



feedback master

What Problem are we solving?





A key component of your service delivery, customer retention strategy, product sales strategy and overall bottom line performance is dependent on front office and customer facing staff.

Measuring and improving the impact of each of these KPIs is difficult as there is no mechanism that monitors individual or team performance as and when the service is delivered.

Existing customer service surveys have their own limitations such as inflexible/static questions, long feedback turn around time, lack of specificity and cold responses that have ben overtaken by events. All these impact on decisive decision making that can effect positive change on business operations and service delivery.

What is it?



A real time customer service experience platform that allows companies to monitor key performance indicators that drive front end, customer facing service delivery.

This system allows companies to among others do the following :

Customise and change KPIs as and when required.

Carry out specific product experience surveys and receive actionable qualitative feedback

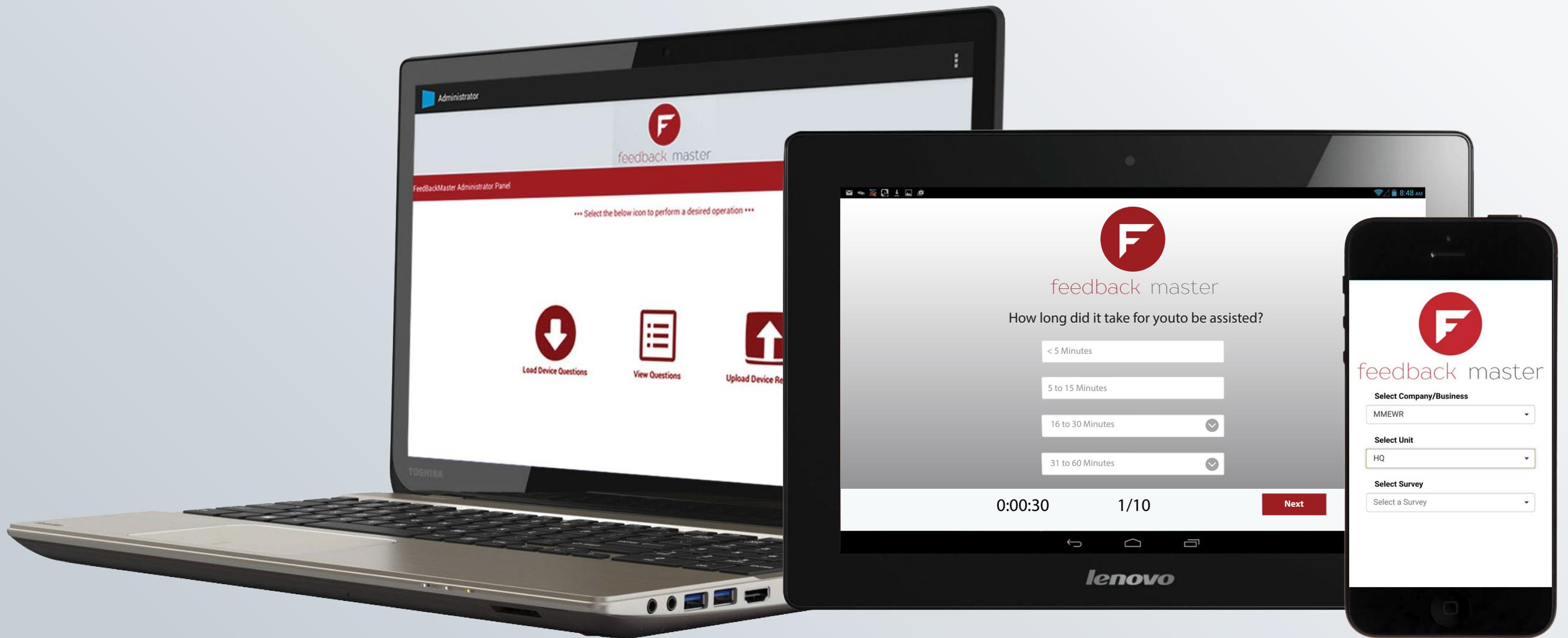
Measure overall company performance or individual performance, or product performance depending on your requirements

Receive monthly reports as part of the service or access them anytime online to see performance trends

The product has been designed to establish key issues that provide direction and offers scope for in-depth analysis.



