 Categories, each with potentially millions of contextual phrases.

More than 70 man-years of development have gone into building the Lexicon and it continues to be updated daily by our Lexicon team.

Within the Lexicon, we customise content to meet the requirements of every client. Brand names, products, locations, outlet names, abbreviations, staff names, competitor names, etc. are all added into the Lexicon to enable accurate categorisation of your company information.

Every client benefits from the 'communal' nature of the Lexicon; Topics and Categories updated for one client benefit the text coding accuracy for all clients.



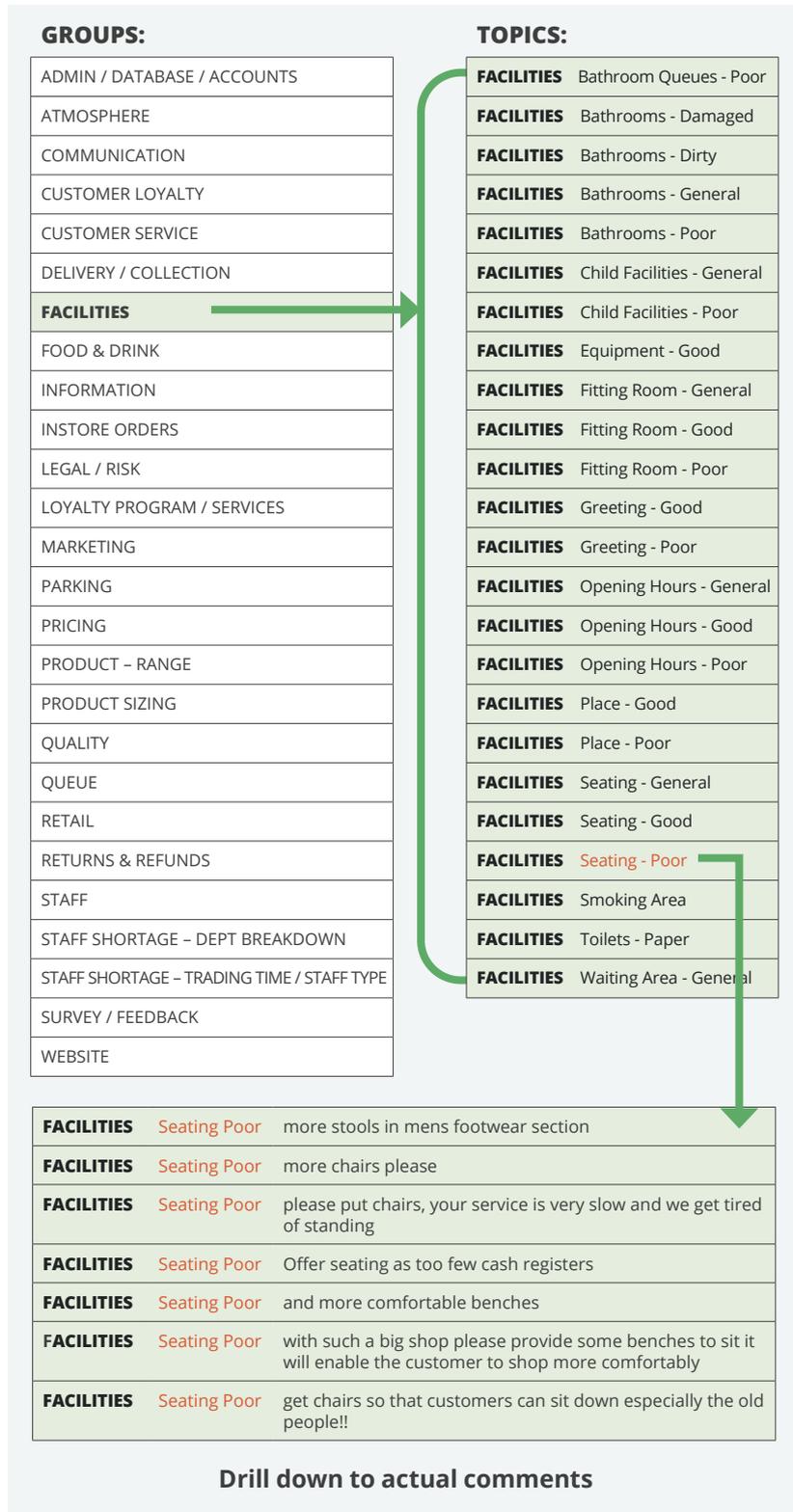
Topics

We create topics to assign the text analytics results at a level of detail that is useful to your business. We provide several 'industry standard' Topic sets as well as tailored Topic sets. Typically, we apply around 350-600 Topics to your business which ensures that you get the level of detail from the text analysis that you need to understand and act on the feedback.

