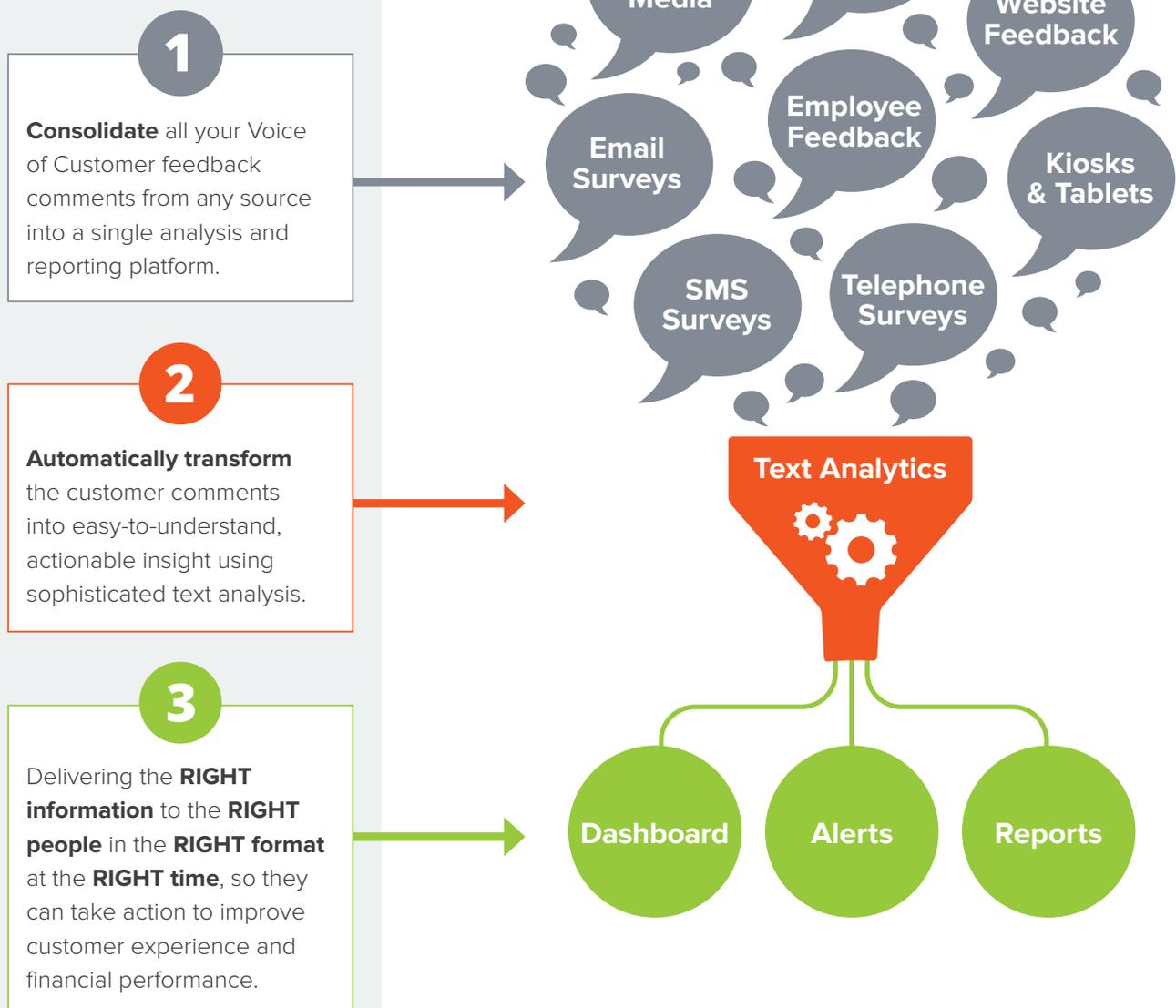


# Customer Feedback Services



Using text analytics,  
Feedback Ferret  
transforms customer  
feedback comments  
into actionable insight.

A solution that  
makes it easy for  
you to improve your  
customer experience.



# Collect Customer Feedback



Automatically gather all your customer feedback comments from any touchpoint – surveys, online reviews, social media, employees etc.

Combine the comments with other information available (customer details, transactions, locations, bookings, etc.) to give you a 360 degree view of your customers' experience.

## Feedback Comments

- Combine all your customer feedback surveys that contain verbatim comments for analysis
- Simple integration with your systems which minimise your technical requirements for the Feedback Ferret solution.
- Automated transfer of data to enable rapid and seamless analysis and reporting.
- Your data transfers can be as frequently as you want – daily, weekly, monthly – whatever works best for you and your operations.
- If you have multi lingual feedback, all customer comments are translated into English before being analysed. Both the original comments and the translated versions can be viewed in our dashboard.

## Online Reviews

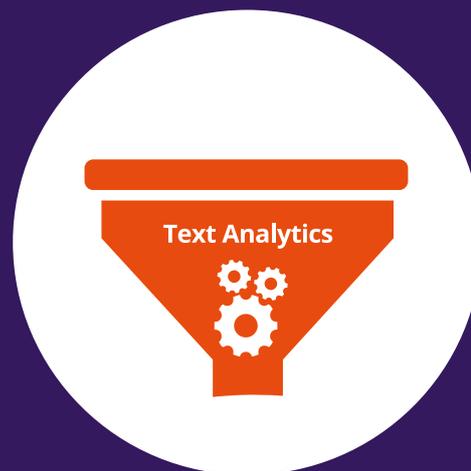
Many organisations now receive significant volumes of feedback from online reviews. These reviews may be prompted and managed by the organisation – such as Trustpilot, Feefo, etc – or they may be totally outside the control of the organisation – reviews such as Google Reviews, etc.