The system can be accessed on mobile devices such as tablets and smart phones.



How does it work?





START

Customer enters establishment and engages a service attendant of their choice as per their service requirement

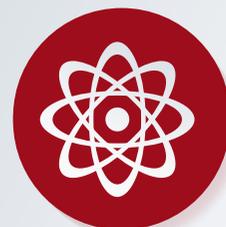
**"YOUR FEEDBACK IN UNDER
30 SECONDS"**

Once service has been rendered, the service attendant requests the customer to rate their experience



Customer proceeds to the mobile wireless device and rates their experience. or access survey via sms/email link

Once the customer 'submits' the information, their feedback is instantly captured and sent to the FeedbackMaster cloud, for analysis.



END

Survey Session is concluded.
Session time: 30 seconds

What do you get out of
FeedbackMaster?



Benefits

- Real time feedback data collection
- Near instant reporting
- Accuracy of data
- Paperless
- Can run from multiple service points
- Can run different question types eg. Monthly or quarter long surveys
- Random dipstick survey on other services such as new products, non-performing products.
- Time friendly; the whole session is under 30 seconds
- Unlimited sample size

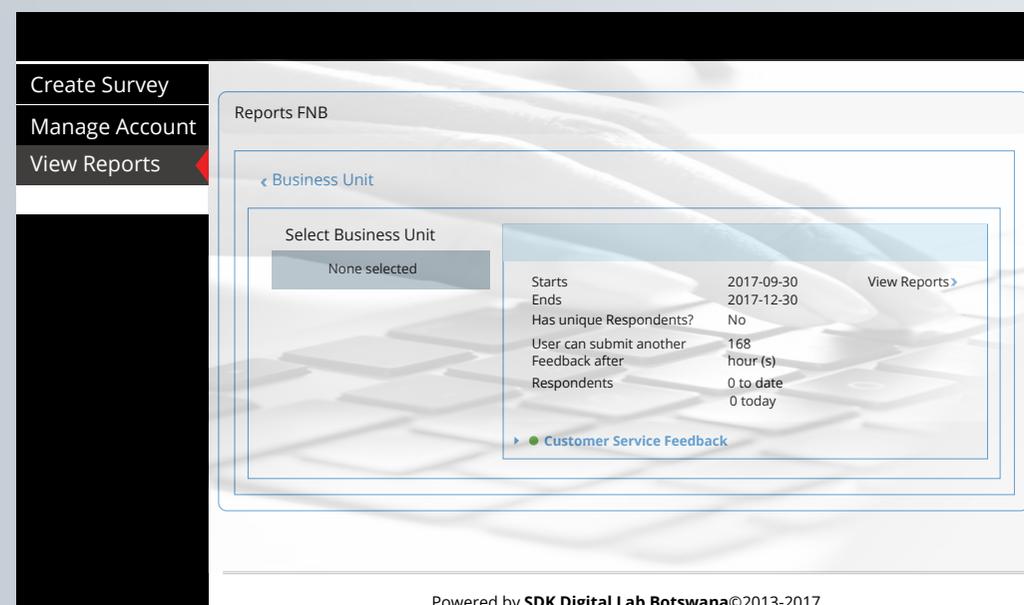
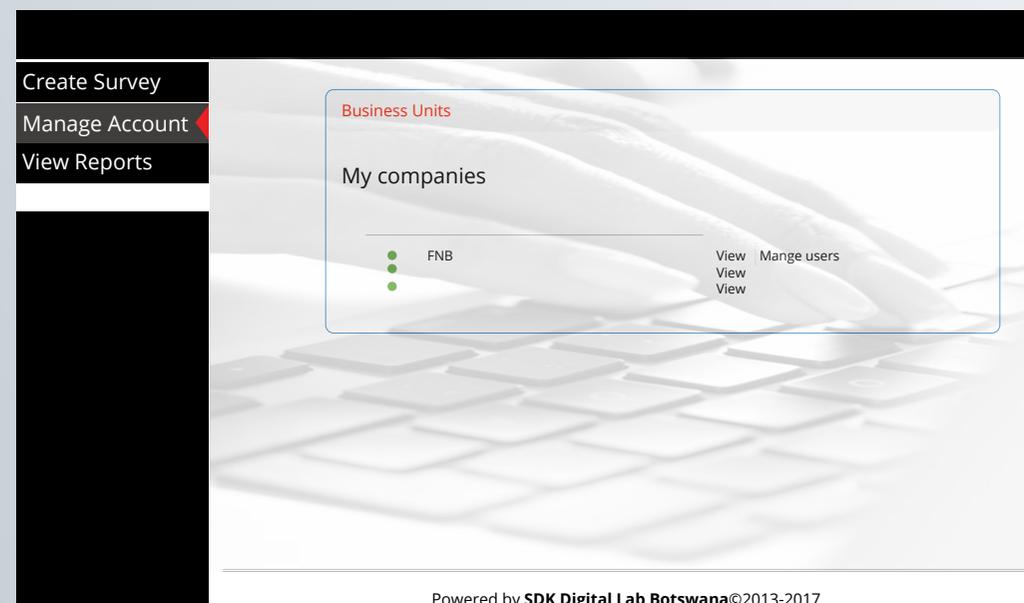
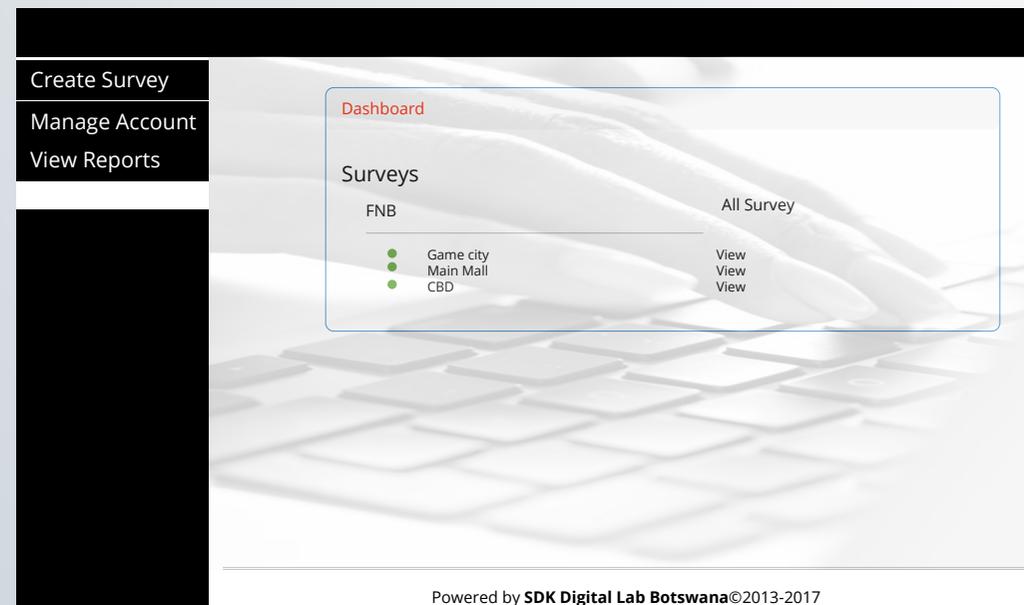


Key Features

- Create and manage surveys.
- Assign users from your end.
- Track your survey.
- Overview of performance per desired dates.
- Share survey links.
- Edit questions.
- Log participation logs.
- Instant reporting.

CSI Tracker

To establish customer service index respondents are asked to rate their experience of individual organizations they have dealt with in the previous month, using a scale of 1 – 10, on a series of metrics covering professionalism, quality and efficiency, ease of doing business, timeliness, problem solving and complaint handling as well as attitudes towards trust and reputation. The metrics reflect the priorities customers have identified as the most important attributes of customer experience according to notable customer service authorities. Overall scores for each sector are the mean averages of all responses for that sector. The CSI score for each organization is the average of all of its customers' satisfaction scores.