Topics are created from the underlying Lexicon results. These can be simple – just one tightly focused Topic (e.g. 'Angry customer' or 'Angry staff'), or they may be complex combinations to accurately define detailed subject matter. For example, if telephone service is a minor part of the business, we could merge multiple issues into one Topic: Telephone – Poor. Conversely, if the call centre is a focal point and more detailed analysis of their performance is required, we can deliver extensive, detailed Topics – as shown in the chart.

Any customer comment may be coded against multiple Topics. We find every Topic in every sentence!

Drill-through is enabled in the Feedback Ferret reporting tools so that you can quickly get from the Topics to the original comments from customers to understand the full context of what is being said.



Accuracy

Our Feedback Ferret Lexicon Team continually monitors the quality and accuracy of all Text Analytics results. This is all part of our standard fully-managed service.

Unlike most other text analysis tools, our Lexicon team does all the laborious work to ensure you receive highly accurate results. They carry out continuous updates to the text coding and topic definitions and, after each update, all historical data is reprocessed. This ensures that every customer comment in the database is updated to the latest version.

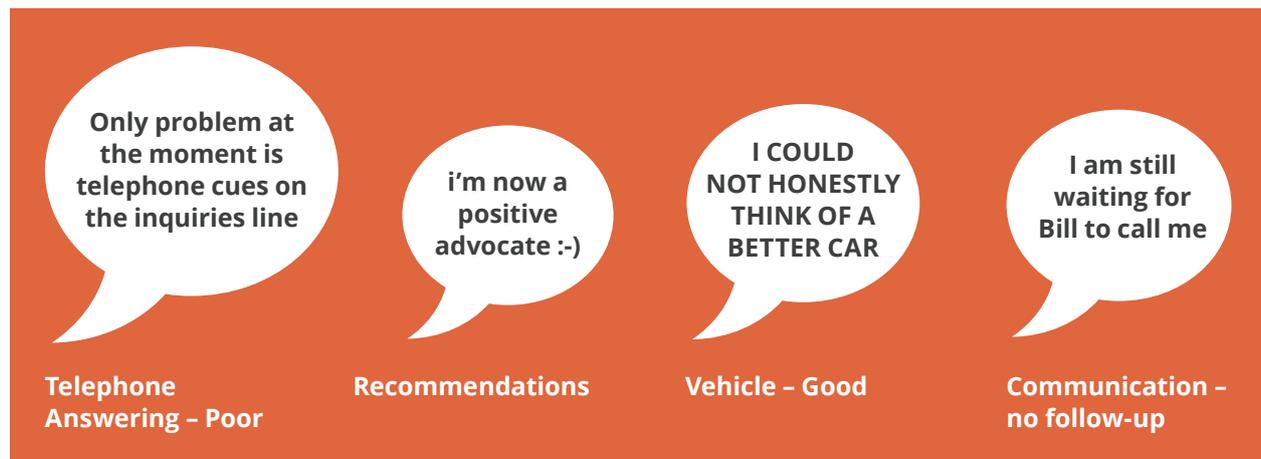
As a result of this human updating of our Lexicon, Feedback Ferret can achieve high levels of accuracy across the total set of Topics. This high level of accuracy is typically reached and then maintained after 1-2 months of a project starting, with numerous cycles of processing, QA and updating.

Our system is programmed to understand the context and make sense of customer feedback even if there are misspellings, grammatically incorrect phrases or sarcastic remarks present. There is no need to correct or update any poor quality original text.

We also code for emotions and emoji characters in the text.

Contextual phrases enable the Lexicon to distinguish the difference between the meaning of ambiguous words, as well as complex false negatives/false positives that typically cause difficulty for automated text analysis.

Below are some genuine examples of customer feedback comments which show how the Ferret's Text Analysis engine categorises the source data into contextually accurate Topics:



<p>Only problem at the moment is telephone cues on the inquiries line</p>	<p>i'm now a positive advocate :-)</p>	<p>I COULD NOT HONESTLY THINK OF A BETTER CAR</p>	<p>I am still waiting for Bill to call me</p>
<p>Telephone Answering - Poor</p>	<p>Recommendations</p>	<p>Vehicle - Good</p>	<p>Communication - no follow-up</p>

Processing Speed

The processing of results, from the moment we receive the data to the moment the results are available to view, can take from as little as 45 minutes for regular feedback updates through to several hours for large batches of records.

The Text Analytics is usually run on an overnight basis, delivering results to the reporting platforms the following morning. If the frequency of the analysis needs to be increased, we can move this to twice daily or hourly, as required. More frequent processing will incur additional costs.

When historical data for a client is reprocessed against updated Lexicon and Topic definitions, this can take several days. The updating of millions of records with the latest coding structures is carried out in the background, enabling all current applications to continue uninterrupted.

