



# Customer Feedback Survey

## SOLUTION BRIEF

### Solution overview

Customer Feedback Survey is a solution to measure customers' experiences with products or services. Feedback is enriched with the survey participants' demographics (through face detection using Audience Analytics technology). Beabloo's demographics-enhanced Customer Feedback Survey has been designed for businesses that care about product and service quality and are interested in their customers' opinions. The Customer Feedback Survey report presents aggregated results of how customers answered on given questions, crossing it with the respondents' demographics (gender and age range), which are obtained through the Audience Analytics solution.

#### How does it work?

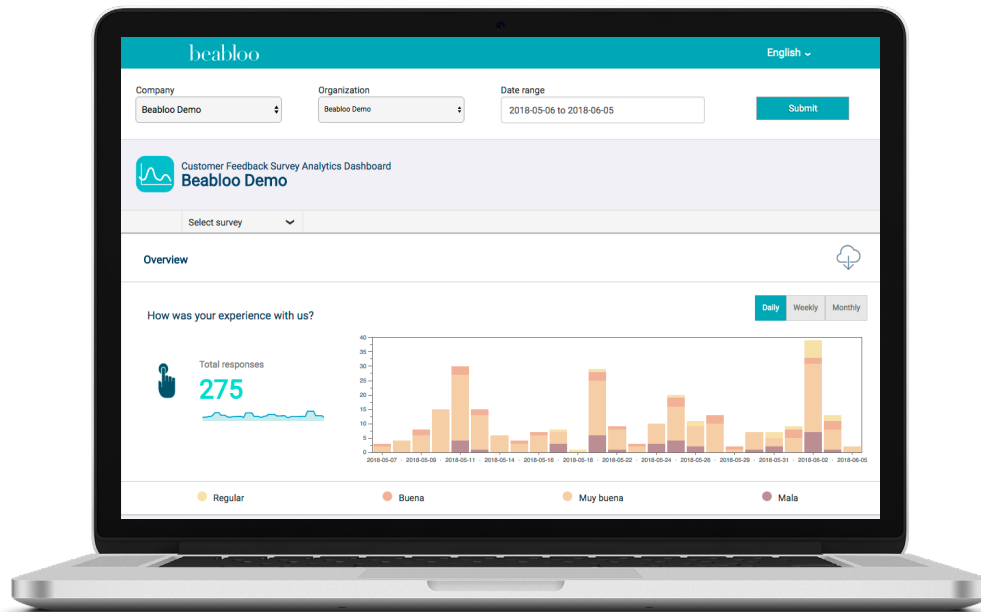
Customer Feedback Survey is a unique solution that combines touch screen capabilities with video analytics technology. The Customer Feedback Survey is conducted with a freestanding tablet placed at a selected in-store location/point of interest. The respondents answer the survey questions by selecting the responses that best correspond to their experience. The data is correlated with respondents' demographics obtained using video analytics sensors. The results are presented in a cloud-based dashboard.