Reporting

Instant reports with remote access for clients covering:

- Quantitative feedback on KPI performance.
- Rate of participation.
- Demographics (age profiles, location, gender).
- Trends (peak periods, low usage periods).
- KPI reports (at individual, company, product or specific question level per branch or national).



Access results via online dashboard

Dashboard Analyse

Compare periods

Advanced filter

Show Raw Data

Export to excel

Print

Log out

Participants by gender

Percentage change M: F: 2%

Participants by age

Percentage change 18-24 25-34 35-44 45-54 54+

Participants by location

Percentage change

Total respondents

2572

Top gender

Male: 53%

Top age

18-24: 44%

Top location

Gaborone: 66%

How did you hear about the fair?

Top response(TR) social media: 33%

Respondents(TR) n=427

Respondents(TR) 33%

% Change(TR) 2%

How satisfied are you with x?

Top response(TR) satisfied: 71%

Respondents(TR) n=427

Respondents(TR) 33%

% Change(TR) 2%

How satisfied are you with y?

Top response(TR) satisfied: 72%

Respondents(TR) n=427

Respondents(TR) 33%

% Change(TR) 2%

What impact did y have on z?

Top response(TR) social media: 33%

Respondents(TR) n=427

Respondents(TR) 33%

% Change(TR) 2%

Question 5

Top response(TR) social media: 33%

Respondents(TR) n=427

Respondents(TR) 33%

% Change(TR) 2%

Question 6

Top response(TR) social media: 33%

Respondents(TR) n=427

Respondents(TR) 33%

% Change(TR) 2%

Dashboard Analyse

Compare periods

Advanced filter

Show Raw Data

Export to excel

Print

Log out

Select Question

Response filter

How did you hear about the fair? n=2572

Response Percentages

Months of the year

Top response(TR) social media: 33%	Respondents(TR) n=427	Respondents(TR) 33%	% Change(TR) 2%
14	14.6	1	33.3
21	16.1		