Sentiment Analysis

Sentiment scores take into account the contextual meaning of comments, not simply a count of positive and negative words. Sentiment scores are retained for use in analytics and reporting and are an extremely effective proxy for satisfaction rating or where there is no rating score.

All text analysed by our engine is automatically scored for sentiment, i.e. how positively or negatively the customer has expressed their views regardless of the overall rating score they have given (often the scores can be at odds with what they actually say).

For practical purposes, sentiment scores are grouped into 7 bands, from Extremely Positive to Extremely Negative. The sentiment score is the net score of all positive and negative content within each individual survey answer.

The example in **Figure 1** shows how sentiment score is calculated.

Figure 2 is an example of typical spread of sentiment scores for a client.

With Extremely Satisfied customers (Score = 10) you might expect to see a mirror image, however what you tend to see is apparently satisfied customers leaving negative feedback about the service they received (7% of satisfied customers give negative sentiment feedback).

A genuine example of this is seen in the comment analysed in **Figure 3**. Their satisfaction score was 10 however there are two negative comments in their verbatim:

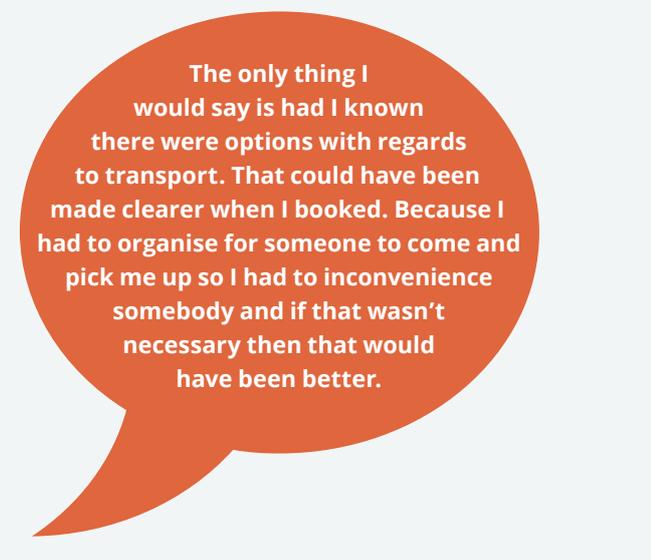
Figure 1



Figure 2



Figure 3

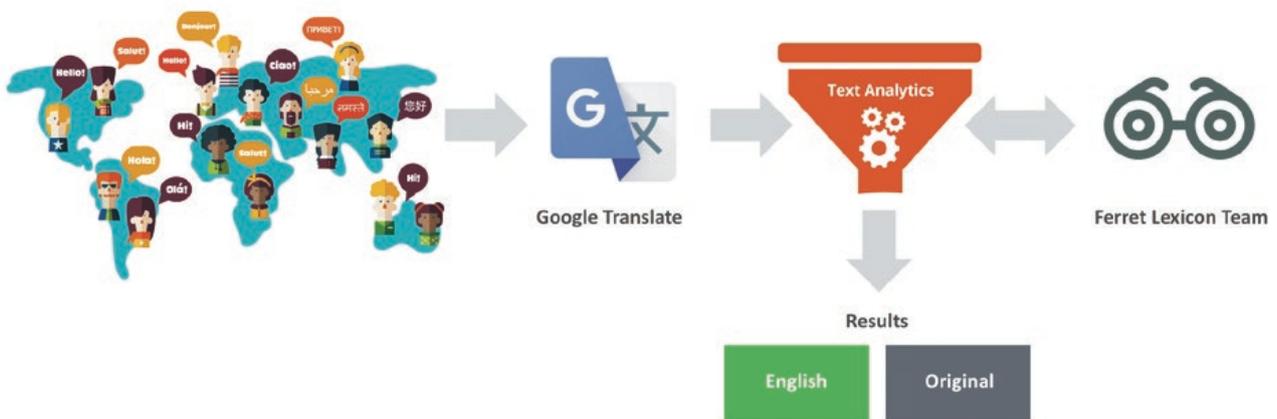


Multiple Languages

Feedback Ferret works with international clients who have customers in different countries and require multi-lingual solutions for their customer feedback programmes. We enable your customers to receive feedback requests in their preferred language, as well as enabling them to give their feedback in their language of choice.

All feedback is translated to English prior to the Text Analysis processing to ensure a consistent coding and analysis process. Where applicable, we can use manual translation, but we prefer automated methods (including Google Translate) since they are more cost effective.

If a word does not translate to English or the translation is not good enough so that the context of the sentence is lost and a phrase gets incorrectly categorised, we have a stringent QA process that identifies when this happens and coding is applied to the Lexicon where these occur.