### Solution benefits

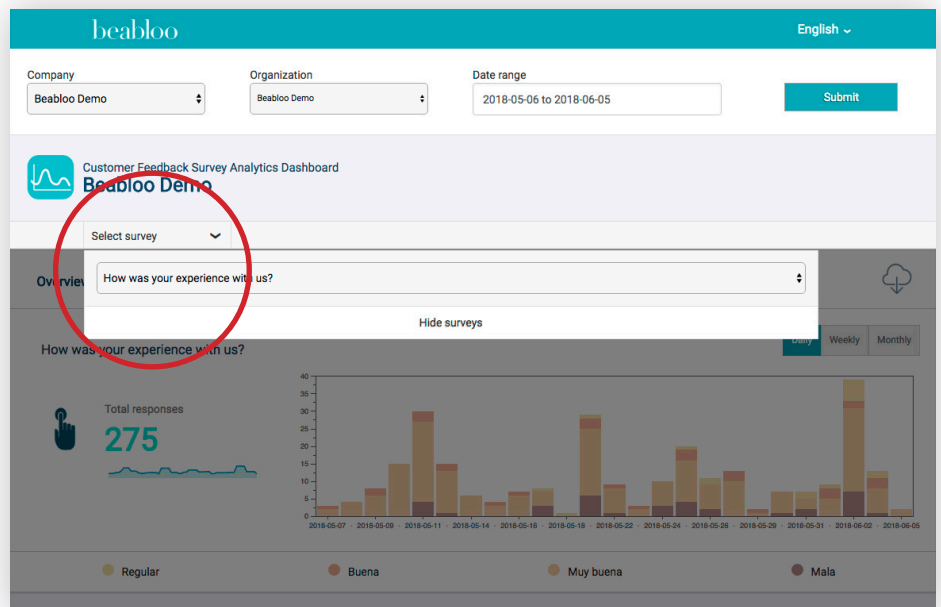
- Make customers feel important and share survey results on all communication channels using the Beabloo omnichannel CMS.
- Collect customer feedback and opinions quickly and easily.
- Offer a customized survey to measure satisfaction, preferences, loyalty and much more.
- Improve the quality of products and services by identifying customers' real opinions.
- Monitor satisfaction, track changes in customer feedback and react immediately if needed.

# What does Customer Feedback Analytics offer customers?

The Customer Feedback Dashboard is cloud-based, and updates every 24 hours. It correlates customer demographics data with their responses. KPIs are presented for the entire organization. The dashboard is divided into 4 different sections: overview, breakdown by response, breakdown by gender and breakdown by age group. The metrics are the total responses within a selected date range, as well as frequency breakdown by response, gender and age group. All data from each section can be downloaded as a CSV file.



A user can use the "Select survey" feature to check the answers for different survey questions. When a user selects any of the surveys, the dashboard will display the data for that survey for the time period that was originally selected.



# Key features

- Demographics using Audience Analytics.
- Freestanding tool that can be installed at any point in the customer journey.
- Customized survey questions and responses to measure satisfaction as well as other aspects (loyalty, experience, likelihood, and so on).
- User-friendly survey with emoticons or images to express the intentions of the response.
- Multiple-choice questions with up to 10 predefined responses.
- Monitoring and remote troubleshooting (Internet connection, Proof of Play, hardware status, etc.).
- Data collected, even in offline mode.
- Aggregated demographics using Audience Analytics.
- High accuracy.
- Remote access to data through the automated dashboard.

## Use cases

Customer Feedback Survey is an amazing tool not only for measuring customer satisfaction, but also for understanding customer segmentation by relating survey responses to customer demographics. Customer Feedback Survey can be deployed easily at any in-store location and can be used for various purposes:

- 1. Feedback at the point of sale:** After completing a payment/purchase, customers can share opinions about services or products. This option is particularly useful for retail, transportation (after purchasing the ticket), and QSR (after picking up the food).
- 2. Feedback at the exit:** After visiting a location/area/zone, customers, usually shoppers, can share their opinions about products. This option is of interest in retail, service, and finance.
- 3. Feedback at the initial point:** The initial point could mean a reception area, front office, lobby or waiting area. The respondents in this case are usually guests, residents or patients. Key sectors for this type of implementation include healthcare, hospitality, entertainment, education, real estate, and automotive workshops.
- 4. Feedback at the point of service:** A feedback survey can be installed at any point of service, such as after a medical visit, a treatment (healthcare/beauty) or a fitting room visit (retail). This can also be useful after visiting a payment point, consulting point, etc. (banking) or at train stations and gas stations (transportation).
- 5. Feedback at the customer service point:** The respondent is a customer looking to solve a problem, seek assistance or make a complaint. Key sectors include retail, service and finance.
- 6. Feedback within the office/educational institution:** Respondents are employees or students who want to share their feelings about employers or teachers.