Participants by gender

Percentage change M: F: 2%

Top gender: **Male: 53%**

Bottom gender: **Female: 47%**

Participants by age

Percentage change 18-24 25-34 35-44 45-54 54+

Top age: **18-24: 44%**

Bottom age: **45-54: 20%**

Participants by location

Percentage change

Top location: **Gaborone: 66%**

Bottom location: **Kasane: 0%**

Respondents in numbers

Extremely satisfied - 315

Satisfied - 1898

Unsatisfied - 327

Extremely unsatisfied - 32

Respondents in percentages

Extremely satisfied - 12

Satisfied - 73

Unsatisfied - 12

Extremely unsatisfied - 1

Dashboard Analyse

Compare periods

Advanced filter

Show Raw Data

Export to excel

Print

Log out

Select Question

Response filter

review period.....eg. day/week/month/year

review type.....eg. range or comparisons

Q1 Q2 Q3 Q4

start date To end date

Click to add review date

Run report

Overall performance YTD

How did you hear about the fair? n=2572

Top response(TR) social media: 33%

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Respondents(TR) 33%

% Change(TR) 2%

Participants by gender

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Top gender: **Male: 53%**

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Cost Benefit Rationale



Feedback Master vs. Paper based surveys

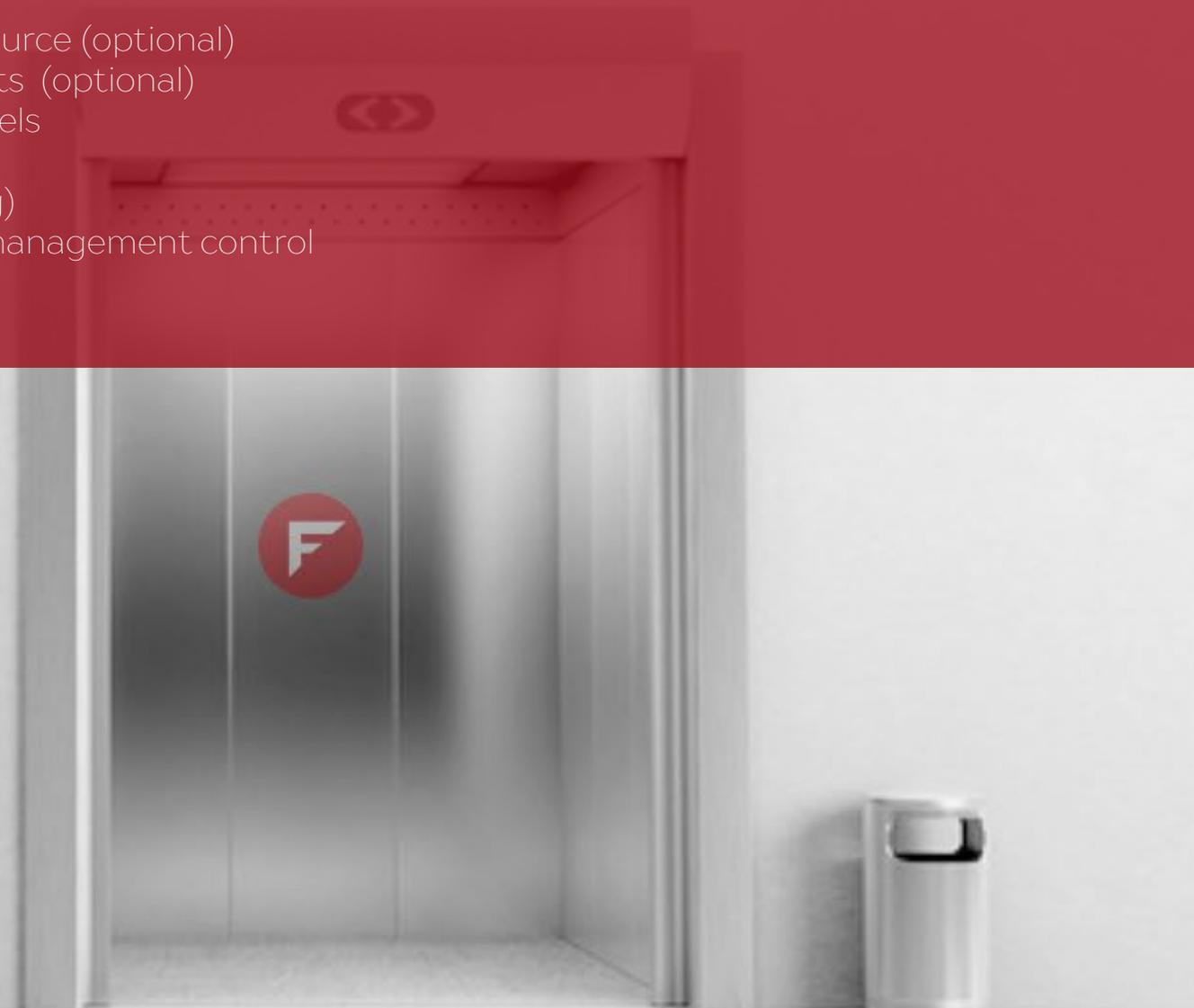
Paper based surveys are characterised by restricted sample sizes with unalterable questions with feedback that is often overtaken by events. In addition to being costly, feedback is overly generic, ie Individual vs Issue. This method though effective to a certain level, lacks the immediacy that is required to make informed time bound business decisions.

With an unlimited sample size that varies with usage, FeedbackMaster provides the choice to choose how much you want to pay depending on the number of service points you wish to track. It offers below average monthly costs with the flexibility to add or remove units depending and the selected package.