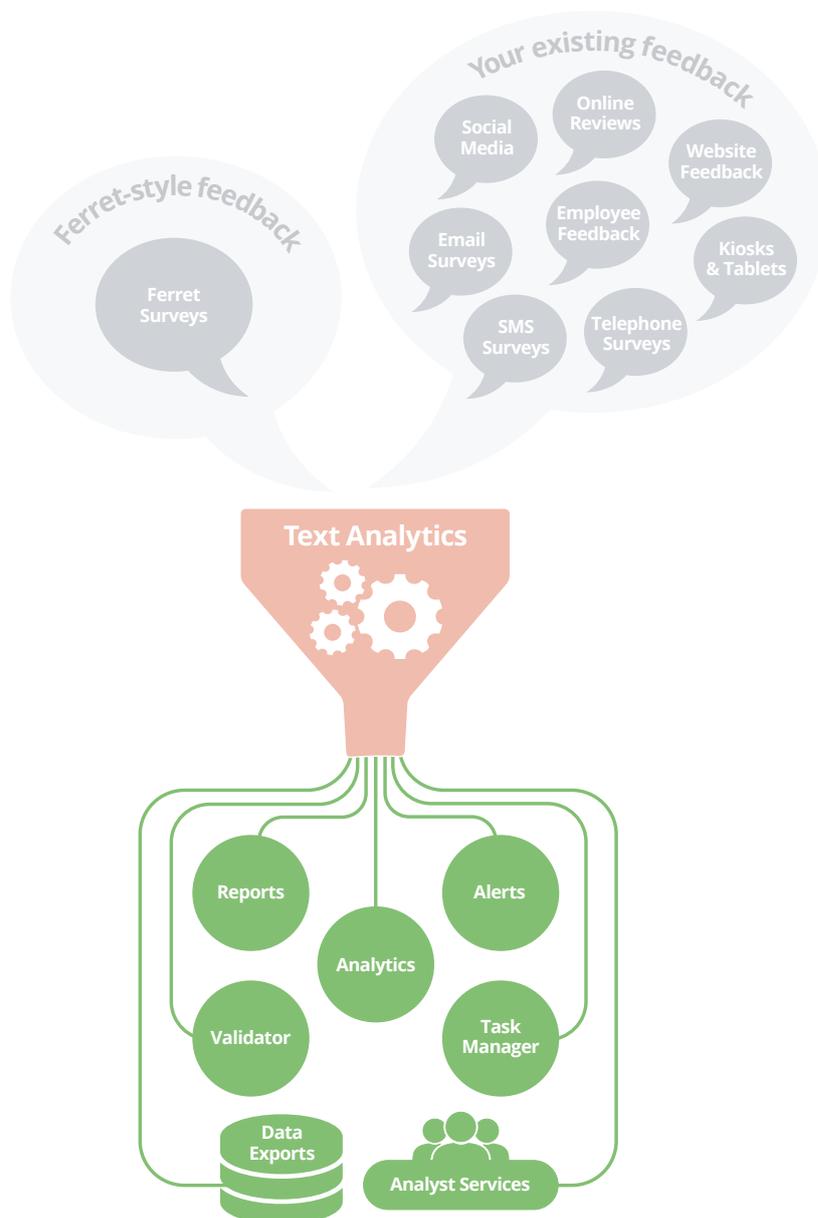
By listening and acting on the negative comments, we have won unhappy customers back into the fold, improved facilities on specific sites, better equipped our accommodation according to customer needs and improved our staff training. The benefits of the programme are very clear to see throughout the organisation. We have 25 members of staff who use the Ferret dashboards regularly and it is now our greatest management tool for influencing our business decisions for our holiday offering.

James Turner, Eurocamp

Ferret Insight

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.

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



Ferret Analytics

Ferret Analytics is a web-based data exploration tool 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 Analytics 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.

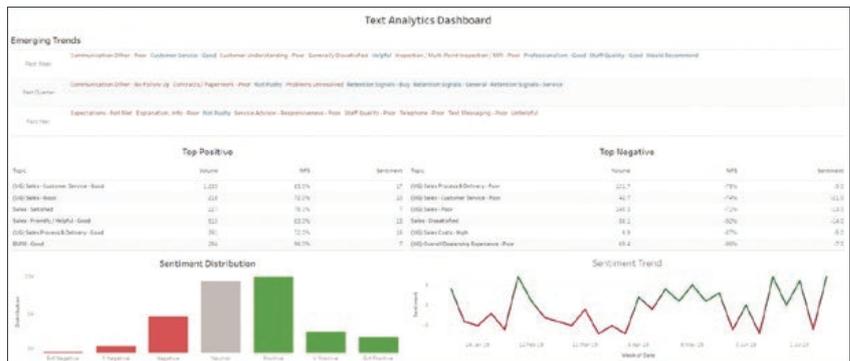
Ferret Analytics features:

