

## Enterprise Feedback Management

**Your consumers' words are precious to your business.**

Since every interaction is an opportunity for your business to gain further insight into your consumers' psyche, their motivators, perceptions of your business, and levels of satisfaction, you should never let a single word of feedback slip through the cracks. Make sure you are capturing feedback from your consumers' across every single touch-point and linking data back to a single consumer record.

Whether they interact with your brand via a Call Centre, live event, Website, e-mail, SMS, or even Point of Sale, Global Vision can ensure you have the method and the means to easily capture their comments and feedback and securely store data centrally in your consumer database.

### **Global Vision's Enterprise Feedback Management Services include:**

- Capturing of feedback and comments via the following channels: E-mail, SMS, .mobi, Web, Call Centre, Live Events, Point of Sale, Direct Mail
- Development of Call Centre Scripts
- Development of online Profile Management forms
- Development of online Survey and Feedback forms
- Integration with Point of Sale
- Integration with 3rd party enterprise systems

### **360 Degree View of Your Consumer Experience**

Global Vision's Enterprise Feedback Management Services give you clear insight into your consumers' views, perceptions and experiences with your brand and products. Across all your brands, all your products and all your touch-points. No more silos!