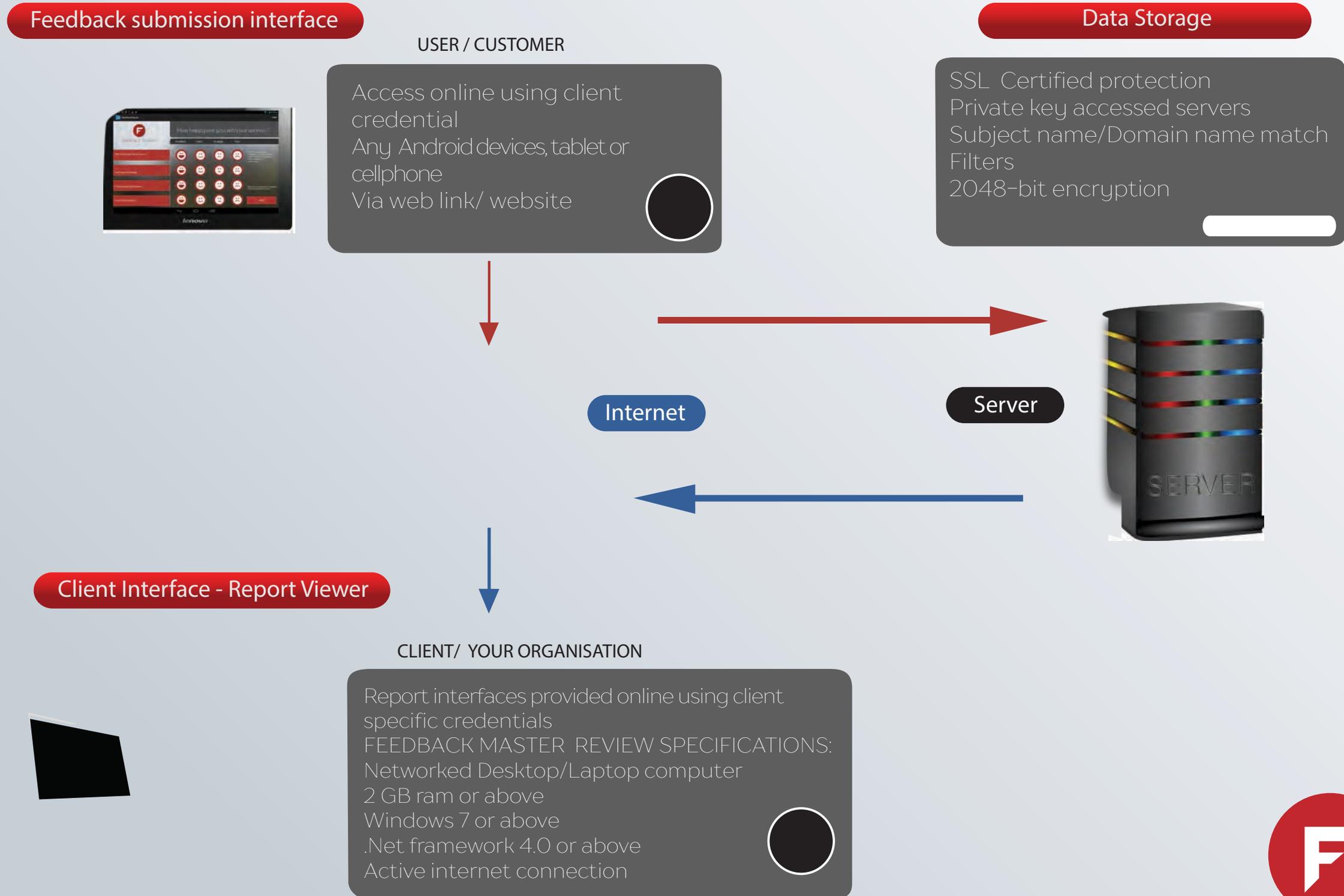
Why choose us?

- Dedicated on site resource (optional)
- Zero capex investments (optional)
- Multiple access channels
- KPI linked support
- ATL support (on going)
- Location based user management control

**“LOW COST WITH IMMEDIATE
& ACTIONABLE FEEDBACK”**



System Specification Summary





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