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**While the TREAD requirements are the same across the automotive industry, the approach to data collection, coding and reporting differs by OEM.**

## 1 FLEXIBILITY

Feedback Ferret offers the flexibility to customize data extracts, deliverables and delivery location to suit the specific needs of any client's TREAD reporting team and based on a client's existing TREAD protocol and process.

## 2 TOPICS

Because of our extensive work in the automotive industry, our Text Analytics solution already features a fine-tuned set of topics dedicated to 'catching' mentions of automotive accidents, injury/death, property damage, fire, rollover, etc., which may occasionally be found in a customer's survey response. Our topics are already optimized for the many ways people talk about these issues as they relate to vehicle ownership, and would be additionally fine-tuned to 'understand' brand lingo specific to a client.

## 3 CATEGORIZATION

Our proven automotive Text Analysis capabilities also provide robust categorization of consumer complaints by vehicle component (including inner workings, interior, exterior, technology, and general quality.) This foundation can be married with a client's reporting framework and business rules, resulting in the delivery of an appropriate complaint selection (with description), delivered in the desired format to the desired location. Examples:

- Feedback Ferret could provide automatically-generated Excel files with all relevant customer inputs against the TREAD reporting topics.
- Feedback Ferret can apply a client's TREAD business rules to select the appropriate complaints, funnelling them elsewhere (such as a Consumer Affairs team) for review, handling and reporting.
- Feedback Ferret could present TREAD data in an online portal, where a client's employee could perform a visual human review of a curated sub-set of complaints (generated from Text Analytics), select the final set records for reporting and extract them into the format prescribed by the client.

Sometimes it may be a mix of all three approaches -- whatever is easiest and most desirable for the business. Regardless, these reports will help clients to quickly fold survey complaints into the existing data collection process, and easily prepare the quarterly early warning submission reports to NHTSA.

## 4 AUTOMATION

We will work closely with a client to confirm the specific topics that will drive these reports, in conjunction with the output formatting. This will minimize any final manual work that a client needs to carry out prior to submission to NHTSA.

## 5 SAFETY/RISK REPORTS

In addition to the TREAD/NHTSA reporting, we will also create safety/risk reports as one of the Verbatim Deep Dive analysis reports. This will highlight any product topic that is associated with a 'basket' of safety/risk related topics, and enable clients to see the trends of these issues from the earliest stages.