All these review channels – and there are many of the them! – represent very worthwhile sources of insight from customers about their experience with the organisation, its products, services and distribution channels.

Feedback Ferret retrieves these online reviews through fully authorised channels to give you real time views into what customers are saying through these review channels.

Now you can consolidate your online reviews with your managed satisfaction surveys, to give you a comprehensive view of all your customer feedback channels.

# Analyse All Comments



With over 20 years of development and continuous improvement to its capability, you'll benefit from powerful text analysis technology that quickly and accurately identifies all the topics your customers are talking about.

## A fully managed text analysis service

- All the coding and data management is done for you which saves you time and resource. You simply receive the results.
- The quality of your results is continuously monitored and the text coding improved to ensure very high levels of accuracy.
- “Topic” centric Text Analysis - your customers will talk about many different aspects of their experience and all topics mentioned will be presented in the text analysis results.
- Industry specific topics which are then further tailored to your organisation. The topics and categorisation of feedback comments needs to be set up at a level of granularity and usefulness that works for you and your organisation. We will work with you to establish these topics and categories during the early stages of your programme.
- Sentiment scores are automatically calculated for each verbatim comment at sentence, overall answer and entire survey levels. Sentiment scores take into account the contextual meaning of comments, not simply a count of positive and negative words. Sentiment scores are available in analytics dashboards and reporting, and are an extremely effective proxy for satisfaction ratings in feedback sources where there is no other rating score.

# Receive Alerts, Take Action



Automated alerts are the lifeblood of any Customer Experience Solution.

## Win customers back into the fold and build emotional loyalty

Automated alerts inform you in real time of feedback that may be considered a business threat or opportunity, and which require rapid follow-up with your customer. Organisations can quickly identify and act on key issues that need remedial action - or praise - that have a significant impact on customer satisfaction and loyalty.

- **Red flag alerts** – Some impact customer loyalty, some will impact your brand reputation, and others will cost real money to resolve, for example, legal threats, theft, fraud, ombudsman, harassment etc. 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.
- **Green flag alerts** – Make contact with customers where their response has been positive. Reinforcing positive customer sentiment through affirmative actions can have a huge positive impact on building emotional customer loyalty.
- **Contact Requests** – Regardless of the score given by a customer, you'll be alerted to all instances of 'Contact Requests' from customers. Building topic hits for this topic into your alert program will ensure that you never miss a request to be contacted.

The alert facility is available to all clients, to quickly sift out all the feedback responses that meet any of the criteria for the alert business rules. Alerts can be triggered using a combination of factors, such as verbatim topics, sentiment score and survey rating score and can be filtered by any of the structured data such as survey type, products, channels or outlets etc.

# Analytics Dashboard



See what's driving your satisfaction ratings.

Select filters to focus on date range, specific business areas, geographical zones, or employees.

Drill down into the actual comments and take action where necessary to improve customer satisfaction.

## Easy to use dashboards

A Dashboard tool that is designed for all levels of users, from people who need simple reports, through to data analysts.

- 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).
- Users can see results in a variety of pre-formatted data visualisations. They can rank, filter, slice and dice the data to understand the impact on satisfaction and loyalty and drill through to the underlying comments from any data point.
- Impact Analysis modelling is carried out on the topics to provide predictive weighting scores that indicate how influential each topic is in driving customer satisfaction and loyalty, from a negative and positive perspective. This is massively powerful in helping you to prioritise the actions you take in response to customer feedback.

## Custom Reports

Within the Analytics Dashboard, you can self-configure Customised Reports for regular automated updates and output to PDF.

## 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. Your data can be automatically exported to your corporate CRM or any other reporting system. This enables you to link to your own business intelligence tools for real time analysis and reporting.

# Advice & Support



Benefit from over 20 years experience of understanding what makes the customer tick. Working closely with our team of experts, you'll identify how you can improve customer experience, drive loyalty and, ultimately, increase your bottom line.

From the outset, we seek to understand your business, its aims and capabilities. We know 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.

## Delivering real value to your customer experience programme

You will be kept informed about best practices and advised on how to generate the best quality feedback. We will proactively share valuable insights that we uncover from your feedback, carry out regular business reviews with you and share other case studies that may be relevant.

Ongoing account management will consist of several methods of communication:

- Weekly status meetings which provide every project with optimum transparency and control.
- Ad hoc 'first line support' requests will be handled by our project team who are available during work hours to answer any questions you may have.
- Quarterly strategy meetings are scheduled to review project progress for the last quarter, discuss plans for the next quarter and also suggest where additional value can be provided.

We organise workshops for all those involved in your feedback programme to ensure everyone has a sound understanding of the information available through the reporting tools.

Our success is your success!

## Why choose Feedback Ferret?

- Easy set-up, fast results
- Friendly, flexible and resourceful team who will support you every step of the way
- A complete, managed service saving you time and expense
- Cloud-based solution – no hardware or software to install or configure
- Accurate text analytics engine delivering fast and usable insight to help you drive real business improvements

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

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