- 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

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



Question	MTS	RTM	ETD	YTD	YTD Dealer	YTD Area	YTD Region	YTD National	YTD Rank Dealer	YTD Rank Area	YTD Rank Region	YTD Rank National
Overall, how would you rate your recent purchase experience (3 point)	3.71	3.62	3.62	3.62	3.62	3.66	3.67		4 / 12	45 / 200	48 / 647	
How likely are you to recommend the Dealer (NPS)	100	95.68	95.59	95.59	92.10	95.68	95.24		11 / 12	118 / 200	217 / 647	
Dealer website and the online shopping experience (3 point)	3.63	3.14	3.14	3.14	2.91	2.9	2.29		3 / 12	25 / 200	59 / 647	
Dealer staff, inventory, facility, and amenities (3 point)	3.97	3.40	3.40	3.40	2.95	2.9	2.29		6 / 12	89 / 200	108 / 647	
Working with your sales consultant or product specialist (3 point)	2	2.98	2.98	2.98	2.29	2.9	2.0		6 / 12	79 / 200	103 / 647	
Ease of coming to an agreement on final price/lease terms (3 point)	1.71	2.14	2.14	2.14	2.28	2.28	2.0		2 / 12	51 / 200	57 / 647	
Final paperwork process (timeliness, clarity, accuracy) (3 point)	3.29	2.40	2.40	2.40	2.54	2.92	2.0		7 / 12	82 / 200	100 / 647	
Final paperwork treatment (knowledge, explanations) (3 point)	3.29	2.98	2.98	2.98	2.9	2.92	2.0		7 / 12	72 / 200	100 / 647	
Vehicle delivery (vehicle demonstration, set-up and vehicle condition) (3 point)	2	2.14	2.14	2.14	2.28	2.28	2.0		3 / 12	27 / 200	55 / 647	
Are you likely to return to the Dealer for maintenance and/or repair work? (3 point)	2.86	3.14	3.14	3.14	3.14	3.13	3.15		7 / 12	92 / 200	108 / 647	



As a result of the information Feedback Ferret provides us with, we have already identified several areas of the business we need to improve upon. We are taking corrective action to deal with these and are looking forward to seeing an improvement in our bottom line as a result.

Roger Watson, Daisy

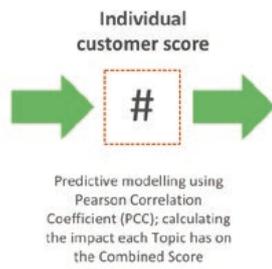
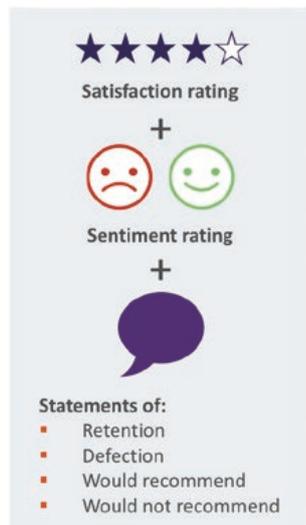
Ferret Analytics

Impact Analysis – helping you prioritise actions

Feedback Ferret uses predictive statistical modelling to identify the Topics mentioned by customers that have the greatest impact on satisfaction and loyalty. This enables you to prioritise actions.

Focus on these key drivers to head off negative experiences and carry out root cause analysis to help eliminate these issues.

Combined Customer Score



Weighted topics with ranked prioritisation based on how positively and negatively they affect customer loyalty

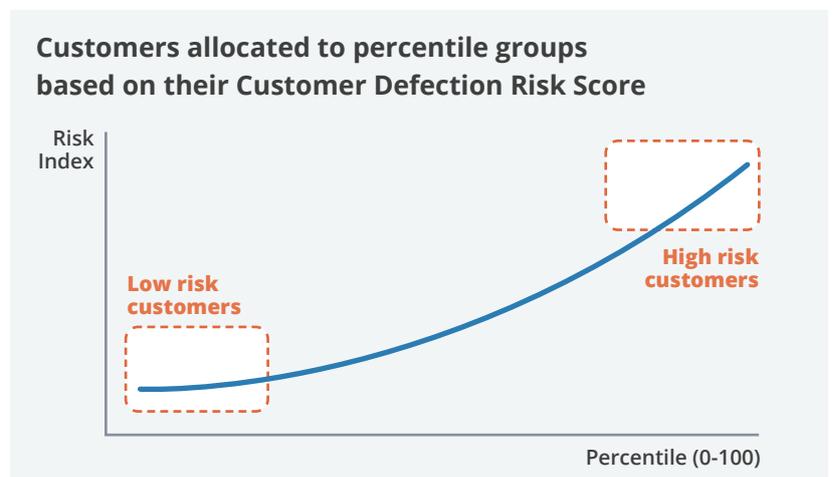
Sample Automotive Impact Analysis – Top 20 Topics

