

Instant Feedback - What is costs

A standard 12 month license costs just £67.00 + VAT per month (£80.40 including VAT). This fee includes Site access, User Guides, Telephone Support Monday - Friday and system updates. Are you interested in using Instant Feedback in more than 50 sites? Then contact us for details on our enterprise rate.



Contact us now for your
FREE months trial!

01280 828100

A single site access includes:

- Support from our consultant team to bespoke the system for your use
- 12 months use of Instant Feedback with a single database
- Unlimited access to your data for input and review
- Simple reporting via the browser output and end of day reports
- Survey up to 500 customers per day with a single site license

Instant Feedback that drives customer satisfaction and improves retention



Instant Feedback - What it is?

Instant Feedback is a web based system which helps you gain valuable feedback from potentially all of your Customers helping to improve satisfaction and retention for your business.

Fourmative Limited

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A desire to truly make a difference
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instant feedback

Interested in the views of ALL of your customers?

Typically feedback systems rely upon the Customer choosing to leave their views relating to a particular sale or service experience. This approach often results in Customers choosing to opt out if the experience was acceptable with many Customers only leaving feedback if the service was deemed to be exceptional and worthy of a mention or alternatively very poor. This means that many businesses rely upon a very small sample of their total Customers to measure Customer satisfaction.

Instant Feedback obtains Customer views at the end of the Customer experience prior to them leaving, this gives you the business owner, the following benefits:

- The opportunity of gaining feedback from all of your Customers
- True Customer feelings at the time of the experience and not days or sometimes weeks later
- Instant feedback to your team giving daily, monthly and year to date performance together with live comments from your Customers
- Enables Managers to react if the Customer is less than completely satisfied, text and email Hot Alerts will inform you if your Customers are unhappy giving you time to speak to them before they leave



Instant Feedback - Automotive edition

Instant Feedback has become the market leader for point of exit experience measurement and is used by many of the UK's leading dealer groups including, Lookers, Jardine, Sytner, Vindis, and many more.

Used in both Sales and Service Departments at point of handover Instant Feedback has helped dealers improve their Customer Satisfaction rating and in turn Customer Retention.

Key Benefits include:-

- Feedback is provided to all staff via the internal Browser Dashboard
- Hot Alert emails and text messages alerting Managers when the customer is less than extremely satisfied so that the customer can be engaged PRIOR to them leaving the Dealership
- The ability to change questions and content to reflect the individual dealership needs
- The ability to measure first visit views, test ride satisfaction and recapture lost sales
- Group reporting and Dealership comparisons
- Helps keep Service and Sales staff focused upon the importance of delivering great service to all customers every time



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instant feedback