Perspective_name	Impact Measure	Distinct Topic Count
Customer Service - Good	0.7064	16,647
Friendly	0.6232	7,205
Problems Unresolved	-0.5546	440
Timeliness - Poor	-0.5273	1,526
Customer Service - Poor	-0.5200	1,557
Handled Customer Well	0.5189	6,345
Costs - Service: High / Unfair	-0.5050	999
Dishonest, Distrust	-0.4647	256
Assistance - Good	0.4645	4,273
Uninformative	-0.4605	551
Diagnosis / Inspection - Poor	-0.4578	339
Payments - General	-0.4327	601
Impolite	-0.4235	208
Professional	0.4206	2,814
Oil Change - General	-0.4186	1,799
Expectations - Not Met	-0.4095	396
Telephone - No Follow-up	-0.3904	228
Communication - Poor	-0.3887	343
Enjoyment	0.3837	2,311
Polite	0.3782	2,849

Customer Defection Risk Score

The defection risk score indicates the likelihood the customer will defect at their next purchase. Ring-fencing these high-risk customers enables you to take pre-emptive action to retain their business.

Impact analysis can be used to generate predictive scores for customer actions, such as making standard complaints or the more serious threats of legal action. The ability to see the Topics that are causing these damaging outcomes, combined with a customer risk score, is truly powerful.



Ferret Alerts

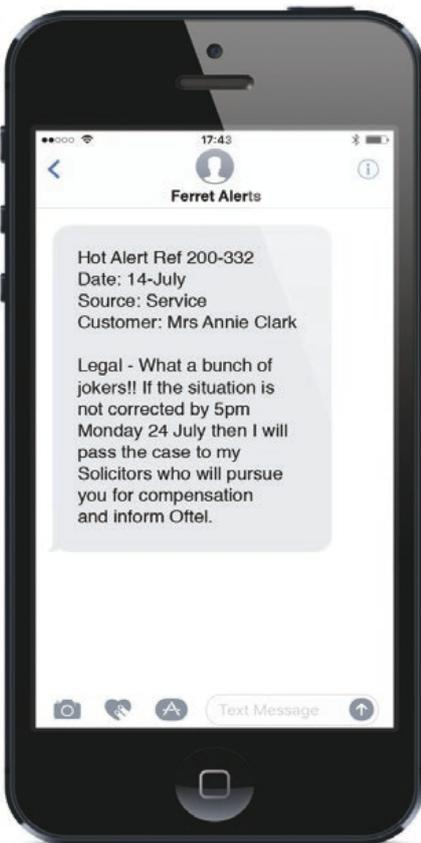
Ferret Alerts enable you to troubleshoot issues before they escalate. They inform you in real time of feedback that may be considered a business threat and require immediate follow-up. Examples may include mentions of legal threats, theft, fraud, ombudsman, harassment etc.

Ferret 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 Ferret 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:

- 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 Ferret 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.



The Ferret has helped us improve customer satisfaction by highlighting weaknesses in the way we handle complaints. By being alerted quickly to customer complaints and act on them, we can talk to unhappy customers and resolve their issues before they escalate to Ombudsman level. There is a cost of \$2,000 plus any compensation to fight each of these cases, but we know that Feedback Ferret has already helped us reduce these costs and increase our customer satisfaction levels.

Tom Caley, Origin Energy

Ferret Reports



We offer a comprehensive range of custom reports compiled by our expert team of Analysts.

We aim to pass the “20 second rule” – your employees must be able to understand quickly what customers think about their experience and know what action to take to improve satisfaction and loyalty.

We configure automated delivery via email of PDF or Excel reports to defined users throughout your organisation.

Different reports can be generated for different users and management levels to ensure that each role receives the right information in the right level of detail. This helps them easily identify what action needs to be taken.



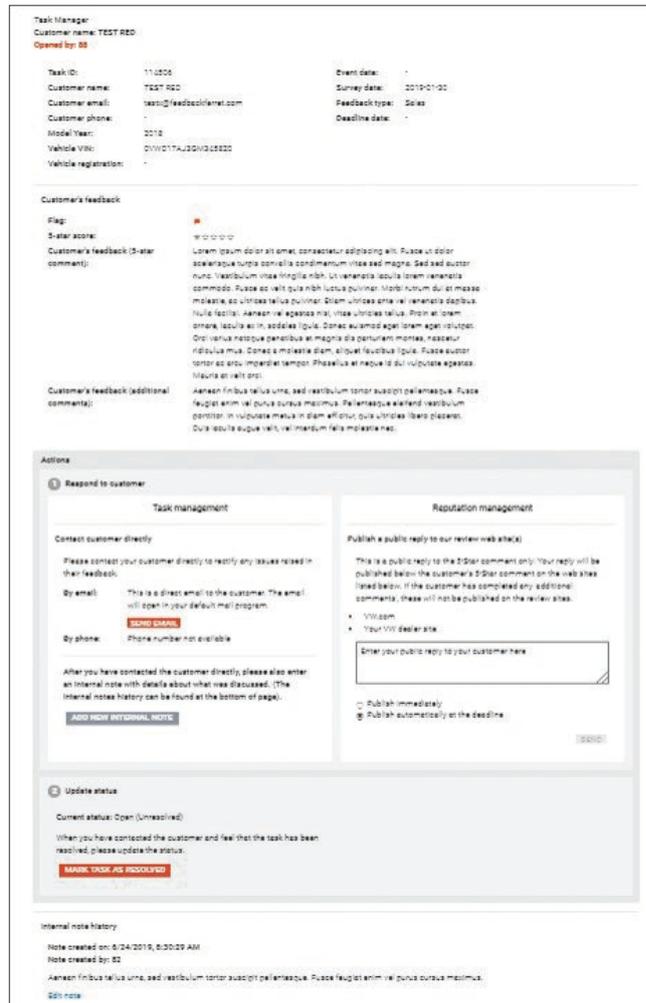
Ferret Task Manager

Ferret Task Manager 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 Task Manager based on any combination of topics, sentiment, rating scores or other criteria.

Ferret Task Manager features:

- Web-based, accessible by any user anywhere in the organisation
- Real-time communication with customers to 'close the loop' on 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.



Online Reviews

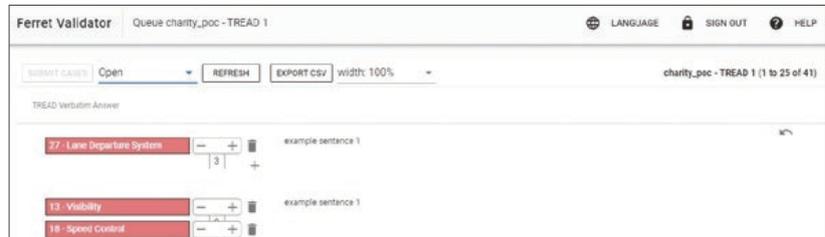
In today's world, when online reviews play such a powerful role in purchasing decisions, Feedback Ferret offers an automated method of posting customer feedback together with your responses to that feedback, onto your corporate website as 'reviews'.

As part of the Task Manager module, customer comments (aka 'reviews') are channelled into a "Reputation Management" area where your staff can respond to the comment. Both the comment/review and your response are posted automatically onto your corporate website for customers to view on a dedicated webpage.

Feedback Ferret provides an i-frame, which is added to your existing CMS by your website provider. There is minimal customisation required by you and the customer reviews and your staff's responses will appear automatically on your website.

Ferret Validator

Ferret Validator is a tool which allows the user to manually monitor and review 'questionable' verbatim hits to ensure accurate coding and routing of critical topics.



Data Exports

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 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.

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 Reports and Business Intelligence tools to create relevant bespoke reports in a method that suits you.

Client Support

From the outset, we seek to understand your business, its aims and capabilities. We understand the importance of delivering real value to your customer experience programme and our ultimate aim is to ensure you generate a positive ROI on it.

We will ensure you are kept informed about best practices, will advise you on how to generate the best quality feedback and will proactively share valuable insights that we uncover from your feedback.

We regularly highlight areas of your business that you need to improve to really make a positive impact on customer experience. We look forward to working with you.



Feedback Ferret's 'best practice' advice and support have been invaluable and I can't wait to see what we can achieve in conjunction with them in the future.

Jenny Lorimer, P&O Ferries

Costs

Our fees comprise two components: set-up costs and monthly operations costs. These are largely determined by:

- The number of data feeds/channels
- Whether we are creating the surveys for you or are we simply taking the data from your existing channels
- The complexity of the data
- The number and complexity of the insight tools that are deployed with the overall Feedback Ferret platform.

At proposal stage, we will provide indicative costs based on what we know of your requirements.

Final costs will be confirmed when the full programme scope is agreed and documented during the Scoping and Definitions phase.

Gone are the days when product quality alone is sufficient to win over and keep customers loyal. Feedback Ferret is a vital tool in helping us to deliver an excellent customer experience throughout the world.

Mike Sopp, McLaren Automotive

Why Choose Feedback Ferret?

Here are some of the reasons why clients choose to work with us:

- 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 simple customer-friendly surveys generate good response rates and provide better quality feedback.
- We help make your feedback gathering a positive brand experience for your customers.
- Our proprietary text analytics engine consistently delivers more accurate 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 scoring automatically during the text analysis process. Our impact analysis modelling helps you 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 platform.
- 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 programme managers and analysts will support you every step of the way.

What Now?

If you'd like to discuss your requirements or have an introductory chat with us, please 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

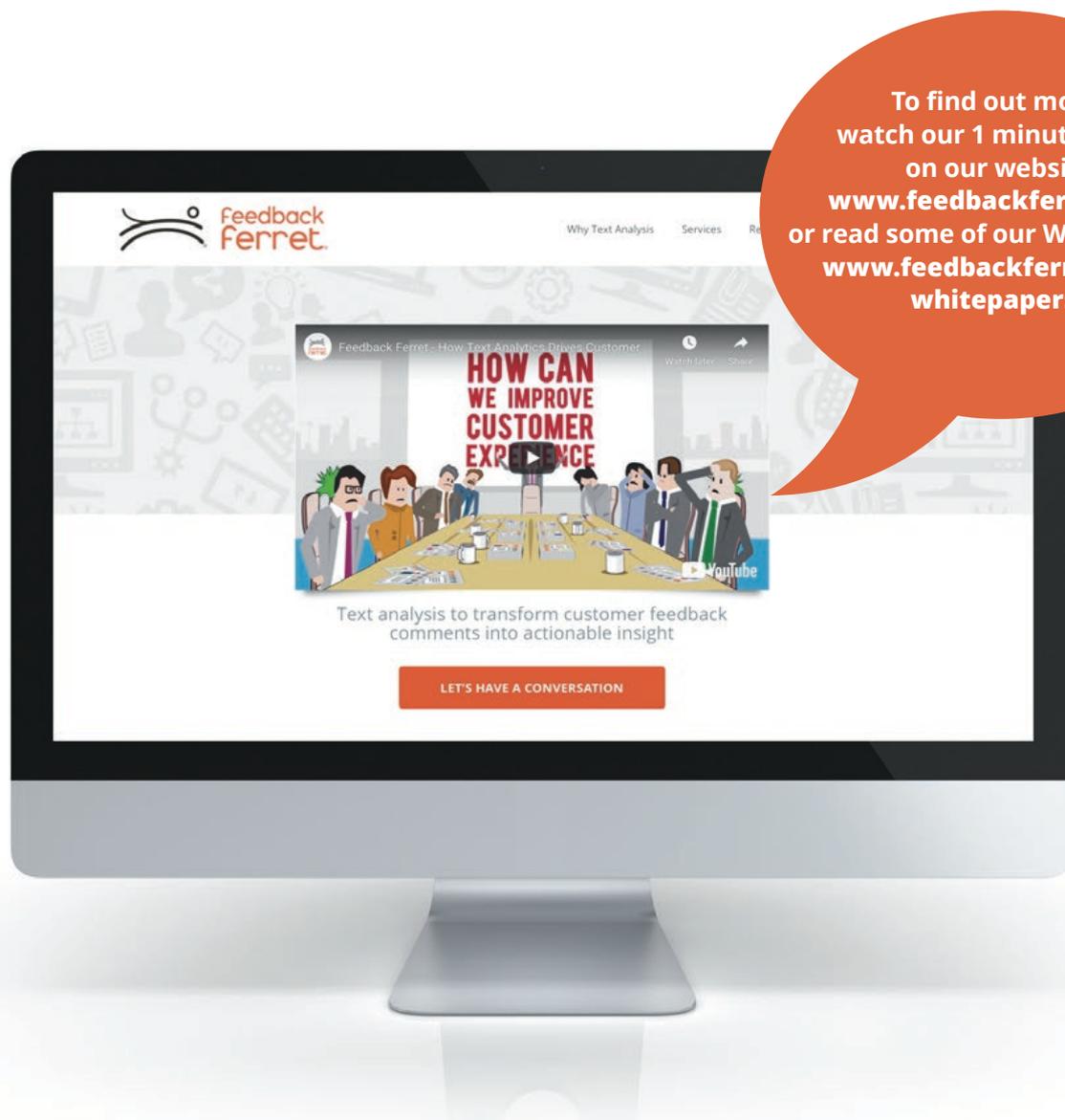
Telephone: +1 (312) 291 4629

Email: infoUSA@feedbackferret.com

Poland

Telephone: +48 509 445 564

Email: infoPL@feedbackferret.com



To find out more,
watch our 1 minute video
on our website
www.feedbackferret.com
or read some of our White Papers
[www.feedbackferret.com/
whitepapers/](http://www.feedbackferret.com/whitepapers/)

feedbackferret.com

